

# AT HOME IN Berks

Home Builders Association of Berks County

AUGUST 2014

## Tapas ON THE TERRACE

Interior Décor &  
Finishing Touches

**Incentivizing  
Efficiency**

2014 Parade of Homes WINNERS

## 2014 HBA Berks Board of Directors

### Officers:

#### President

**Patrick J. Dolan, AIA, LEED AP**  
Dolan Construction Inc. (Reading)

#### First Vice President

**Edward F. Anewalt IV, CLP**  
Anewalt's Landscape Contracting  
(Bernville)

#### Second Vice President

**James E. Gavin, Esquire**  
Masano Bradley Attorneys at Law  
(Wyomissing)

#### Secretary

**Chad E. Camburn, P.E.**  
Bursich Associates, Inc. (Pottstown)

#### Treasurer

**Evan L. Hand, III**  
National Penn Bank (Wyomissing)

#### Immediate Past President

**Cathy Sloan, CGR, CAPS, CGP**  
Aluminum Associates/  
Sloan Corporation (Temple)

#### Builder/Remodeler Directors

**Daphne D. Frownfelter, CKD**  
Deer Mountain Kitchens, LLC  
(Robesonia)

#### Brad Kehres

L A Kehres Building & Remodeling  
(Leesport)

#### Eric Keller

Berks Fire Water Restorations, Inc.  
(Reading)

#### Bryan Moll

B & G Glass (Reading)

#### Diane K. Salks

Riverview Tree & Landscaping, Inc.  
(Temple)

#### Associate Directors

#### David Hallowell

Heffleger Kitchen Center (Reading)

#### Sherrie Hallowell

Tompkins VIST Bank (Wyomissing)

#### Bruce T. Rader, P.E., P.L.S.

Berks Surveying & Engineering, Inc.  
(Fleetwood)

#### HBA Staff

#### Executive Officer & At Home in Berks Editor-in-Chief

Christian D. Malesic, MBA, IOM

#### Member & Event Coordinator

Barbara M. Bohrman



# Contents

AUGUST 2014

## Features:

### 8 **Tapas on the Terrace**

Perfection in Landscape Lighting.

### 12 **The Space Age Has Reached the Kitchen**

All about Induciton Cooking.

### 14 **Incentivizing Efficiency**

Energy Efficient New Homes Program.

### 16 **What to Expect When You Are Expecting...**

A Kitchen Renovation.

### 19 **Interior Décor & Finishing Touches**

From wallpaper to appliances, learn how to makeover your home.

### 21 **2014 Parade of Homes**

WINNERS ANNOUNCED!

Find out who stole the show.



## Angles

### 24 **The Dangers of NOT Paying**

The penalties of not paying your bills on time.

### 26 **Keys to a Successful HVAC Upgrade**

Determining when to replace an outdated unit.

### 30 **Terrific Window Treatment Tips**

Style, Function & Focal Points.

## Departments

### 6 **From the President**

HBA of Berks County  
President Patrick Dolan.

### 32 **Membership Pages**

New and returning members, member to member discount programs, and an overview of all Association-related events from August – October 2014.

**For Advertising Opportunities:** call 610.685.0914 Ext. 1  
**Read At Home In Berks Magazine Online** at HBAberks.org

*The written and visual contents of this magazine are protected by copyright. Reproduction of print or digital articles without written permission from Hoffmann Publishing Group, Inc., and/or the Home Builders Association of Berks County is forbidden. The placement of paid advertisements does not imply endorsement by HBA of Berks County.*

Publisher: **Hoffmann Publishing Group, Inc.** 610.685.0914  
2921 Windmill Road, Suite 4, Sinking Spring, PA 19608



10% Post Consumer Waste  
Please Recycle



# Incentivizing Efficiency

By Mike Arblaster

Home builders in Pennsylvania now have an additional incentive to build energy efficient homes. FirstEnergy's Pennsylvania utilities and ENERGY STAR® have partnered together to create the Pennsylvania Energy Efficient New Homes Program, which provides financial incentives to builders of new homes that meet ENERGY STAR V3.0 standards.

## What's the Incentive?

For each newly built home serviced by Met-Ed, Penelec, Penn Power, and West Penn Power that receives ENERGY STAR V3.0 certification, the builder is eligible for a rebate of \$400 plus \$0.10/kWh saved annually over a non-certified "reference" home built to the standard 2009 IECC code.

For a home to qualify for the program (in addition to meeting ENERGY STAR V3.0 standards), it must be 15% more efficient than the current 2009 IECC code, must be located within the service area of a FirstEnergy's Pennsylvania utilities (Met-Ed, Penelec, Penn Power, or West Penn Power), and must have a certificate of occupancy date on or after October 28th, 2009, for Met-Ed, Penelec and Penn Power, and June 1st, 2013, for West Penn Power.

## What's Does This Mean?

ENERGY STAR® Homes are differentiated by the performance of the home's building envelope and installed energy-consuming equipment. Examples include:



- **Effective Insulation Systems:** An effective Insulation System ensures even temperatures throughout the house, lowering utility costs and improving quality. The quality insulation also keeps a home much quieter.
- **Tight Construction:** A tightly sealed home improves comfort and air quality by reducing drafts, moisture, dust, pollen, pests and noise. The tight construction will lower utility and maintenance costs.
- **Efficient HVAC Equipment:** Energy efficient HVAC systems are quiet and regulate humidity to improve comfort while using less energy to operate.
- **High Performance Windows:** High performance windows use advanced technologies to help keep a house warm in the winter and cool in the summer.
- **Efficient Lighting and Appliances:** Energy efficient products such as lighting, fixtures, fans, and appliances help further conserve energy throughout a home.
- **Third Party Testing:** A HERS rater is responsible for ENERGY STAR certification. When a rater certifies the home, they provide the ENERGY STAR seal on the home for guaranteeing ENERGY STAR quality and adding credibility. Make sure to show your home buyers the ENERGY STAR seal.

# CONNECT WITH THE HBA...



Home Builders Association of Berks County



@HBAberks



HBAberks



Group: HBA Berks



Channel: HBAberks

## Sign On Now

There are many reasons why a builder should get involved with The Pennsylvania Energy Efficient New Homes Program. First, ENERGY STAR certified homes have shown to sell faster and for more money than comparable non-certified homes (based on average sales price and time on the market in the study: *Market Impacts of ENERGY STAR Qualification for New Homes*, Appalachian State University 2011).

Customers want a comfortable home, especially during hot summers and cold winters. Nobody likes sleeping in a bedroom on the top floor that is uncomfortably hot during the summer, or spending time in a room during the winter that is drafty, or so dry that they get a static shock when they touch a doorknob. ENERGY STAR V3.0 ensures a home is tightly sealed and comfortable during any season.

unwanted dampness and mold. This not only adds to the comfort of the home, but also increases its durability, which means even less repairs down the road when the buyer is interested in selling the home. For these reasons, customers are demanding ENERGY STAR certification when buying a new home.

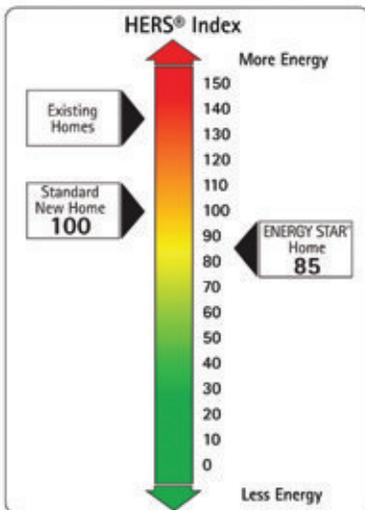
Third, FirstEnergy's Pennsylvania utilities are providing incentives to builders to build ENERGY STAR V3.0 certified homes. FirstEnergy's Pennsylvania utilities are also providing builders with \$400 + \$0.10 kWh saved annually over a non-certified reference home. Since ENERGY STAR homes can save 30 percent or more in energy use than non-certified homes, the \$0.10/kWh rebate could amount to hundreds of dollars or more depending on the home.

The more efficient the home, the higher the rebate, and builders of multifamily projects receive an incentive per unit, which could equal thousands of dollars per building! Builders who participate in the program will also receive free technical training, marketing materials, and recognition on the program's website.

In today's housing market, home buyers look at many houses and weigh countless options before they ultimately choose the house that they will call "home." Partnering with The Pennsylvania Energy Efficient New Homes Program and building to ENERGY STAR V3.0 standards helps your houses stand out from the rest by providing homebuyers with more comfortable, durable, energy-efficient homes. ■

### ABOUT THE AUTHOR:

**Mike Arblaster** is Program Coordinator at Performance Systems Development, a FirstEnergy / ENERGY STAR partner to encourage high performance home building. For more information go to [energysavepa-newhomes.com](http://energysavepa-newhomes.com) or contact Mike by phone at 814.282.3689 or by Email at [marblaster@psdconsulting.com](mailto:marblaster@psdconsulting.com).



Second, customers also want to spend less on their utility bills. With the efficiency standards of ENERGY STAR V3.0, they will save money all year. Additionally, ENERGY STAR V3.0 certification means that builders are using higher quality products in the home that last much longer, so customers can save long term on replacements and repairs.

Certified homes are tightly sealed, which not only keeps them cooler in the summer and warmer in the winter, but also prevents