



# The BUILDER

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## Upcoming Events

**March 7-9**  
**HBA Southern Home and Garden Show**

**April 2**  
**U.S. Lumber Trailer Show Anderson Store**

### SAVE THE DATE

**June 5**  
**Katz Roadshow (Details TBA)**

## GBS Launches inTouch Customer Program

GBS is pleased to announce the official launch of our inTouch customer program. Our first initiative with this program is the introduction of iPad technology to the sales force. Beginning this month, six sales reps are using iPads in the field to place orders, communicate more efficiently with customers, view house plans, and even make product selections from a wide variety of online vendor catalogues. Feedback from both the sales team and our customers has been tremendous. Many of our vendors have expanded their services to include custom apps, which helps us meet customer needs even faster. We are excited about using the latest technology to provide exceptional service to GBS customers.



*“Great thoughts speak only to the thoughtful mind, but great actions speak to all mankind.”*  
– Theodore Roosevelt

GBS plans to expand our inTouch program in 2014 to include events, incentives, as well as other customer service-based initiatives. We are thrilled about the many benefits planned for the inTouch program, and will communicate more inTouch news in the coming weeks. Get ready - it's going to be BIG!

## Employee Spotlight: Tim Goode

Tim Goode works in Outside Sales at our Hendersonville location. He's been with GBS for 25 years and believes the best thing about our company is the closeness of employees.

Tim and his wife, Jennifer, have two sons and two daughters. Tyler is a Marine and currently deployed. Trey graduated from UNC Charlotte in 2013 and now works for Hendricks motorsports as a pit crew member for Jeff Gordon. Julianna is 16 and a sophomore at West Henderson High School, and their youngest, Lydia, is 14 and in the 8th grade at Rugby Middle School.

Tim loves to exercise; he has run four marathons in the last 3 years and hopes to qualify for the Boston Marathon one day. He also enjoys cooking on his Big Green Egg, especially during football season when he can cheer on his favorite team, the Georgia Bulldogs.

When asked about his favorite food, Tim said he loves steak and seafood, but then admitted that he always eats a peanut butter and banana milkshake at bedtime, stating that he has had one every night for the past 20 years. That's probably a world record!

In closing, Tim added, "I am very fortunate to work for a company that cares for the employees. The Hendersonville team is above and beyond the best people to work with. I have been here so long; I started in the bad times, then the good times came, then back to the bad times. Now the good times are coming back and with the staff we have now, it's going to be better than ever. Thank you to all fellow GBS employees for your hard work."





### From our CEO

Partners,  
 First let me thank everyone that joined the HBA and GBS at The Bridge Awards event earlier this month. I believe everyone had a good time and it was great to see some very deserving builders win their awards. GBS is committed to doing all we can to support our builders and the HBA, so we will be sponsoring the event again next year and into the future. Watch for communications later this year regarding nominations and the event. We hope next year's turnout will be even bigger.



Second, it was good to see many of you at the IBS in Las Vegas last week. It was also a great and well-attended event, and a feeling of optimism seemed to permeate the atmosphere. From the many builders and suppliers I spoke with, there seems to be a general feeling that: 1) housing starts should approach 1.1 million this year and ramp to a 'normal' 1.5 over the next 3-4 years; 2) Material prices overall should remain pretty constant with the exception of engineered wood products and drywall; and 3) As the capacity in the system gets utilized in 2014, 2015 will see material prices start moving up. Take it for what it's worth - the world can change on a dime as you know.

Good luck and thanks again for working with us at GBS. We appreciate you and your business.

Bob Barreto  
 Chief Executive Officer

### Product Highlight: JELD-WEN Wood Windows

AuraLast is JELD-WEN's proprietary water-based wood protection process. Unlike traditional chemical dip-treatments that only coat a thin layer on the wood's surface, AuraLast delivers virtually 100 percent surface-to-core protection. Now offered with a lifetime limited warranty, JELD-WEN wood windows, patio doors and door frames with AuraLast Wood can protect you from the expense, damage and inconvenience of decaying wood.

Contact Tim Lucas at our Mauldin store to learn more about Jeld-Wen wood windows for your next project.



**JELD-WEN**  
 WINDOWS & DOORS

### By The Numbers

In 2013, building permits rose 17.5 percent over 2012, to 974,700.

(Source: [www.esa.doc.gov](http://www.esa.doc.gov))

### Wellness Corner: The Power of Heart Health: It's never too late or too early to make changes.

Heart disease, also known as coronary artery disease, is an ever-growing problem in today's society. It continues to be the number one cause of death in most men and women from all over the world, despite the fact that heart disease is highly preventable. A recent landmark study found that nine factors related to nutrition and lifestyle accounted for 95% of the risk of heart attack. These nine factors were: smoking, cholesterol level, hypertension, diabetes, obesity, diet, physical activity, psychological issues (such as emotional stress and depression), and alcohol.

By controlling or changing these contributing factors, such as diet and lifestyle habits, you may reduce your risk of developing heart disease. Once you take that first step, you're on the way to an important destination — better health.

References:  
<http://www.mayoclinic.org/>  
<http://assets.usw.org/>



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