



**Sheboygan County Home Builders
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FOR IMMEDIATE RELEASE

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Home Builders Expo a Success!

(Plymouth, WI) April 7, 2011 – Consumers took advantage of the opportunity to meet with SCHBA members and gather information for their home improvement, building, or remodeling needs at the 27th Annual Home Builders Expo, presented by the Sheboygan County Home Builders Association recently. With over 140 booths representing a myriad of construction related services, the Expo offered something for everyone.

Friday's seminars kicked off a weekend of education for the consumers looking for a bit more knowledge before tackling an upcoming project. Large numbers attended the seminars and also took advantage of the weekend pass provided so they could return free of charge. Seminars throughout the weekend were sponsored by B & P Roofing and United One Credit Union.

The highlight of the Expo again this year was the “Loads of fun” event held Saturday for children ages 5-10. This event allowed the kids to ride the “big” excavation equipment with a licensed operator and “move some ground”. The smiles on the kids as well as the adult volunteers told the whole story. Excavators on hand donating equipment and operators included Double R Excavating (Formally Falls Valley Excavating);. and Serenity Farm Landscaping, Inc.

Kid’s Workshop, sponsored by Home Depot, with kids completing a spice rack, bird house or jewelry box. Kits and staffing were provided by Home Depot.

The House of Food was again full to the brim with donations from exhibitors and visitors alike. Following the show all contributions are donated to the Salvation Army food pantry serving Sheboygan County. Other sponsors for the weekend included Roffers Concrete and Western Building Products.

From a total construction standpoint “Our members are very enthusiastic about 2011.” said Bill Sydow, B & P Roofing and Home Expo Chair. “Spring has given many consumers the itch to update, renovate or build. They are tired of waiting around. The leads gathered at this year’s show indicate that there is strong consumer interest. People understand that their home is still a great place to invest their money.” Sydow added

Enhancing this year’s show was the professionalism offered by different member participants. "Our members go to great lengths to determine the needs of their customers and it shows in the presentation and effort seen in their booths," said Sydow. "Exhibitors are putting more emphasis on using their booth design to draw consumers in." Since the show's beginning, the SCHBA has made it a priority to include participants that will display products or services directly relating to the home construction or home improvement industry.

The Home Builders Expo continues to be Sheboygan County’s largest and only home show and one of the best in this area of the state. “Interest in the 2011 Home Builders Expo was very strong,” said Sydow “The enthusiasm from members and consumers alike speaks to the strength of the housing industry and the high quality of our show. “

The Sheboygan County Home Builders Association has 145 members living and working in the Sheboygan County Area. They are a professional, trade organization working to establish high standards and service within the building industry. Affiliated with the Wisconsin Builders Association and the National Association of Home Builders, SCHBA promotes the American dream of home ownership by working for quality, safe and affordable housing in Wisconsin. For more information about the association or details on the Home Builders Expo or Parade of Homes, visit the web site at www.schba.org. or call 920-892-6280.

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