



## Stepping Up

New Home Builders Association president plans to build on tradition

By **Cindy Hodnett**

HOMEPLACE WRITER

**R**ichard Alexander is stepping into the role of Home Builders Association President with one primary goal in mind—to continue to enhance the HBA's long list of activities while also supporting its membership. Impressed with association's long standing commitment with the Triad community, Alexander is enthusiastic about the upcoming year

and eager to offer his own contributions.

"I'm calling my focus this year 'Building on Tradition,'" Alexander said. "As I have attended functions representing the Home Builders Association of Winston-Salem at the state level, I realized we have an outstanding association. Our association is doing a lot of events and providing services that other associations are still just contemplating.

"Traditions such as the Parade of Homes, the Triad Home and Garden Show, the Showcase of remodeled Homes and the Jimmy Johnson Memorial Vocational Educational Fund are just some of the things we do every year to benefit not only our association, but the community as well," Alexander said. "We have some new traditions as well, such as the continuing-education program, which is the only such program in the state. I want to continue to build on these traditions to make them even stronger and provide an even greater level of return for the members and the community."

Alexander is well-known in the local residential-construction industry. He has been involved with HBA for seven years and says that he experienced the benefits of membership firsthand.

"I'm sure all the builders say this, but I started building stuff as a kid, starting with blocks, moving to forts and tree houses, which I still build, and continuing with Habitat for Humanity. I was hooked, so I got a construction science and management degree from Clemson University, and I have been building every since. I started in commercial construction and soon made the switch to residential. After moving to Winston-Salem, I took a job with K.T. Isenhour Custom Homes and worked there for six years. I took the experience I gained there and started Richard Alexander Custom Homes.

"I started (with the Home Builders Association) by joining the Parade of Homes committee and soon found myself on the board of directors," Alexander said. "It's been very rewarding, both

personally and from a business standpoint.

"I think the main strength of the HBA is its membership," Alexander said. "We have a lot of members who volunteer their time to make all these events happen and to back that up, and often to lead the way, we have an outstanding staff to support those members."

Alexander will be joined at HBA meetings by Jerry Herman, the executive vice president of the association. Herman is replacing Harry Weiler, who served the organization for 18 years.

"Harry has done a great job getting us where we are now, and Jerry is already on board and really jumping into the long list of activities he'll be involved with," Alexander said. "We also want to continue to stress the importance of keeping housing affordable on all levels through governmental affairs; this is important for those in the housing industry and consumers. ... I'm looking forward to serving as president of the HBA. It's going to be a great year."