

# **BUILDERS ASSOCIATION HOME SHOW 2023 REVIEW**

## **Future Considerations**

1. Count the number of people attending Home Show.
2. How did attendee learn about the Home Show?
3. Recruit job seekers. Do this internally or ask a professional human resources company to do this?
4. Repository of electronic versions of vendor signup sheets.
5. Members participate in advertising. Like! Share! Members participate in physical mailers. Members participate in email blasts to their customers.
6. Use Mercer County Chamber to advocate and advertise Home Show. This venue was open to us this year. I mistimed their email list distribution time. Start early.
7. Use Shenango Valley Chamber to advertise Home Show. Start relationship now! Why didn't they help us this year.
8. Social Media touches throughout the year. Grow MCBA Facebook page and MCBA LinkedIn following!
9. Explore connections between The Networking Group of the Shenango Valley and the Mercer County Builders Association when mutually beneficial and legal.
10. Use press releases effectively.
11. Lego Store in Ross Park Mall. Sponsor separate lego event. Attract a second round of leads at this event.
12. Develop an email list.
13. Develop website to support advertising Home Show. URL is [\[mercercountybuilders.com\]](http://mercercountybuilders.com)



SMART WEBSITES. SMART RESULTS.

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## Website URL and starting a website build

Why? Raise the MCBA to a higher standard. Create value. Credibility. Convenience. Recruitment. Referrals.

To Start, propose a 3 page website \$1800

Homepage. Contact page. Members directory.

2023 Home Show Expenses

750chk, 250 membership  
~~800~~

*Radio*

VFW 6166 Hickory

Hall Rental & Set UP

\$400.00 ✓

SMARTY P: XELS

Advertisng

214.04 ✓

George Howes – Grove City

LEGO Candy \$42.00

0

Signs OF AN ART ATTACK

HWY Signs

84.00 ✓

Records Argus

Advertising

340.00 ✓

⊖ 120 / ad

The Herald

Advertising

375.00 ✓

⊖ 125 / ad

Area Shopper

Advertising

100.00 ✓

⊖ 50 / ad

2 \* front top right

Valley Voices

Advertising-1 page

690.00 ✓

Com Doc

Prints

39.70

Flyers 4 HS  
 Everything Else  
 National File

Dot Hillman

Office Supplies  
 Mileage

50.00 ✓

Minute Man Press

Copies

26.50

USPS

Postage

80.00(est)

1999.24

Hudson LEGO Prizes

6 Winners \$450.00

0

84 Lumber--Attendee Winners

10 -\$25.00 Coupons

0

3399.24

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

2023 MCBA Home Show Expenses: \$4000=\$3500 MCBA Spend + \$500 Chatfield

Actual Price	Expected Price	Vendor	Venue
	\$690.00	Valley Voices	Print
	\$800.00	Froggie 95.1-Seven Mountain Media	Radio
	\$200.00	Froggie 95. - on Site	
	\$675.00	Sharon Herold 3 ads @ \$225 per Ad	Print
	\$150.00	Allied News	Print
	\$150.00	Greenville	Print
100.00	\$25.00	Area Shopper	Print
214.04	\$220.00	Facebook	Digital Marketing
84.00	\$80.00	Yard signs	Print
	\$2990.00	Total	

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	\$150.00	Allied News	Print
	<del>\$150</del> <del>\$860.00</del>	Greenville	Print
	\$25.00	Area Shopper	Print
214.04	\$220.00	Facebook	Digital Marketing
	\$80.00	Yard signs	Print
	\$3500.00	Total	

*\$200 Freggie 9.5.1 FM on Site*

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	\$150.00	Allied News	Print
	\$860.00	Greenville	Print
	\$25.00	Area Shopper	Print
214.04	\$220.00	Facebook 214.04	Digital Marketing
	\$80.00	Yard signs B.P.	Print
	\$3500.00	Total	
Does Greenville Paper Really charge that much?	Press Release?	Mercer Chamber notification of advertisement?	Shenango Valley Chamber notification of advertisement?

Raffle Tickets? for Tolbots \$35 //

Facebook

59.03 3/26 ✓

25.00 3/3 ✓

25.00 3/8 ✓

25.00 3/14 ✓

35.00 3/16 ✓

50.00 3/17 ✓

QR Code

127.07 ✓

KHeart

75

Domain Name

14.76 2/24

9.88 2/27

15.16 3/06

~~346.70~~  
421.10

$$Meta = 25 + 25 + 25 + 2.32 + 2.62 + .01 + .04 = 79.99$$

$$QR = \frac{127.07}{207.06}$$

$$Pello = 15.12 + 14.94$$

$$35 - 2.32 - 2.62 + 50 - .01 - .04 + 59.03 = 139.04$$

KHeart Design = \$75

$$\text{Total } 214.04$$

Home show  
sign list  
March 18, 2023

1	Dot	21	McLure	41	MCSS-48
2	19+Fairman	22	80-W.M.	42	MCSS-27
3	Plyler	23	Louie	43	MCSS- MCB A-11C
4	nr 18+62 "Y"	24	Agony	44	MCSS- Walter
5	Warner	25	Agony	45	MC 62- Jones
6	NR 19-80	26	Bill	46	NF=MS8
7	Kevin	27	↓	47	19-Rosen
8	Kevin	28	↓	48	NR 19-288
9	Chatfield	29	↓	49	MCBA-58
10	Rynolds	30	↓	50	NF-58
11	Reginald	31	Kevin	51	
12	Arthur	32	↓	52	
13	Arthur	33	↓	53	
14	NR+PP	34	St. Paul	54	
15	Shelby-54	35	Rosenblatt	55	
				5	
16	Kevin 54	36	Paul	56	
17	Jeff 117	37	V.R.W.	57	
18	↓	38	V.R.W.	58	
19	84	39	Paul	59	
20	89	40	Michelle 62-M.	60	

**Mercer County Builders Assn, January 2023**

**PNC Bank Deposit**

January 11:

18920 Buxton ✓ \$450.00 - 2023 MPN-Dues  
 12575 Breese ✓ ~~445.00~~ - 2022  
 1201 Moon ✓ 450.00 - 2023  
**TOTAL: \$1345.00**

February 7:

13124 Boben ✓ \$450.00 - 2023 MPN Dues  
 14471 Clark ✓ 450.00 - 2022  
**TOTAL: \$900.00**

March 13:

3091 Hosick ✓ \$250.00 - 2023 M Dues  
 8627 Hoffman ✓ 270.00 - H S-2 + Lego  
 8595 Hoffman ✓ 500.00 - M Dues (2)  
 Hoffman/Kin  
**TOTAL: \$1020.00**

March 13:

1226 MCRP ✓ \$126.00 - HS  
 0000138683 NF ✓ 125.00 - HS  
 40035 Pitzulo ✓ 125.00 - HS  
 1144 Seth Plubing ✓ 165.00 - HS  
 6344 Ryan Plumbing ✓ 145.00 - HS + L  
 6186 D & R ✓ 145.00 -  
 HS + L  
**TOTAL: \$831.00**

March 13

030878 Leaf Guard ✓ \$ 205.00 - HS  
 321764 McLusky ✓ 125.00 - HS  
 1642 OLinchy ✓ 165.00 - HS  
 16347 Stone Kitchen ✓ 145.00 - H + L  
 by Custom Stone Tile  
 1675 L. J. Ram ✓ 165.00 - HS  
 220 Care Cruz ✓ 165.00 - HS  
 Home Care Agency 165.00 HS  
**TOTAL: \$970.00**

March 13

308 Morton Builders \$165.00 -HS  
 80734 Contain a Pet ✓ 165,00 -HS  
 33120  
 55252 Agway G &N ✓ 395.00 - HS + L  
 -M Dues  
 OK 84 Lumber 250.00- -M Dues  
 OK Steve Dzvonick 250.00 -M Dues  
 OK BSI 35.14 -Ins  
**TOTAL: \$1260.14**

March 30:

1689 TWMc \$ 125.00 - M Dues  
 40104 Pitzulo 185.00 -  
 5221 Zickar *Rec'd of debt* 20.00 - HS, L  
 3116 My Custom Solar 165.00 -HS.  
**TOTAL: \$ 495.00**

March 30:

4012 SMART P:XELS \$ 250.00 - M Dues  
 19390 Parker Bros 250.00  
 6363 Ryan Plumbing 450.00  
 1108343 Penn Ohio 250.00 - M Dues  
 577 Peroniki 250.00  
**TOTAL: \$1450.00**

April:11

4549842 ACE \$250.00 - M Dues  
 31062 ACE 165.00 - HS  
 0 G Richardson 124.00 - HS  
 1189 Pisano ✓ 165.00 - HS  
 3574 Roy Scharf 165.00 - HS  
 2613 Tri-State 250.00 - HS  
**TOTAL: \$1119.00**

April:21

Cash Promicki \$250.00  
 524 Ann Coleman 100.00 - HS  
 739 Benn Engine Repair 165.00 -HS  
 41002 Pitzulo Kim 265.00 - HS + Talk  
**TOTAL: \$780.00**

April: 25

Cash Byler Trophy Buck \$ 200.00 - HS  
 31076 Diehl 85.00 - HS/Dues  
**TOTAL \$285.00**

? Diehl 165

125 + 80 + 250

March 18, 2023 Home Show Vendor Listing

First Listings Date: March 11— Recent Update

Member	BUSINESS	Contact	Form	Payment	Booth * 2022	Lego
1 _____	Mer Co Rep Party	Ginny R	X	\$125.00	36	X
2, _____	Mer Co Rep Party	Ginny R	_____		37	X
3, X	National Fuel	Marti Sawyer	X	125.00	23	X Fliers ++
4. X	Pitzulo Bros Co Inc	Kim Pitzulo	X	125.00	11	X
5. _____	Seth Anthony Plumbing	Vicki Anthony	X	165.00	5	X
6. X	Ryan & Son Plumbing	Bill Ryan	X	125.00	18	X
7. X	D& R Garage Doors +	Dave Novak	X	125.00	7	X
8. X	MClusky K & B	Jim McClusky	X	125.00	24	X
9. _____	O'Linchy Const/Serv	Braquel O'Linchy	X	165.00	9	X
10. _____	Stone Kitchens-C.S	Judy Rudich	X	125.00	1	X
11. X	Leaf Guard	Collen Kelly	X	165.00	3	X
12, _____	L J Ram Excavating	Sam Kildoo	X	165.00	6	X
13. _____	CareCruiz Home Care	Miranda Sweetapple	X	165.00	10	
14 X	Agway Water Trmt	Jeff Hodgson	X	125.00	6	X
15. X	Principal Financial	Steve Dzvonic			27	X
16. _____	Morton Buildings Inc	David Howard	X	165.00	20	
17 _____	Contain a Pet in Erie	Frank Clark	X	165.00	29	No Table
18 _____	Anne Colman	MC -Candidate	X	100.00	38	
19. X	T W McCosby	Tom McCosby			8	X
20 _____	Penn Ohio Concrete	Tom Burk			_____	
21. X	Chatfield Drilling	Matt Harrison	X		15	X
22; X	AEY Plus Flooring	Jeff Hoffman	X	\$125.00	40	X
23. X	AEY and-Remodelng	Jeff Hoffman	X	125.00	41	
24. X	Howard Hanna	Victoria Hosick		125.00	28	
25.. _____	Deer Buck					
26 _____	Deer Buck				22	
27. _____	Ben Engine Repair					
28 _____	Busy Beaver				25	
29. _____	Busy Beaver				26	
30 _____	ACE Hardware	ACE Hardware				
31. X	Diehl Auto					
32. X	Smart Pixels	John Ernsthuse				
33. _____	Allegheny Consulting					
34. _____	Joe Premski					
35. _____	Radio 95.1FM				13	
36. _____	LEGO Information/Registration					
37. X	Pisano Electric				X	
38 _____	Mer Co Rep Party					
39 _____	My Custom Solar					X
40 _____	Steve Dzvonic					X
41 _____						
42- _____			X			
43 _____	Dustin Noel					
44 _____						
45 _____	Contain a Pet					
44 _____	Roy Scharf					
45/ _____						
46. _____						