

Rotary
Club of
Charlotte



REPORTER

April 11, 2017

MARK BOYCE

True Homes

Walking the Path, the Power of a Values Based Culture



Today we had the pleasure of hearing from our guest Mr. Mark Boyce, co-founder of the Charlotte based home building business True Homes. True Homes operates in Charlotte and has expanded to Raleigh, Wilmington, Winston Salem and Charleston. He is also the founder of Byron Fellowship, an Indiana based not for profit with the purpose of teaching young emerging leaders in engaging their unique abilities to cultivate generative efforts within their own communities in 5 day workshops. He is a

graduate of Palomar College in California and received his Masters from the University of Cambridge.

Mark recognized "The Table" when he walked in and disclosed publicly that his Linked In page has his "executive bourbon steward certification from Moonshine University." He can sit at "The Table" anytime!

He shared with us a retrospective of his first 10 years as CEO of True Homes. The screen showed a straight, pretty, wide road under blue skies and this has not been the journey of True Homes. He shared a picture of a winding, curvy, mysterious, daunting, foggy, lack of visibility and plenty of foot paths road that was reality for the first 10 years. Mark quoted the movie Matrix "you are going to realize that there is a difference between knowing the path and walking the path." Mark shared the Charlotte Mecklenburg single family building permits history from 2004 to 2006 (up to 20,298/year) and then from 2007 to 2011, permits bottomed out at 4,800/year and home prices declined over 20%. Mark moved his family from Indiana in the summer of 2007 to begin the business in August 2007 (talk about timing)... Mark quoted Mark Vitner as saying "the worst housing market since the Civil War!" The first 5 years the company lived in existential crisis every day. By 2009, they had become the largest homebuilder in Charlotte and remained that until 2014 when he chose to cap his volume at 1,000 and national builders moved ahead of him. Today, the Charlotte home permits are at just 60% per year of where we were in 2007.

He then told his True Homes story in 4 chapters. He began with their short lived vision in 2007, survival of the business from 2008-2011, scaling was significant growth from the recovery from the recession 2012-2015 and then he has moved to the sustainability chapter (cap his home starts annually at 1500). Mark went on to share his companies vision, client philosophy, and updated mission statement (to be uniquely exceptional in how we relate to our clients, associates and trades).

He also shared statistics around affordable housing in Charlotte. From a Harvard housing

affordability study (function of jobs, population and pay), the target affordable multiple is 3.0 of affordability and a lower number is better. Charlotte was at 2.9 in 1995 and ballooned to 3.9 in 2016. This compares poorly to Raleigh (was 3.3 and now 3.5) yet San Francisco is an 8. Mark is passionate about our lack of meaningful conversations/plans to address this growing problem. He went to the Foundation for the Carolinas and they put him in touch with Community Link and Charlotte Bridge Home. Through that initiative, Mark and True Homes donate 2 homes per year to Community Link who finds deserving veterans to get these homes. He hopes his efforts will create more collaboration/interest from his industry and beyond in Charlotte.

Thanks Mark for giving us a nice program on the housing scene in Charlotte and thanks for your philanthropic efforts to help with the affordable housing problem.

Mark took a few questions from the club that included:

- True Homes average price points? The range is small townhouse \$120,000 to custom of \$800,000 but average is 2400 SF and priced at \$230,000.
- What is the current land/development cost per True Home? It was 25% pre-recession and since he has bought much land from banks problem loans that is now 16% and will rise to a typical 20% in the coming couple years.
- Why sustainability/no growth now? He wants to create a culture of contentment.
- Does True build in many subdivisions or exclusive True Communities? Their own subdivisions.

Speaker Write-Up: *George MacBain*

Head Table: *Tom Bartholomy, Floyd Davis*; Invocation: *Jim Kelley*; Visitors & Guests: *Kim Brattain*; Health, Happiness & History: *David Erdman*; AV: *Nikki Keith, Daryl Larner*; Photos: *Bert Voswinkel*

CLUB NEWS

CLUB SOCIAL & BBQ APRIL 18, 2017 AT SMS CATERING, 1764 NORLAND ROAD, CHARLOTTE. 6pm-8pm. This event replaces the usual lunch meeting at the hotel. Family and guests are welcome.

Sympathy is extended to **Matt Joyner** and his family. Matt's father, Dr. William Stafford Joyner, passed away April 8, 2017 at his Croasdaile Village home in Durham after a prolonged decline in his health. He was 92 years old. Funeral services will be held at 1:30 pm on May 3, 2017 at University United Methodist Church in Chapel Hill.

John Nicolay has set up two opportunities for continued discussion with Community and Race. Both meetings will be held at the Fairfield Inn & Suites: (1) John Cleghorn, Pastor of Caldwell Presbyterian Church, April 27 from 7:30 to 9:30am and (2) Toussaint Romain, Assistant District Attorney for Mecklenburg County, May 16 from 7:30 to 9:30am.

Chase Saunders provided an update on the effort to bring soccer to children in economically challenged areas of our community. This group has set an ambitious goal of kicking off Fall registration at 5 CMS schools – Starmount, Hidden Valley, Paw Creek, Barringer and Merry Oaks. Volunteers are needed and for additional information, contact Wayne Riley, AYSO Regional Director, wayneriley@aysoservicescorp.com. **Registration has to take place before the end of the school year – they need lots of help!**

Hold The Date: 14th Annual Rotary Scholarship Golf Classic will be held October 17, 2017 at Ballantyne Golf Club. **Bill Gill** and **Luther Fincher** are managing the tournament and will be reaching out to everyone in the upcoming weeks.

Because of the tremendous support received by the Charlotte Fire Department for our

Rotary tournament, we're giving a shout out to their golf event on May 1 at Cabarrus Country Club. Registration at 8am/shotgun start at 9am/entry fee \$80/deadline April 24. Proceeds benefit the Joshua Earley Memorial scholarship at UNC Charlotte. Contact Brad Earley, beearley72@gmail.com.

Carol Jordan provided a report of projects funded through the club's World Community Service Committee and thanked committee members **Benton Bragg, Jerry Coughter, Roger Sarow, Greg Sizemore** and **Sandy Osborne**.

- \$2000 to Ebenezer Center School on the Island of Vanuatu in the South Pacific. Peace Corps Volunteers purchased materials to install a water tank to catch rain water that provided clean water for drinking & sanitation, a hand washing station, and two toilets.

- \$2000 to Rotarian Jim Hintz in Alta Cayma provided mattresses and bedding for villagers and also funding to Rotaract Volunteers who purchase, staff & maintain a library.

- \$2000 to Mothering Across Borders, Juba/South Sudan, provided lunches for a year for volunteer teachers at a local school.

- \$800 to Carolina for Kibera, Nairobi, Kenya provided funds to pay counselors to search & find villagers in the slums of Kibera who are in great need of medical care.

- \$200 awarded for inclusion in a District Grant to support Rotary Family Health Days in Ghana.



President Tom recognized **Lee** and **John Tabor** for their continued support to The Rotary Foundation. The Tabors are Benefactors, Bequest Society members and now Major Donor. This level of support indicates a cumulative donation of \$10,000 or more to The Rotary Foundation.

100 SERVICE PROJECTS *(80 completed; 203 participants; 2347 volunteer hours)*

The idea behind the commitment to complete 100 service projects is to TOUCH 100 organizations. We are starting to lap ourselves and although we can count the community service hours, we can't count the organization if we've already provided a service for them. Example: Christmas breakfast at Charlotte Rescue Mission, coat collection for Crisis Assistance, bell ringing. Do not read into this that we will not continue supporting these projects. Just that we need to identify new organizations that need something done....manpower, no funding, prefer minimum of 2 Rotarians (can be more) volunteering to make it count. I'm looking forward to your new ideas.

NEW PROJECTS *in red*

- **CPCC Skyline Run 2017** will be held April 22 at CPCC's Central Campus. Volunteers are needed in 4 areas: course intersection monitor, family fun run, water team and 2-4 cyclists (lead runners around the course). 7am-10am. Contact: **Vanessa Stolen**: vanessa.stolen@cpcc.edu

- **Promising Pages** is collecting new or slightly used children's books to send home with little kids at schools in poorer areas so they have books to read over the summer. They need 60,000 and are only ¼ of the way to that goal. Books may be dropped off at Rotary meetings through May 9, 2017. Contact: **Marilynn Bowler**: mbowler@southernshows.com

- **Hospitality House of Charlotte** provides a place to stay for families who are in medical crisis at area hospitals. They have reached out for help with household supplies. Most needed: toilet paper, dry cereal & breakfast bars, travel sized bars of shampoo & soap, sugar/coffee creamer/artificial sweetener, and paper/Styrofoam cups. Contact: **Sandy Osborne**: sandy@charlotterotary.org.

- **Freedom School Partners** need help to supply 120 classrooms at 16 sites serving over 1,200 scholars. Items needed: basic school supplies, hygiene supplies (tissues, baby wipes, hand sanitizer), arts & crafts supplies, books & magazines (K-8 grade). Contact: **Nikki Keith**: nikki@freedomschoolpartners.org

- **2017 PGA Championship**, Quail Hollow Country Club. Volunteers needed to help in their concession areas on August 9th. Several schedule options range from 6am-1pm, 7am-2pm; 8am-4pm, 9am-4pm, 10am-close, 11am-close. Contact: **Tim Newman**: tnewman@levineproperties.com.

ONGOING

-**Allenbrook Elementary School**: North Star Reading Partners with a commitment to read to a 3rd grade student one hour a week. **Eric Davis**: eric.davis@wellsfargo.com

-**Platelet Donation**: Register at the American Red Cross or Community Blood Center of the Carolinas to donate platelets. **75 donations to date!** **John zumBrunnen**: jzumbrunnen@zumbrunnen.com

-**American Youth Soccer Organization (AYSO)**: Fall registration. Wayne Riley at wayneriley@aysoservicescorp.com or **Carolyn Carlburg** c.carlburg@carolyncarlburg.com.

MEMBERSHIP

07/01/2016 318

04/11/2017 314

Net Increase: -4

New Members:

Resignations: Ray Killian, Torrence Shealy

Visitors & Guests 11

Club Members 150

Total 161 (55.1%)

Guests: George Gabel, Victor Chen, Robert Salmon, Les Gleaves, Margaret Marshall, Carol Field, Al Grygiel, Ann Markley, Lynn Lee, Mark Casner

POST FOR MEMBERSHIP (comments to the Rotary office by 4/18/17)

Dr. Victor Chen

UNC Charlotte, Belk College of Business (*Education, Public University*)

Sponsor: Mike Hawley

Endorsed: LJ Stambuk and Dilworth South End Rotary Club

UPCOMING BIRTHDAYS (04/20/17 – 04/26/17)

04/21 Ben Pendry

04/24 Jim Haney

04/25 Em Syrewicze

04/26 Ronnie Pruett, Biff Virkler

UPCOMING ANNIVERSARIES (04/20/17 – 04/26/17)

04/24 Fae & Bob Shaffer, Dianne & Jesse Hite

04/24 Jenna & Ben Pendry, Courtney & Fernando Ycaza

04/26 Linda & Rudy Rudisill

UPCOMING PROGRAMS

04/18 – Club Social – SMS Catering (evening meeting)

04/25 – International Youth Exchange Program (Franzi & Yseult)

Photos from our luncheons and other events can be found on **Flickr** [Click here](#)



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