

## Frequently Asked Questions

### What is the South Jersey Builders Political Action Committee?

The South Jersey Builders Political Action Committee is the legislative and lobbying bloc of more than 450 southern New Jersey-based firms, including builders, developers, remodelers, suppliers, contractors, trades-man and hundreds of other consulting professionals, that are dedicated to providing New Jersey's residents with places to live.

Its primary purpose is to aid in the decision making process by educating our elected leaders on the solutions available to meeting our state's housing needs while creating a balance with economic development, preservation and environmental protection. To do so we must have elected officials with the leadership to plan for people to live in southern New Jersey.

Additionally, the South Jersey BPAC works to educate thousands of industry workers on critical housing issues in New Jersey.

### Who runs the SJBAPAC?

The South Jersey BPAC is comprised of a voluntary group of Board of Directors and Trustees that works to promote political involvement, conducts the decision making process, and assists in fundraising. It is managed by Richard Van Osten, treasurer of the South Jersey BPAC.

### How are SJBAPAC decisions made?

Funding of the South Jersey BPAC is made through contributions from individual members and corporations. Most of the funds are used locally while some funding goes to support the New Jersey Builders Political Action Committee.

The South Jersey BPAC Board of Directors approves all donations and requests to political candidates based on well-established guidelines. Funds are disbursed to candidates whose voting districts are located in Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, and Salem counties in New Jersey.

### How does the SJBAPAC raise money?

The committee raises funds for our public affairs efforts by soliciting contributions directly from members and from hosting South Jersey BPAC fundraising and public affairs events throughout the year. In 2010, for instance, the South Jersey BPAC hosted a Summer Wine Tasting event at a private home, held a Member Mobilization rally at

the New Jersey Statehouse in Trenton, and hosted elected leaders from southern New Jersey at an Ambassadors for Housing Breakfast.

### What is the difference between the SJ BPAC, NJ BPAC and Build PAC?

Housing is neither a Democratic nor a Republican issue. It is an American issue. By supporting housing-friendly candidates on the local, state and federal levels we will continue to open doors and remain a powerful political action committee group.

The New Jersey Builders Political Action Committee is the statewide public affairs entity for the New Jersey Builders Association. Its public affairs efforts, fundraising and decision making on support for or against political candidates are made separately from the South Jersey BPAC on a statewide basis.

Build-PAC is the National Association of Home Builders (NAHB) Political Action Committee. It works to guarantee that we have the strongest possible voice for housing in the halls of Congress. It strives to ensure that lawmakers consider the builder viewpoint when crafting legislation pertaining to environmental regulations, housing finance, housing-related tax preferences and a host of other concerns that impact your bottom line.

The Build-Pac's fundraising and decision making process is focused on the federal level and conducted separately from South Jersey BPAC and NJ BPAC.

### How will I benefit? Why is involvement in SJBAPAC important?

If your job depends on new homes being built and existing homes remodeled and maintained then it is your job to elect public officials who support housing in southern New Jersey.

Political battles in Trenton are won and lost with votes. Our elected leaders will determine the fate of legislation and regulations that have a tremendous impact on the future of the home building industry. Policies that impact the availability and affordability of housing in New Jersey impact every business in the industry. As well it has a tremendous ripple effect on surrounding businesses in our communities.

The South Jersey Builders Political Action Committee cannot do all the work alone. It needs the participation of people who understand our industry's efforts to provide homes for people. Legislators listen to their constituents. They will listen to you if you make the time to contact them on critical issues and vote on Election Day. Your

voice, however, is only powerful if you let it be heard.

There are 330,000 individuals who work in the housing industry in the state. We'd like to keep them employed, including you. Remember, if home builders and remodelers stop working today then you stop working tomorrow.

### What are Member Mobilization and the Ambassadors for Housing?

Member Mobilization is a statewide grassroots advocacy effort to support homebuilding in New Jersey and seek balanced solutions to meeting the housing needs of our residents.

Organized by the New Jersey Builders Association and implemented regionally by the local associations, this year-round program works to mobilize member companies, their employees, family, and friends to promote initiatives that protect the American Dream of home ownership and bolster a healthy economy in New Jersey.

The Ambassadors for Housing program is an initiative that designates at least one employee from each company to act as the Member Mobilization spokesperson. When key pieces of legislation or regulatory changes are discussed, Ambassadors are asked to share and distribute information within their companies. By doing this, they expand the program's reach and amplify the industry's voice in communicating with policy makers and the public. Equally important, they communicate with their coworkers that decisions made in Trenton that impact the housing industry ultimately impact their jobs. When critical issues dictate an immediate call to action or a visit to the New Jersey Statehouse then Ambassadors for Housing members are mobilized.

### Who may join the SJ BPAC?

Any active member of the Builders League of South Jersey or its employees may join the South Jersey BPAC.

### Join Us

It is important for housing industry employees in New Jersey work together to counteract the strong and united forces of organizations that oppose any new housing being built in New Jersey and who are not focused on providing people with places to live. By joining the South Jersey BPAC you have a hand in who is elected to public office and a voice that is joined with others. You don't have to be knowledgeable in politics to become a member. You simply have to be concerned about the future of the home building industry in New Jersey.