

INTEGRITY Update

Fall
2013



*Integrity
Community Corner*
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Custom Home Construction Design/Build Approach Offers Many Advantages

Designing and building a custom home is an exciting undertaking, but with so many decisions to make and so many factors to take into account, it can also be overwhelming. That's why we at Integrity happily and confidently guide clients through the process right from the start.

"The process has been pretty enjoyable. It's been fun, dare I say."

—Norma Adler

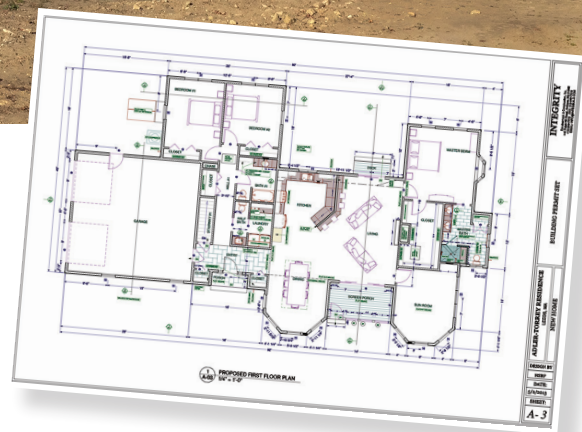
Clients Norma Adler and Susan Torrey came to Integrity looking to build a one-level custom home with an open floor plan. "After interviewing several builders, both independent and firms, we were most pleased with Integrity. They seemed to 'get us' and



The multi-level kitchen peninsula



The Adler/Torrey home near completion, and the final plans



what we wanted. We chose Integrity because they really listened to us when we talked about what mattered to us and helped prioritize those things. On some things we were very clear and on others we weren't. When things weren't fully formed in our minds, Heidi was able to pull ideas from our words to create the plans," remarks Norma Adler.

Integrity co-owner and designer Heidi Flanders is adept at client-based design, while considering the overall look and feel of the home. She goes room by room with the client to create a cohesive layout. Throughout the process, she makes modifications to the plans, presents various options, and

suggests cost-saving materials that fit the budget.

Heidi explains the advantages of hiring Integrity: "As a design-build company, we are involved in each project from its earliest planning stages all the way through to the finish work. We start by conveying our clients' ideas in a three-dimensional system that gives them a real feel for the design. We then put together the best construction team for the project. When plan modifications

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arise during construction, we are better able to address them, thanks to our familiarity with all aspects of the project. In-house communication keeps the dreams and the budget in alignment.”

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—Heidi Flanders

Heidi’s floor plan for Susan and Norma included bedroom wings on opposite sides of the house to provide privacy for the homeowners and their guests. Norma and Susan wanted a master suite with a walk-in closet and master bath. A sunroom and screened porch were part of their fantasy wish list, and they got those, too. “While Heidi had great ideas which were incorporated into the design, our wishes still came through. For instance, I really wanted two full baths and one half bath and we got that in the end, too,” says Norma.

“We loved the design process,” she adds. “It was great to see the house from all different angles. That was very helpful. We did a lot of tweaking. For instance, we said, ‘How about a bay window here and a bay window there,’ and Heidi came back to us with the bump-outs drawn into the plan. We thought that was a fabulous idea.”



The floor plan features a kitchen that opens to the dining and living areas and a sliding glass door to access the front screened porch.

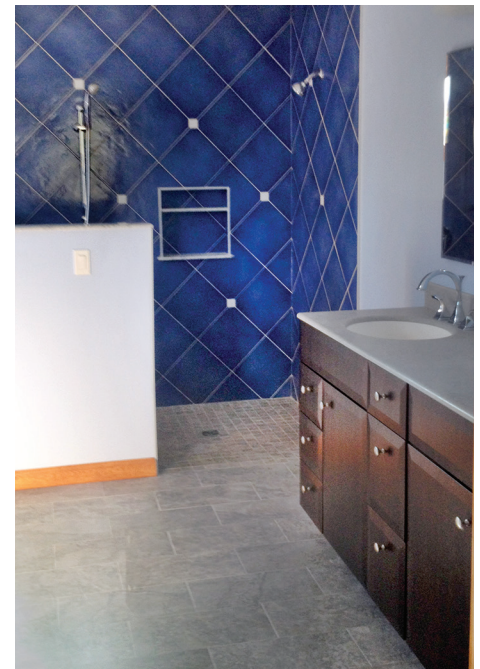
It is also important to Norma and Susan that their new home allows them to age in place. They wanted one-floor living, wide doorways and hallways, levers instead of doorknobs, and easy access for the master bathroom, including grab bars. “We didn’t choose Integrity because Heidi is a Certified Aging-In-Place Specialist, but that was more frosting on the cake, because she already understood what we were talking about. Hopefully we will be here for 20 to 25 years.”

As a Certified Aging-in-Place Specialist (CAPS), Heidi understands how lifestyle needs change over time, and she recommended that Susan and Norma incorporate universal design components into their plans, including a roll-in shower and a minimum step-down from the house to the garage. Should mobility issues arise in the future due to injury, illness, or aging, these features can help keep them in their home without the need for extensive renovations.

At Integrity, the designer, project manager, carpenter, and client work as a team. Constant communication keeps the project on schedule and allows adaptations at any point during construction. As Susan can attest, “If something unforeseen came up, we were informed

right away and given certain budgets. And if there was a change order, we could stay in budget or go out of it—go with something less expensive, or more expensive if we felt that it was worth the cost. But it was our choice.

“Everyone at Integrity has been completely fabulous. Rick, Jimmy, Don, and Jeff have been wonderful, meticulously



The roll-in-shower in the master bath (still in progress) is one of the many aging-in-place features incorporated into their plan.

INTEGRITY

DEVELOPMENT & CONSTRUCTION, INC.

Owners

Peter Jessop
Anna Novey Cook
Heidi Flanders

Project Manager

Kyle Belanger

Office Manager

Penny Banister

Marketing Manager

Donna Thibault-Wong

Field Staff

Don Byler

Jimmy Clark

Matt Garriss

Bert Hickey

Jeff Richard

Scott Schabacker

Chris Varilly

Design & Catering Hobby Becomes a Business



The peaked ceiling in the bump-out creates a spacious feel, and large windows allow lots of sunlight into this unique dining space.

clean, and respectful. When we weren't sure about the stain on the doors, Jimmy suggested one coat of PolyShades and one of clear, which was perfect. Integrity has really knowledgeable people."

The major advantage of hiring Integrity is the integration of all our services. Innovative design, exceptional project management, and fine craftsmanship come together seamlessly. Our team approach is efficient and cost effective. We strive to provide the client with a positive experience and a beautiful, functional home.

"Employing our own carpenters and painters gives us a lot of quality control and allows us flexibility in scheduling, which makes job sequencing more efficient," says project manager and co-owner, Anna Cook.

At Integrity, we do everything possible to minimize the stress of building a new home by planning each phase carefully and keeping the client well informed. "We didn't know what to expect, but it has felt relatively stress-free. The process has been pretty enjoyable. It's been fun, dare I say. We are very happy," concludes Norma.

The Integrity team wishes Norma and Susan many years of happiness in their new home.



Kim Snyder and Amanda Robertson prepare food for an event.
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Integrity client **KIM SNYDER** and Amanda Robertson, parents at Amherst Montessori School, helped create a memorable celebration of the school's expansion last spring. They catered the event and made tablecloths and a burlap banner in the school colors. Through this collaboration they realized they shared similar culinary and design aesthetics. With the success of the event and the encouragement of friends, both stay-at-home moms were inspired to parlay their homemaking skills into a business. In April, they opened Homespun Event & Design Catering at 71 Pleasant Street in Amherst.

As their business card reveals, they create imaginative events and cuisine with handcrafted charm. Menu items include brie cake stuffed with bleu cheese, roasted tomato tart with caramelized onions and bacon, and almond cake with orange-apricot jam. Everything is homemade, hence the name "Homespun," which goes beyond food preparation to include design services customized to meet the client's individual desires. "I actually give partial credit to Integrity! Being a part of the design process with Heidi, watching Rick's incredible craftsmanship, and then having to decorate and choose fixtures, etc., for our home made me realize that I had an interest in, and a knack for, color choices and textures on a larger scale than just small craft projects. Transforming an environment for an event uses those skills."

Kim and Amanda possess the culinary and design talent to carry an idea through the menu and into the décor. They have reupholstered folding chairs, sewn tablecloths and napkins, arranged flowers, decorated cakes in fun and unusual ways, and created innovative dishes for each event. Themes run the gamut from a Teenage Mutant Ninja Turtles birthday party to an elegant wedding. They offer soup-to-nuts planning and organizing, even hiring subcontractors, like photographers, when there is a need. By offering a one-stop shop, they create cohesive and unique celebrations from start to finish.

To see some of their mouthwatering spreads and whimsical ideas, visit Homespun's Facebook page at <https://www.facebook.com/HomespunEventDesign>. Kim can be reached at homespunwhimsy@gmail.com or 413-345-5078.

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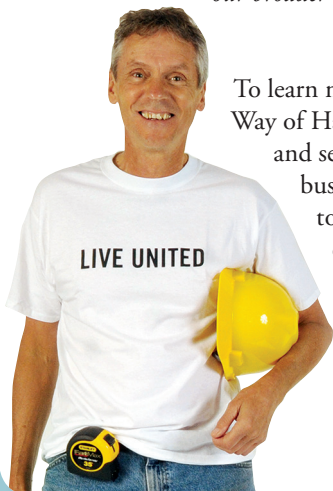
COMMUNITY CORNER

Peter Jessop Serves as Co-chair for United Way Campaign for a Second Year

"I am happy to take on this role for another year and be part of this worthwhile endeavor. Improving the lives of those in need has lasting benefits for our broader community."

—Peter

To learn more about United Way of Hampshire County and see how you or your business can contribute to advancing the common good, visit their Web site at www.unitedwayhampshirecounty.org.



Investing in our community has always been one of Integrity's core values. Here are a few of the many community organizations and events we have supported this year.

Integrity Sponsors



Amherst LIVE is a new live magazine show conceived by writer Oliver Broudy and developed by software entrepreneur (and former Integrity client) Baer Tierkel as a way of creating community through storytelling. The quarterly shows feature the best of local politics, poetry, nature and music, bringing together some of the area's most interesting and insightful residents to talk about their big ideas and our small town. This creative venue showcases Amherst as a unique place to live. We're proud to have been a sponsor of their premier show in September and look forward to their next "edition" in January. To learn more, visit www.amherstlive.com.

Golfing for a Good Cause

Construction is hard work, so once in a while we take time to play—golf that is. Integrity participated in two golf tournaments this year. In July, project manager Kyle Belanger teed off with three other staff members at the Amherst Area Chamber of Commerce Golf tournament to benefit the ARHS Business Education Program and its students. In September, Peter Jessop and three of our carpenters took part in the Golf for Health

Tournament to benefit Cooley Dickinson Hospital.

