



NEWS RELEASE

Home Builders Association of Fargo-Moorhead

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For Immediate Release

Home & Garden Show celebrates 50th annual event, a rich history in the F-M area

Fargo, N.D. - The Red River Valley Home & Garden Show, organized by Home Builders Association of F-M, celebrates its 50th annual event Feb. 25-27, offering the largest selection of home and garden exhibits in the region. It welcomes Renegade Gardener Don Engebretson and Grilling Buddies Mad Dog & Merrill.

The show began at the Fargo Civic Center. 1978 HBA President Lee Amble became involved in the Association in 1967 with his company, Valley Water Conditioning. He remembers early shows as an exciting way to meet the public.

“Exhibitors were quite competitive over booth spots on the Civic Auditorium floor,” he says with a smile.

Early shows featured hourly door prizes, 40 to 50 exhibitors and a homeowners’ clinic covering building, electrical, landscaping, interior decorating, plumbing, heating and air conditioning and financial.

First known as simply The Home Show, the event moved to West Acres Mall in the 1970s, then back to the Civic Center, and found its current home at the Fargodome in 1993.

HBA Executive Vice President Bryce Johnson organized the show in the early 1990s. “It had continually sold out the Civic Center, and Association leaders were excited to have a larger venue for expansion and growth,” she says.

Today, the Home & Garden Show hosts over 300 exhibitors, filling the main floor of the Fargodome as well as its lobby and concourse. Education has remained an integral part as organizers bring in national speakers annually and encourage building industry sponsors to offer seminars for consumers; these have included kitchen and bath remodeling, housing incentives and ways to finance home projects.

Amble now lives in Arizona, but travels back to the F-M area to visit family and has visited the show.

He says, “I am amazed at the growth of the show and it makes me feel proud to be one of the many people involved at the very beginning. The show is tremendous and has mirrored the growth of the HBA itself in many ways.”

Amble and Johnson attribute the show’s success to leaders and volunteers who recognized how the event could showcase the industry and provide a service to consumers looking for one-stop remodeling and new home construction shopping.

More about the speakers...

Don Engebretson presents at home, garden and flower shows across the nation. He is called a “renegade” because of the stern eye he keeps on the industry that, as he says, “tries to sell homeowners the concept that gardening is easy, takes little time and doesn’t require development of skills.”

Engebretson has written for national publications including Better Homes & Gardens, recently winning his sixth national writing award from the Garden Writers Association of America. He also regularly appears on HGTV’s “TIPical MaryEllen” and PBS-TV’s “Hometime.”

“Homeowners should come to the show because I will cut through the misinformation, fast-forward them through 15 years of the gardening learning curve, and spit them out the other end as much improved gardeners,” he says. He will cover crafting cool and creative containers, how to avoid gardening’s top ten blunders and landscape design for homeowners.

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Mad Dog & Merrill blend wittiness and satire with demonstrations on how to create mouth-watering recipes on the grill. Back by popular demand, the Wisconsin duo first appeared in Fargo at the 2007 Home & Garden Show.

Gary Merrill says they will share the “art of enjoying the time spent behind the BBQ,” covering small appetizers, veggies, main courses, and even desserts. Their presentations will address the top ten mistakes grillers make and easy solutions, as well as recipes for wild game.

“We know that in this fast-paced world folks are trying to slow down a bit, get out in their own backyard, relax and do some grilling,” he says. “And for those interested in owning a grill, we can steer them in the right direction to find one that suits their needs.”

Event details and conveniences

- Hours are 3-9 p.m. Friday, Feb. 25; 9 a.m.-6 p.m. Saturday, Feb. 26; and 11 a.m.-5 p.m. Sunday, Feb. 27.
- Show sponsor Accent Kitchen & Bath offers kitchen and bath seminars for consumers.
- Children can enjoy The Home Depot Kids’ Workshop.
- Entrances on the east and west sides of the Fargodome will be open for consumer convenience.
- Show guides will be published in The Forum Feb. 20 and become available at all Hornbacher’s Feb. 21.
- Admission is \$8
 - \$1-off coupons are available on Hornbacher’s receipts, will be in the show guides and at www.hbafm.com.
 - New this year, the show offers two-for-one admission on Friday from 3-6 p.m.
- Visit www.hbafm.com for more details. Contact Sarah at (701) 232-5846 or sarah@hbafm.com for more information on exhibiting. For sponsorship information, contact Jenny at (701) 232-5846 or jenny@hbafm.com.

Comparisons:

Approximate Home & Garden Show Exhibitors

1962	45
2011	330

National median sales price of a new home

1962	\$17,200
2010	\$194,900

HBA of F-M Membership count

1962	112: 36 Builders, 76 Associates
2011	836: 220 Builders, 616 Associates

1960s Home & Garden Show ‘Idea Book’ tidbits

- Moorhead State Bank offers \$5 for each improvement loan upon approval.
- A flooring article advertises carpeting for kitchens and bathrooms as another addition in floor coverings to the market.
- An ad touting “Sliding Walls of Glass,” or as we know them now, sliding glass doors.
- “Dacor Miracle Bricks” offered “new decorating vistas to the amateur and professional alike.... Are molded individually to look like real bricks, yet are only ¼-inch thick. They may be applied to any surface with a special mastic developed to look like real cement when dry.”
- There was “growing public acceptance” of drywall construction rather than plastering interior walls and ceilings.

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- An ad promoted brick-patterned walls in basements that are nothing more than the poured concrete foundation walls, finished with two coats of ordinary masonry paint!
- More brick and stone being used on new homes in fireplaces and on the front of the home.
- An article promotes home improvement loans up to \$3,500 with payment plans permitting as long as 60 months to repay!
- A “breakthrough” was Culligan’s automated electronic water softener.
- Rigid-vinyl awnings were all the rage offering guarantees against hail damage and no repainting.
- Tappan Time Machines, or better known today as microwaves, promised “A complete meal in 30 minutes. It’s cooler... only the foods become warm.”
- A brand new home for just \$10,750 (garage extra).
- A selling feature was “electric” kitchens equipped to stay modern electrically for years to come.

The HBA of F-M is a non-profit trade association of over 800 members that has been in existence since 1956. Its mission is to provide quality services, benefits and education to members and the community while representing the collective interests of the home building industry. Its public events include the Spring Parade of Homes, Fall Parade of Homes, Red River Valley Home & Garden Show and the Fall Home Show.

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For any questions regarding this release, please call Krista Mund at (701) 232-5846.