



NEWSLINK



Our Bear Found a Home

Mama Bear and Baby Patch have found a new home sweet home. The live portion of the Bear auction was held at the Historic Train Station in the 7th Ave district. Our Habitat Bear sold for \$4,000 from an online bidder! The Bearfootin' Art Walk raised over \$100,000 for Historic Downtown Hendersonville and a variety of local non-profits. We want to send out a very special thank you to our artist Heidi Mayfield. She did a wonderful job depicting the joy and happiness people feel when they are safe in their own homes.



SHARE THE LOVE



Planned Giving Programs
Help Now and Help Later

Did you know you can make a gift to Habitat today that provides significant benefits to you and supports our life changing program in the future? For more information, contact Donna Wilkinson at dwilkinson@habitat-hvl.org or call 828-694-0340 .

Planned Giving

BUILDING HOMES, CHANGING LIVES



The Curious Tale of Mrs. Borsodi's Tomatoes

By Ron Laughter, President and CEO

In the summer of 1920, Ralph Borsodi stumbled on a life-changing insight and one that we at Habitat apply today. It all began when his wife canned tomatoes for winter use. Ralph, having “an incurable bent for economics,” wondered if it paid to can the tomatoes, or if they were better off just buying canned tomatoes from the store. He sought to find out.

The Borsodis spent many evenings carefully factoring in all the costs of canning tomatoes. It was more difficult than it sounded, as Borsodi relates in his book *Flight From the City* (1933). Eventually, they had an answer. “When we finally made the comparison,” he wrote, “the cost of the home-made product was between 20% and 30% lower than the price of the factory-made merchandise. The result astonished me.”

How could little Mrs. Borsodi, working alone, produce canned goods at a price lower than the great Campbell Soup Company? The latter had labor-saving machines, massive economies of scale, and smart management. After much study, Ralph began to put the pieces together. “Slowly, I evolved an explanation of the paradox.”

Transportation, warehousing, advertising, salesmanship, wholesaling, retailing – all these aspects of distribution cost more than the whole cost of fabricating the goods themselves. Less than one-third of what the consumer pays when actually buying goods at retail is paid for the raw materials and costs of manufacturing finished commodities.

From that simple insight, a whole new way of life opened up for Ralph. And it is something that, since its founding in 1976, has driven the Habitat model for providing quality, affordable homes.

To build our houses, we rely on the efforts of volunteers, literally the backbone of the Habitat program, who provide their time and talents at no cost. Because we are a not-for-profit organization, many building supply companies, both national and local, are willing to supply our building materials at deeply discounted prices, and in some cases free of charge as gifts-in-kind. And once the house has been completed, we sell it to the qualifying family using a process that results in a very favorable monthly house payment.

So, like Mrs. Borsodi's tomatoes, which cost less than Campbell Soup Company's product, Habitat can create a high quality, affordable house at a much lower price than a traditional homebuilder can even begin to offer. And this is one of the ways Habitat is addressing the affordable housing challenges of Henderson County one house and one family at a time.

FELT LIKE HOME

Dean Goodwin (left to right) presents a bequest from his late father, Theron Goodwin, to Ron Laughter, President of Henderson Habitat and Bob Montgomery, Habitat Board member, at the Thermal Belt Habitat office. Theron Goodwin moved from Vermont to North Carolina in 1998. A banker and woodworker, Goodwin immediately began volunteering with Habitat because it “felt like home,” like the woods of Vermont. He served Habitat for 14 years as a construction crew leader and board member.





Richard DeSimone

Thirteen years ago, Rich DeSimone was looking for a way to give back to his community. Today he is proof that Habitat volunteers never stop learning, never stop caring and always give from the heart. Rich was fairly new to the Hendersonville area. He brought with him the skills of a master woodworker, but who needed handmade furniture? A friend suggested he try Habitat. Furniture doesn't help much if you have no home to place it in.

"Whatever we can accomplish with a little improvement is still progress," says Rich. He joined a crew of volunteers who currently meet once a week to build new homes in the Dodd Meadows community. He watched with pride as families moved into a safe and secure place to call their own. Something still seemed to be missing, though. Rich is a dedicated reader, who spent plenty of time with books when earning a Ph.D. at Wayne State University in Detroit. He kept reading while working in industry and teaching at Elmhurst College. Once a reader, always a reader. He saw kids in the Dodd Meadows neighborhood, playing basketball, laughing and chasing each other from yard to yard. He rarely saw a child with a book, though. Also a volunteer at the local library, Rich thought about how to make books easily available to the neighborhood's children. Rich took his woodworking skills in a different direction. He built a Little Free Library for the front of the Dodd Meadows Community Center. Anyone is encouraged to take a book or leave a book.

"If you choose to keep a book, don't worry," says Rich "We have more to put in there." He collects boxes of books from his friends and fellow readers. He says dictionaries are very popular. Parents use them when helping a child with homework.

"Habitat sends a huge thank you to Rich DeSimone for his continuing volunteer work and creative thinking," says Ron Laughter, President of Henderson Habitat.

Thank You Volunteers

your efforts help our **families in need**

Want to volunteer? email volunteer@habitat-hvl.org or call Lynne Taylor at 828-694-0340 ext. 103.

Marv Brosz

Habitat for Humanity lost one of its dedicated friends on September 10, 2021 with the passing of Marv Brosz. A brilliant engineer and talented woodworker, Marv helped to complete over 100 Habitat homes beginning in the year 1991.

Bruce Gordon, Construction Director for Habitat, remembers him fondly. "Marv was a great guy. He was working for Habitat when I started. He was so helpful to me through the years he volunteered. I think about when I started, this 32-year old carpenter trying to lead guys like Marv and I felt so intimidated. I am thankful the Lord put guys like Marv here to help me and the organization move forward" says Gordon.

Born in Parkston, South Dakota, Marv was predeceased by his wife and high school sweetheart, Charlene, and his daughters Kim and Marlene. He is survived by his son Stanton (Stan) and daughter in law Joanne of Aiken, SC; his brother Wilmer of Northfield, MN; and sister Alice Thompson of Panama City, FL. Marv was a graduate of Wartburg College in Waverly, Iowa with a degree in mathematics. He was commissioned as a 1st Lieutenant in the Air Force during the Korean War. While in the Air Force he was responsible for radar maintenance and system installations. Following military service, he began a 34-year career with General Electric. As an engineer, he duties included the GE Heavy Military Electronics Department and the GE Apollo Program at the John F. Kennedy Space Center. He later developed simulators for the Navy and Air Force and was Chief Engineer for the GE Whole Body Scanner. When he and his wife moved to Hendersonville, he began a new "career" with Habitat and helped to bring secure housing to dozens of members of the community.





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Henderson County Habitat for Humanity, 1111 Keith Street, Hendersonville, NC 28792
www.habitat-hvl.org, 828-694-0340 or call 828-696-9524 to schedule donation pick-ups



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Hendersonville

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HELP HABITAT AND GET \$5 OFF YOUR NEXT RESTORE PURCHASE!

The staff and volunteers of Habitat are always looking for better ways to serve our communities and families in need. Please take a few minutes to complete this short survey to let us know your thoughts and suggestions. *You may return this sheet in person to your local Habitat ReStore - or complete the survey online by going to our Habitat webpage at <https://www.habitat-hvl.org> and click the news tab for an online version of our Newslink.*

The next time you visit one of our ReStores, present the survey and coupon at the bottom of this page and receive \$5 off any one item of \$10 or more value.

SURVEY

Please mark one item per question in the survey below. Thank you!

The items I am most likely to purchase at a Habitat ReStore are:

- Furniture Dishes or Glassware Books Art Building Supplies

I would consider volunteering for Habitat in:

- Home Construction ReStores 1-Day events Other Programs

I am well-informed about the work Habitat does:

- They build houses They have ReStores They welcome volunteers
 They do home repairs They sell new cabinets

I plan to donate time, money or items to Habitat in the next:

- One month Three months Six Months One Year Unsure

I prefer hearing about Habitat's activities through:

- Email Mail Social Media Website Phone or text

I would like to add these additional comments about Habitat:

\$5 COUPON
ON ANY ONE ITEM \$10 OR MORE

One original coupon per customer. (Coupon does not have any cash value.)