



Florida Home Builders Association

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**Punta Gorda Builder to Become President of
Florida Home Builders Association**

Jay Carlson Will Lead Nation's Largest Statewide Home Builders Association

TALLAHASSEE – Punta Gorda builder Jay Carlson is slated to become President of the Florida Home Builders Association (FHBA) – the nation's largest statewide home builders association – on Saturday, October 4 during a ceremony at the JW Marriot in Orlando. Carlson will be the first Charlotte County builder in the association's 59-year history to spearhead this 16,000+ corporate-member organization.

FHBA is a Tallahassee-based trade association involved in Florida's home building, commercial construction and remodeling industry. Known as the voice of Florida's housing industry, FHBA has 29 local home builders associations throughout Florida, including the Charlotte-DeSoto Building Industry Association (CDBIA) – Carlson's local building association. Additionally, the FHBA is affiliated with the National Association of Home Builders.

Carlson is a third-generation building professional. He is President of Carlson & Soforth, Inc. and Director of Compliance and Warranty Standards for Bonded Builders. He has been a professional in Florida's building industry for more than 30 years.

Carlson is a long-time member of the CDBIA where he has served in all leadership positions, including two terms as CDBIA President in 1989 and 1995. He was named the CDBIA Builder of the Year in 1993, Member of the Year in 1995, and Co-Member of the Year in 2007.

Carlson, who was first elected to FHBA's leadership team in 2007, was named the FHBA Builder of the Year by his peers in 2004.

In 2002, Carlson was appointed to the Workers' Comp Reform Board by former Governor Jeb Bush. As a result of his great work, workers' comp rates are now set to drop for the sixth time since reforms were enacted, providing for a 14.1 percent statewide decrease.

Carlson will accept the reign of leadership as FHBA President from outgoing President Robert Parrish, a Tallahassee builder/developer. Carlson's official induction ceremony on October 4 will be held in conjunction with FHBA's Fall Leadership Conference.

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