



Michael R. Brown, FLORIDA TODAY

**Award winner.** The Florida Home Builders Association is naming its Pinnacle Award after Paul Joyal of Melbourne, 73.

# Builders name award after Joyal

## President of Joyal Construction has won most accolades available

BY WAYNET. PRICE  
FLORIDA TODAY

After more than three decades in the home building business, there isn't much in the industry Paul Joyal hasn't seen.

And there are few accolades from the Florida Home Builders Association and other groups that the 73-year-old Joyal, president of Melbourne-based Joyal Construction, hasn't received, from Builder of the Year to Hall of Fame inductee.

But this year, the association came up with a new honor for

Joyal: naming its Pinnacle Award after him. The Pinnacle Award goes to a homebuilder that focuses on doing business with other association members, from purchasing to subcontracting.

FLORIDA TODAY spoke with Joyal recently about the distinction as well as his thoughts on the current housing situation and when a turnaround might take hold.

**QUESTION:** Talk about having the Pinnacle Award named after you.

**ANSWER:** I was honored be-

cause we always believed in doing business first with members of the Florida Home Builders Association. The homebuilders associations, on a local, state and national and state level, work as advocates for its members on all issues we support. Anybody that works in this industry should be part of these organizations.

**Q:** Why did you get into home building?

**A:** I had a couple brothers that all they ever did out of high school was carpentry and build houses. And one thing that motivated me in getting into this industry was that back in the early 1970s when I was director of procurement for The Boeing Co.

during Apollo, I could see everything there was coming to an end. So as a result my brothers and I started out on our own with a homebuilding business in 1974.

**Q:** Were you thinking of any other profession when you graduated the University of Florida?

**A:** I graduated from the College of Agriculture, if you believe it. I was thinking of possibly being involved with some big chemical company that was involved in agriculture. Then I started working for Pan American World Airways for several years in procurement. Then I ended up working at Boeing as the

See JOYAL, 3E



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**Troubling times.** Paul Joyal, president of Joyal Construction, says the blame for the mess in the housing industry today can be spread around to a lot of people, including bankers, politicians and even house-flipping investors.

# Joyal's building began in an earlier recession

## JOYAL, from 1E

procurement chief here at the space center.

**Q:** Can you compare the local economy then and now, at least as far as the homebuilding industry is concerned?

**A:** When we started it was the worst recession we had had since the Great Depression. This current one has that 1974 recession beat as far as I'm concerned.

**Q:** You've been around this industry for more than three decades. Who gets most of the blame for the housing mess?

**A:** It can be distributed to a lot of people. The bankers. The politicians in Washington, D.C., that felt that everybody had to have a home. And not only that, but individuals started flipping houses and it was something that many of them had no business doing. Many of them got

## About Paul Joyal

**Age:** 73

**Home:** Melbourne

**Occupation:** President, Joyal Construction

**Family:** Wife, Donna; three adult children

**Hobbies:** Watching University of Florida sports; playing cards; traveling.

**Recent honor:** Namesake of Florida Home Builders Association's Paul Joyal Pinnacle Award.

stuck with properties and ended up losing their own personal homes as a result.

There was a just an overbuild, and we have a glut of homes right now, and the prices have gone down so people have lost a lot of interest in buying a home.

**Q:** What's your prediction for a turnaround in the economy?

**A:** Hopefully, we'll start seeing some of it in 2011. I'm just hoping. I would say by 2012 we'll see a good increase in home sales. There are still a lot of homes available, as you well know.

**Q:** Do you think we'll ever

see a return to the heady days for real estate, like 2005 and 2006?

**A:** Hopefully, we never do. That was too crazy and I could see the problems with that coming.

**Q:** With all that said, are you pretty optimistic about the future?

**A:** I think so. There seemed to be more people out there shopping over Christmas and I think the elections might help to have stabilized the tax issues for another couple of years. ■

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