

HABITAT NEWS



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April/May Edition

Honoring Dave Layman: 16 Years of Leadership, Legacy & Heart

Please join us in celebrating the retirement of Dave Layman, who has dedicated the past 16 years to Habitat for Humanity of Marion County, serving first as our CEO/CFO and most recently as our CFO.

Dave's leadership has been a driving force behind our growth and impact. As CEO, he helped lay the foundation—literally and figuratively—for the strong organization we are today. As CFO, he ensured we remained financially strong and mission-focused, always with integrity, strategy, and heart.



Now, Dave is officially trading in spreadsheets for scorecards as he steps into retirement. We wish him nothing but joy, peace, and plenty of rounds of golf—his well-deserved reward and favorite way to spend that new “free time”! 🏌️

As Dave passes the torch, we are thrilled to welcome Melissa Badge as our new Chief Financial Officer. Melissa brings outstanding experience and a passion for service. We are excited for what the future holds under her leadership.

Congratulations, Dave! Your impact will always be felt in the walls we raise and the lives we change.

[Check out pictures of Dave's Farewell on page 14](#)

Got News?

Send an email to Joanne at
jblack@habitatocala.org

Editor-in-Chiefs

Joanne Black
Donna Lanier
Carmen Garcia

A LETTER FROM OUR CEO



Dear Habitat Friends,

As we wrap up a busy spring season, I want to thank you for the incredible support you have shown over the past two months. From our Hookin' for Habitat Fishing Tournament to house blessings and our Women Build 2025 Kickoff, the energy and commitment from our community and team have been nothing short of inspiring.

These events aren't just milestones — they're reminders of the impact we can make when we come together. Every volunteer, donor, and partner has helped move our mission forward, building strength, stability, and hope for local families.

As we head into summer, we're excited to continue that momentum. Thank you for being part of the Habitat family — your support truly builds more than homes.

With gratitude,

Rob Peters

CEO/President, Habitat for Humanity of Marion County



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5 - Cinco de Mayo
11 - Mother's Day
16 - Angler's Party

17 - Fishing Tournament
20 - Women Build Kickoff
26 - Memorial Day

FAMILY PARTNER NEWS



WELCOME

New Family Partners

Left-Ashley Teal, Center-Kyndall Ritzie,
Right-Tad Varuolo



House Blessing – Heather Evans



On May 2nd, we gathered for the blessing of Heather Evans' new home. Heather's dedication is fueled by her dream of providing a secure and loving environment for her sons Logan and Eli, a place where they can create lasting memories and traditions. Heather has contributed over 550 sweat equity hours to Habitat projects, not only building walls but also laying down the roots of community and belonging.

We celebrate their new home and the journey that has brought us to this moment. Congratulations Heather—WELCOME HOME!



Congratulations!

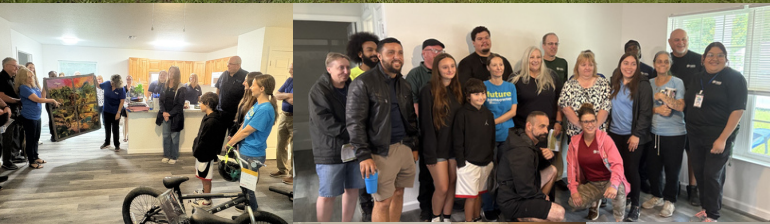


House Blessing – Nancy Smith

This May 19th, we proudly celebrated the House Blessing for Nancy Smith and her grandson, LaRonn Fields. Together, they now have a safe, stable place to call home—one built with love, determination, and community support.

Nancy worked hard to complete her sweat equity hours and homeownership classes, all while caring for LaRonn and staying focused on their future. Their new Habitat home represents more than just shelter—it's a fresh start and a place where they can thrive together.

Congratulations, Nancy and LaRonn—welcome home!



House Blessing – Jewell Newman

On May 12th, Habitat for Humanity of Marion County had the privilege of celebrating a new beginning with the Newman family at their House Blessing ceremony. For the Newmans, this wasn't just about moving into a new house—it was about building a solid foundation for their family's future.

The family of five has faced their share of challenges over the years, but through it all, they've remained focused on creating a better life. With determination and heart, they partnered with Habitat to complete their sweat equity hours and homeownership requirements, all while raising their children and navigating everyday life. Their new Habitat home means stability, safety, and the chance to grow roots in a community that supports them. It's where homework will be done at the kitchen table, birthdays will be celebrated, and memories will be made for years to come.

We're so proud of the Newman family and honored to have been a part of their journey. Congratulations and welcome home!

Family Partner Monthly Training



Guest Speaker Spotlight – Regina Jaramillo of Bright Corners

We were thrilled to welcome Regina Jaramillo, owner of Bright Corners, as our guest speaker at a recent Family Partner Training session. Regina graciously accepted the invitation to speak with our future homeowners about effective cleaning solutions and the importance of maintaining a safe, healthy home.

She created a warm and welcoming space where everyone felt comfortable to ask questions, share experiences, and exchange practical tips. Her knowledge, paired with her approachable style, made the session both engaging and empowering.

Thank you, Regina, for your time, heart, and dedication to helping our families start strong in their new homes.

COMMUNITY INVOLVMENT

Strong Families Graduation



Tori, Theresa, Tess, and Angela were in attendance from HFHMC. Two of the graduates from this 15 week Strong Families Program, Michelle Marchant and Tadylus Varuolo are Family Partners of HFHMC and Theresa Franklin (HFH homeowner 18 years) and Lindsey Hollingsworth (HFH homeowner 12 years).

This program is part of the United Way and teaches individuals and families about budgeting, housing, understanding and improving their credit score, and expanding their education.

CEP Conexión Hispana

We had the pleasure of hosting our friends from the Conexión Hispana CEP networking group at Habitat for Humanity of Marion County. It was a wonderful opportunity to share our mission, our impact, and the many ways our community can get involved—especially through our Women Build initiative.

During their visit, we walked them through the Habitat homeownership process, highlighting how families partner with us to build strength, stability, and self-reliance through affordable housing. We also shared how our builds are funded through community support, donations, grants, and events like Women Build. It was a powerful morning of connection, learning, and community engagement. We're so grateful to the Conexión Hispana group for their time, interest, and support in helping us build a better Marion County—together.



2025 Affordable Housing Community Event



We were honored to participate in the City of Ocala Community Development Services Department's Housing Fair, an incredible event dedicated to raising awareness about affordable housing and family support services in our area. With approximately 200 attendees, the event provided a valuable opportunity for residents to connect with resources and organizations making a difference. Our Habitat for Humanity team was on-site sharing information about affordable homeownership, volunteer opportunities, and the many ways individuals can get involved in building stronger futures right here in Marion County.

Thank you to the City of Ocala for hosting such a meaningful and impactful event!

ReStore NEWS

Habitat for Humanity of Marion County



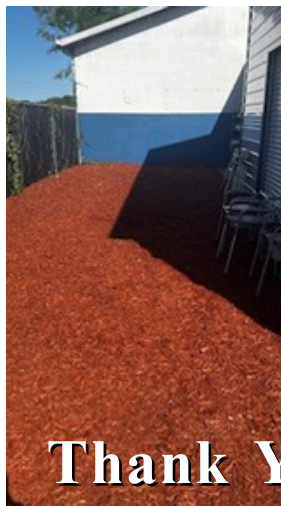
This spring brought extra joy to our 200 ReStore with a special visit from the Easter Bunny! 🐰 In celebration of National Customer Appreciation Day, the Easter Bunny greeted shoppers on April 17th and 18th, delivering smiles, photo ops, and special golden eggs to our first 100 customers each day. 🥚🎁 Inside the eggs were surprise coupons including:

- 🛍️ 10% or 50% off
- 👟 Free pair of shoes
- 👕 Free piece of clothing
- 🖼️ Free picture frame
- ☕ Free coffee cup
- 💵 \$2 or \$5 store credit

The energy was joyful and our shoppers loved the experience. We're already looking forward to more fun-filled Customer Appreciation Days coming soon!

Businesses Giving Back

A special shoutout to **Papa John's** for donating our new t-shirt bags, adding both practicality and community spirit to every purchase. And a heartfelt thank-you to **Trinity Surfaces** who showed up in full force to volunteer alongside our Habitat team at the 200 Store! We are so grateful for our customers, partners, and volunteers who make the ReStore more than just a place to shop—it's a place to build community.



Thank You Trinity Surfaces





Thank You for Making It a Reel Success!

The lines were cast, the fish were biting, and our community came together in an incredible way for the 2025 Hookin' for Habitat Fishing Tournament! With a weekend full of fun, friendly competition, and purpose, this year's tournament was a major success in helping us fund affordable housing right here in Marion County. We kicked things off with a spirited Anglers Party on Friday night, followed by a full day of fishing on Saturday. Thanks to our dedicated anglers, volunteers, and generous supporters, we're one step closer to building more homes—and more hope—for local families.

A huge thank-you to our Presenting Sponsors, whose leadership and support anchored the event:

Bonnie Wlasiuk – State Farm

Kountry Girl Salon

We're also incredibly grateful to our amazing supporting sponsors who helped make this event possible:

- 🐟 AGM Roofing
- 🐟 Back 40 Barn
- 🐟 Bridget Hanley Studio
- 🐟 Captain Cove Outfitters
- 🐟 Eco Outfitters
- 🐟 Florida Moving Pros
- 🐟 Front Porch Restaurant
- 🐟 Ink Spot Media
- 🐟 JNS Pressure Washing
- 🐟 Julie Mancini Photography
- 🐟 Kinnard Chiropractic
- 🐟 Kustom Glass
- 🐟 Mr. B's Professional Handyman Service
- 🐟 PAWS Animal Hospital
- 🐟 Tee's 2.0 Bait Market

Your contributions go far beyond the water, they directly support our mission of providing safe, decent, and affordable housing for families in need. To our anglers, sponsors, and volunteers: thank you for showing up, casting out, and making a difference. We can't wait to welcome you back for Hookin' for Habitat 2026!









**Women 2025
BUILD**
"GIRLS PLAY HOUSE, WOMEN BUILD THEM."

Women Build 2025 Kickoff: We're Just Getting Started!

The Women Build 2025 Kickoff Party set the tone for what's already shaping up to be an unforgettable campaign! Held at VIPcare's beautiful facility, the event brought together passionate women, community leaders, and future builders to launch our shared mission: raising \$75,000 to fund a safe, affordable home for a woman-led household in Marion County.

Guests enjoyed music, refreshments, swag giveaways (yes, the iconic pink hard hats made their debut!), and the chance to connect with teams, sponsors, and Habitat staff. It was an evening of purpose, connection, and inspiration.

👩‍🔧 Teams Are Making Moves!

Since the kickoff, twelve teams have officially signed on and the excitement keeps growing!

📅 Upcoming Events:

- ◆ June 13 – Women Build After Hours hosted by Brick by Brick Sisters
- ◆ June 20 – Luncheon Fundraiser also hosted by Brick by Brick Sisters
- ◆ Ferrentino's Fierce Females held their first meeting and have exciting July activities planned!

If your team is planning an event or meeting, don't forget to let us know—we want to support and promote your efforts!

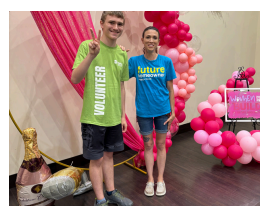
📱 Stay Connected & Join the Movement

Want to keep up with all the Women Build news?

✅ Follow us on Facebook for event updates, team highlights, and build day photos

✅ Join or support a team on our Givebutter page: givebutter.com/HabitatOcalaWomenBuild2025

Together, we're building more than just homes—we're building a future full of strength, stability, and sisterhood.



Women 2025 BUILD

"GIRLS PLAY HOUSE, Women BUILD THEM."

Honoring a True Trailblazer – Barbara Ferrentino

We were so honored to welcome Barbara Ferrentino of Ferrentino & Son as our special guest at the 2025 Women Build Kickoff!

Barbara isn't just a supporter—she's a pioneer.

In the 1990s, she became part of Habitat for Humanity of Marion County's very first Women Build, setting the foundation (literally and figuratively!) for generations of women to come.

But did you know...

Barbara Ferrentino was the very first woman Certified Master Builder in Ocala—breaking barriers in a male-dominated industry and leading the way with strength, grace, and grit. In 1984, Barbara and her husband Eddie “Pop Pop” Ferrentino co-founded Ferrentino & Son, LLC, a family-operated construction company rooted in quality, integrity, and community. Over the decades, Barbara has been a mentor and leader, guiding others in the trades and encouraging excellence, especially among young women entering the field. She has remained actively involved in Women Build, and we are beyond grateful that she returned to help us launch this new chapter. And now... she's passing the torch. We are so proud to introduce her daughter-in-law, Shawna Ferrentino, who is leading her own Women Build team: Ferrentino's Fierce Females. Shawna has been one of our strongest supporters—even before this year's campaign began—and we look forward to building alongside her.

Join or support Shawna's team here: <https://givebutter.com/Habitat.../ferrentinos-fierce-females>

Barbara's legacy continues to thrive—not only through her family and business—but through a vision of empowerment, mentorship, and opportunity. The Ferrentino family is even working toward launching a vocational trade school for students in grades 9–12 to ensure the next generation has the skills and support they need.

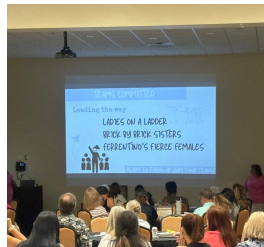
Ocala wouldn't be what it is today without leaders like Barbara Ferrentino.

We are forever grateful.



Women 2025 BUILD

"GIRLS PLAY HOUSE, WOMEN BUILD THEM."





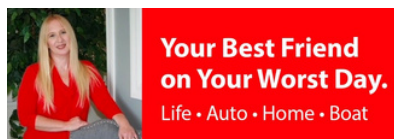
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WOMEN BUILD TEAMS

[Ferrentino's Fierce Females](#)

[The Accurate AdjustHERs](#)

[Ladies on a Ladder - BNI POWER PLAYERS](#)

[Hard Hats & Handcuffs](#)

[Halcyon Elite Builds](#)

[Block Party Builders](#)

[Fiscal Fixers](#)

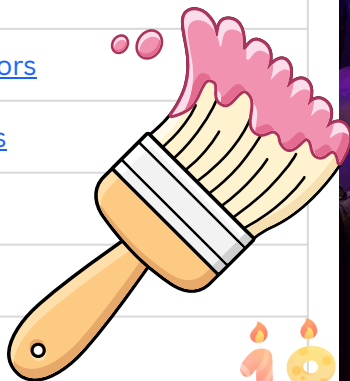
[Child's Play Constructors](#)

[Ocala CEP Team Builds](#)

[Bold Ladies Build](#)

[Brick by Brick Sisters](#)

[Hard Hats & Heart](#)



COME BUILD WITH US!



Video: What is Women Build?

Joe Riechel

Bellevue CEP

Nonprofit Spotlight,

May 2025

Bellevue on The Rise

SCAN TO VIEW:



Honoring Dave Layman: 16 Years of Leadership, Legacy & Heart



We couldn't possibly fit 16 years of dedication, commitment, and unwavering faith into a single paragraph—but we tried.

As Dave Layman steps into retirement, we reflect on his remarkable journey with Habitat for Humanity of Marion County—as former CEO, longtime CFO, mentor, and friend. A true man of God, Dave led with integrity, humility, and compassion—always placing our mission and families at the heart of everything he did.

While words fall short, we shared a few meaningful moments and memories in a special farewell video tribute, offering just a glimpse of the impact he's had on our affiliate, our community, and all of us who had the privilege to work alongside him.

Dave's legacy is built into every home, every partnership, and every life touched by Habitat. From all of us—thank you, Dave!



UPCOMING EVENTS

Appeal - June/July

Leadership Team Focus Day - June 3rd

Bellevue Business Leaders Meeting - June 10th

Women Build After Hours - June 13th, 5pm-7pm

Hosted by: Brick by Brick Sisters - WB Team

Location: La Michoacana Ice Cream Factory

Address: 4125 W Silver Springs Blvd, Unit 1,
Ocala, FL 34474

Habitat Ocala Nonprofit Spotlight

ExCEptional Breakfast

June 18th, 2025, 9am

Reilly Arts Center

Family Partner Meeting - June 18th

CEP After Hours - June 19th

Women Build "Buy a Brick" Fundraiser Luncheon - June 20th at 1:00pm

Hosted by: Brick by Brick Sisters - WB Team

Location: Encompass Health Rehabilitation Hospital of Ocala

Address: 2275 SW 22nd Ln, Ocala, FL 34471

Bellevue on the Rise - June 24th

Bellevue After Hours - June 26th



BOWL-A-THON

Oct 30th

FREEWILL

Everyone should make a will or living trust, regardless of wealth. Having a plan in place ensures that your agents and loved ones know your wishes and saves them the stress of costly court proceedings.

With a valid will or trust, you can choose who gets your property, name guardians for your minor children, provide a home for your pets, and more. It only takes 20 minutes, and you can update your documents at any time if your plans change.

Habitat for Humanity of Marion County has partnered with FreeWill to offer all our supporters the chance to create a legally valid *will* online, completely **free of charge**.

FreeWill takes less than 20 minutes to complete and generates a will that is valid in all 50 states, making it easy for you to start your legacy with Habitat. You can use this resource independently or document your wishes before finalizing your plans with an attorney. If you have a more complex estate, FreeWill can help you compile a list of documented wishes to take to your attorney's office.



Did you know?

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- Having a valid will in place isn't enough.
- Assets you pass on outside of your will are called non-probate assets. They include IRAs, 401(k)s, pensions, life insurance policies, and certain bank and brokerage accounts.
- If beneficiaries are properly set for these non-probate assets, ownership can transfer faster than your assets that must go through probate.

Thanks to FreeWill, you can easily plan beneficiaries for your non-probate assets in one place.

Why Wait? Start now to protect those you love -
scan the QR code for more information

Scan Me



Mission, Vision, and Values

OUR MISSION:

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.



OUR VISION:

A world where everyone has a decent place to live.



"We lead by serving."

We are committed through our actions to uplift individuals, families, and communities and to inspire others to join us in our mission.

SERVANT LEADERSHIP

"We take responsibility for our actions and commitments."

We are dedicated to upholding the highest standards of reliability and transparency, honoring our promises, and continuously learning from our experiences.

ACCOUNTABILITY

"We act with empathy and kindness."

We honor, respect and value every person we serve by fostering a culture of care and belonging.

COMPASSION

"We build together for generations to come."

We are focused on building a sustainable future where our community grows stronger, and families thrive for generations to come.

LEGACY

