

Oklahoma Builder

Oklahoma State Home
Builders Association



Fall 2013

What Has OSHBA Done For YOU?

Members speak out on why they belong and how
OSHBA has helped build their business

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scholarship
donations go?** page 13

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the OSHBA Convention**
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President's First Word

Jeff Click

Crazy Value

by Jeff Click

I have a confession to make. I wasn't paying full attention to the class I was in at the OSHBA State Convention last month because I was checking email. I know, I should be ashamed...because no one else does that but me. My CPB credit for that class should be slashed as a result, because I didn't really earn it legitimately with my full attention. I may not be able to ace a test on the topic being taught. (Well, I could...it was on hi-tech security for homes.) But I couldn't help but pay more attention to an email I received with some crazy information. How crazy? My-HBA-membership-is-paying-for-my-HBA-membership-almost-twice-all-by-itself kind of crazy.

"That's just crazy, Jeff," you say. I know. I already said that.

You see, 27% of you aren't even aware that your OSHBA membership includes a rebate program that can potentially equal or exceed the value of your annual membership. That's according to a recent OSHBA-sponsored survey of several hundred of both members and non-members. We're learning

a lot from the results of this survey, but one thing we were surprised by is how much of our membership is missing out on this valuable opportunity.

So back to the email I received during the Security class... it was from my Office Manager, Pam, with a report attached showing that we received \$274 in rebates through the program just for the last quarter. At that pace, this year's rebate proceeds will almost pay for my membership twice!

It's all made possible through OSHBA's Member Rebate Program, which partners with many brands and manufacturers you are probably already using. Participating is simple, and reporting for the quarter took Pam less than 10 minutes to submit. Not long after, a check was received, an email was sent, and your President was understandably distracted during class.

So if you're not taking advantage of this program, you're leaving money on the table that's rightfully yours with very little effort. Who's the crazy one now? Go get your crazy fixed today by getting with the program at <http://www.hbarebates.com/oshba.html>. **OB**



State Rep's Report

Brandon Perkins

A Call to Arms!

by Brandon Perkins

Upon his very first entrance into the House of Commons as Britain's new Prime Minister on Monday, May 13, 1940, Winston Churchill only received a lukewarm reception from the assembly, while at his side, outgoing Prime Minister Neville Chamberlain was heartily cheered. Churchill then made this brief statement, which has become one of the finest call-to-arms yet uttered. It came at the beginning of World War II when the armies of Adolf Hitler were roaring across Europe, seemingly unstoppable, conquering country after country for Nazi Germany, and when the survival of Great Britain itself appeared rather uncertain.

What was his call? It was a call to unite and to serve. What would he bring? The same thing you and I do. What was it? In his words, "I have nothing to offer but blood, toil, tears and sweat."

Our industry is facing opportunities on all sides – calls to more stringent storm water management to harsher building codes. The best way to meet these challenges is to serve on one of NAHB's committees. So I share with you the following...

Application Deadline: 10/28/2013

All NAHB members are invited to indicate their interest in serving on the various committees and councils. The association relies on the leadership of members to provide expertise and experience on the issues and challenges facing our industry. Appointments will be finalized prior to the 2014 International Builders' Show and you will be notified by email and a message posted in your nahb.org inbox if you receive an appointment.

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Oklahoma State Home Builders Association

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Summer Convention
Was Outstanding

Top Tips Learned at the OSHBA Convention

Energy Efficiency

"I did not realize a Styrofoam board had been manufactured which could also serve as a structural wind brace. Before, you had to put a wood brace under the Styrofoam."

— Marvin Haworth, former president, Moore Home Builders Association on the Energy Efficient Research Results session



Protect your Jobsites from Crime

"The last six to eight months, we've spent \$12,000 on cameras, associated hard drives, etc. Locals say they can't find what I want, i.e. battery-operated, remote uplink, etc. I learned that's not true. When we're doing a new neighborhood, say 1,000 acres all together, the first, second, third houses tend to get hit with copper or cabinetry thieves. It's nice to know that remote cameras exist with real-time uplink so we can have a record, perhaps even an image of the thief. I bought some deer cameras and have had to change the recording card every two weeks. We've had vandalism over the last couple of weeks and I had to go through each recording over that time to locate evidence. The new technology is going to help me."

— Doug Shrout, Tulsa on the CrimeSeen presentation



Keynote: "The Power of Understanding People"

"I learned how to analyze a customer and their habits and the change needs to come in me in working with others. For example, with the 'Expert Personality' type, I will be more intentional in answering their questions rather than by way of demanding information."

— Jeff Smith, former president, Home Builders Association of Greater Tulsa



"I learned this stuff in college, but have forgotten it. Everybody is different at the end of the day. You have to adjust. I will better deal with my subcontractors. For example, I will be more attentive to the 'Expert Personality' I have on board, and will listen more. I want it done my way, but I need to make it his idea."

— Shane Ross, president, Southern Oklahoma Home Builders Association on the keynote presentation



"We have a tendency to fit everyone into our personality style instead of trying to better understand our clients' personality. I have a more direct personality style. I need to better listen to others. For example, with the 'Romantic Personality,' I need to allow them to talk."

— Tray McCune, former president, Stillwater Home Builders Association



Soils and Foundation Design

"I learned the spacing of my rebar in the slab is too far apart for controlling shrinkage cracks. Haven't had a problem 95 percent of the time but, as the speaker said, that 5 percent of the time will sink you on problematic soils."

— Clark Edwards, former Enid Home Builders Association president



"I 're-learned' the importance of deep footings to prevent moisture penetration under the slab. I knew that, but got away from it and the speaker reconfirmed for me what I always did."

— Michael Herndon, former president, OSHBA, Ardmore-area



STATE REP'S REPORT

Continued from page 3

Before Applying for an Appointment

- Only Builder, Associate and Affiliate members of NAHB are eligible for appointment to serve on a committee or council board of trustee.
- An individual can be appointed to no more than three standing committees or councils.
- All appointments are for a term of one year. The first meeting of the 2014 NAHB committees/councils will be held during the Spring Board Meeting and the last at the 2015 IBS. A person will not be eligible to serve as a member, a chairman or vice chairman on the same committee or council for more than six consecutive terms. However, the Chairman of the Board may appoint a chairman who has already served six consecutive terms for one additional year. This does not apply to HBI and the Home Innovation Research Labs.
- Eligibility to serve on all NAHB committees and council boards of trustees shall be contingent on the member providing NAHB with a valid email address to communicate committee and council notices, materials and other information.
- Even if you are a current member of a committee or council, if you want to continue, you must submit an application.
- Members of committees and councils *must* maintain a current NAHB membership. Please make sure your NAHB membership is current. If your membership expires before Jan. 31, 2014, please contact your local association for renewal. An expired membership will delay the process for consideration of an appointment.
- To receive an appointment to an NAHB council board of trustees, an individual must be a member in good standing of both the council and NAHB at the time of appointment and must remain a member in good standing of both the council and NAHB for the duration of his or her term or they shall be removed from the board of trustees.

- These are not political appointments – they are working appointments. Serving on a committee is an important responsibility and should be taken very seriously. It is very important to understand the time commitment involved. Members are required to attend the three National Board of Directors Meetings – Spring Board, Fall

Board, and the Annual Convention. Any member missing a meeting without an excused absence may be removed from the committee without prior notice. The Attendance Guidelines will be included with appointment letter.

If you have a question about your eligibility, please contact Cyndi McKinley at cmckinley@nahb.org or at 202-266-8346. **OB**



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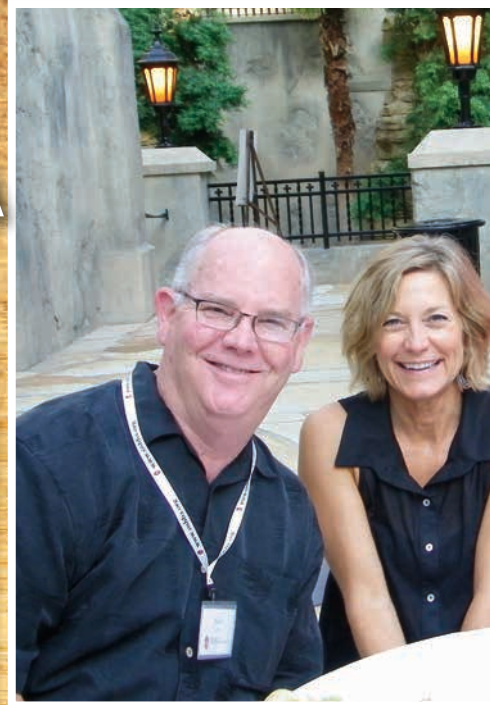
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OSHBA

CONVENTION HIGHLIGHTS



Above: (L to R) Kent Carter with his wife; New BASCO EO Dana Kelso with David Caddell

Left: Kurt Dinnes, Deziray Click and State President Jeff Click

Below: Gary and Chris Rollins, Steve Sullivan and David Ritchie





Michael Herndon, CPB of the Year, and Tony Foust



Chuck Robinson, Richard Akers, Reese Wilmoth, Terry Jennings, Jim Schuff and David Blackburn



Right: Jay and Noelene Ladwig and Richard Hand



Attendees to the state convention last month gather for pre-meeting reception at the Gaylord Texan. Among many other informative meetings, home builders heard how the industry is doing around the state.

Why are you a member?

What has the OSHBA done for you?

Membership adds credibility to our organization. People look at Habitat from the outside and, at first blush, they don't see any professionalism to it. Membership provides that.

The knowledge gained from the classes I cannot do without. And they take Energy Efficiency seriously, using the knowledge passed along and within the ranks of the association. You can't put somebody in a house if they can't afford to make the utility payments.

—Aaron McKee, *Habitat for Humanity, Certified Professional Builder, joined Habitat in 1996*

Initially, I joined due to the health insurance plan. But now, I wouldn't give up membership ever. I make a lot of friends and stay up on code changes. I get business contacts, even gaining two new clients due to my CPB listing on the state website. Bottom line is: Increased profits due to increased exposure.

—Richard Hand, *former president of Shawnee Home Builders Association, CPB*



Health insurance was the primary reason I joined. If not for the insurance group, my rates would be 30 percent higher for general liability. And the workers comp program keeps it all in line. You have to play by the rules in insurance. The CPB designation requires insurance. It separates you from the 'hack' builders — those who have a ladder and hammer in the back of their truck and call themselves a homebuilder.

—Jay Ladwig, *Enid Home Builders Association president, CPB*

Originally, as building became my passion, I did my homework and tried to figure out the best way to legitimize what I did. It became clear CPB certification was a way to add credibility in my clients' minds. I was one of the first to put out the CPB signs. Once, I became a member, I saw the importance of government affairs and became involved in Build PAC.

Then, through legislative efforts, it was clear membership was vital. For example, the sprinkler system mandate legislation was stopped for another year. That would have cost my customers \$100,000 in just one year.

—Kurt Dinnes, *past president of COHBA, CPB*



My dad was a longtime builder and former state president. Education was key, so I started in on classes, going through the designations. Then, I saw the importance of advocacy, and became NAHB legislative liaison. The sprinkler mandate would have cost my customers \$75,000 in a year.

—Phil Rhees, former president, CPB



I learned through International Builders' Show and NAHB meetings, the importance of education. Gene McKeown, longtime building in the business, told me in this business, education is the most expensive item because the mistakes you make along the way will cost you more, and in the time taken away, that's expensive. But that's the reason I'm a member.

—Robert Crout, COHBA president



Membership value equates to the insurance program, and I've picked up several excellent vendors from my relationships at the local level. My tile guy and the sprinkler system guys are both great.

—Clark Edwards, former Enid Home Builders Association president



I joined for the camaraderie and the customers. My membership equates to \$50,000 in new customers in a year. Homebuilders refer customers to me. It broadens the scope of my business to Enid, Norman, for example. I developed a relationship with a builder when we played in a golf tourney. He was pleased with the person who handled his gutter business. But, a few years later, he had a few problems and he came to me. OSHBA is great for me. I have friendships that will last a lifetime.

—Terry Jennings, former president Associates Council/ OSHBA, 2013 Associate of the Year



I joined in order to meet other people in the building industry. For example, a developer had problems with getting power into a development. The developer was desperate to get power to a new phase. I was able to get the project leader and construction leader with the developer.

—Steve Sullivan, president, OSHBA Associates Council



The builder building the houses is the first touchpoint of relationship building. OSHBA is a staunch ally. Through membership, we build relationships, some of them generationally for over 50-plus years.

—Randy Chambers, Associate member



We joined to educate builders about our product and getting them service. It's all about building relationships. Reverse value – builders knowing us and calling us any time. That one phone call handles their gas lights, range and hot water, all at once.

—Carol Clark, Associate member



Get to Know a Local President: Meet Dusty Johnston

by Dusty Johnston, president of BASCO

Smoking, grilling, barbequing, whatever you call it, that's what I love. This is my #1 hobby. I have a hobby #2, but that is for another day. I don't remember the first time that the smell of meat smoking swirled inside my head so I must have been young. I love to entertain and cook so when people suggested that I try competition barbequing, I figured it was worth the try. Ten years ago, I found my first barbeque contest close by, paid my entry, and hoped for the best. That one contest was all it took to hook me into the then not so popular "sport" of competitive barbequing. Nowadays, there are TV shows about my hobby popping up everywhere, which is fine, but there's not much "reality" in reality TV. If you have never been to a real barbeque competition, go to one. The cooks are about as crazy as the stories they tell, everyone is friendly, and if you wait around long enough, someone will offer you the best food you will never get at a restaurant.

Competing is a real blast. I started out doing one contest per month, then two, then three. The thrill of competition is addictive, yet a lot of fun. I average about 15 contests per year from March to August. There are hundreds to choose from in every state possible. If you have a good outing at one event, you probably will return to it the next year. Each year they get bigger and better. The bigger it is, the more the prize money is. What, you didn't think I did this just for fun, did you? Whether I win or not, I really do have a great time and enjoy meeting all the people who come out to root us on.

That's my story, and I'm sticking to it. **OB**



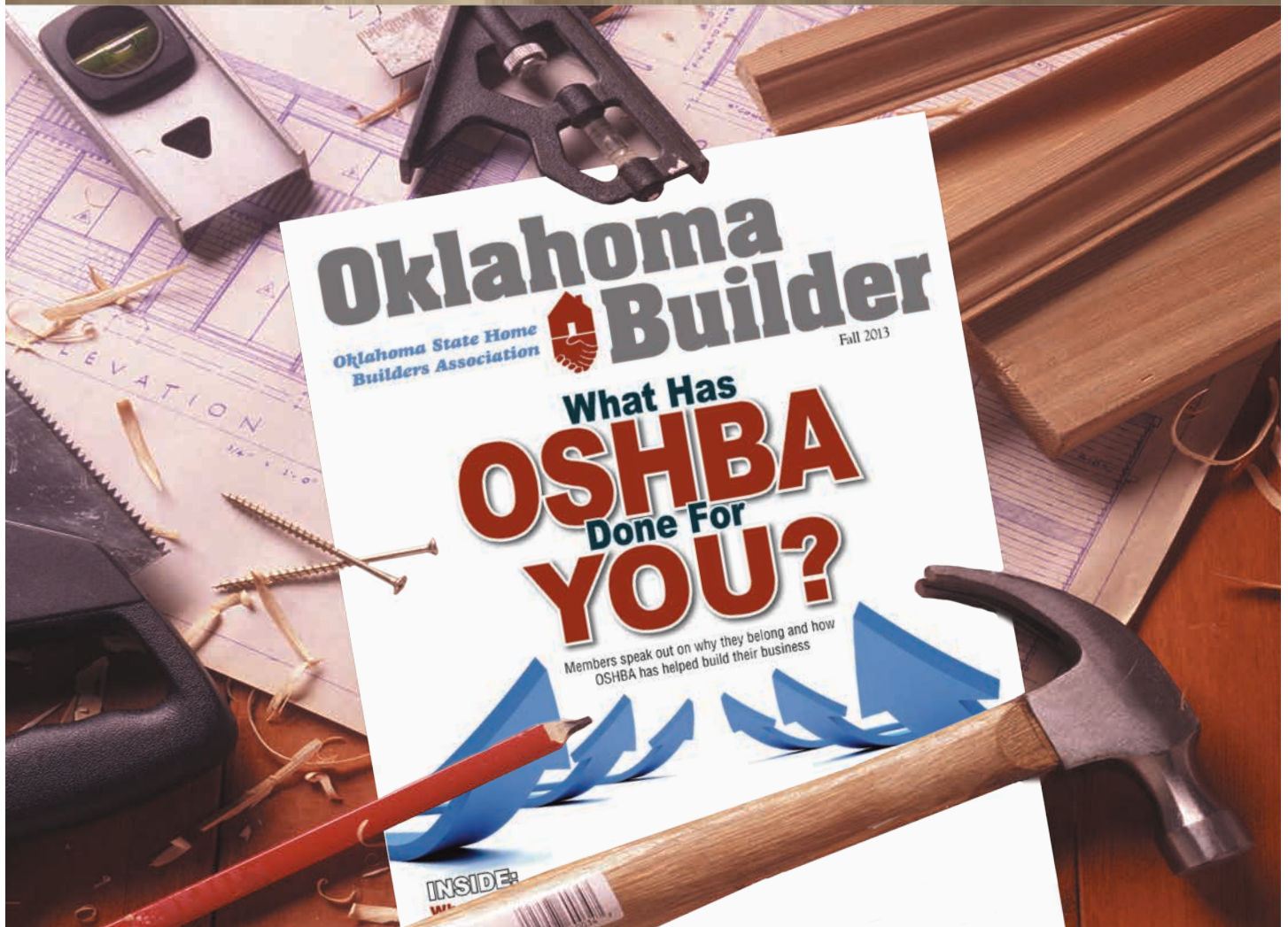
Executive Officer of the Year

On behalf of all the members of OSHBA, we would like to congratulate this year's winner of the Executive Officer of the Year Award Paul Kane of the Home Builders Association of Greater Tulsa.

This award honors those dedicated EOs whose actions, commitments and accomplishments in a single year have been truly exceptional. In addition, their year was marked by promoting the goals of the EOC and assisting in the advancement of their peers. This award is in memory of Gary Komarow, former Chief Legal Counsel of NAHB and a very dear friend of the EOC. **OB**



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By All Means: Executive Officer's Report

Mike Means

Wow, I have finally been noticed!

by Mike Means

At some point in your career, people take notice. They may notice you are just there or they may notice you are involved. We may not realize it, but people do notice.

Like many of you, I have reached a point in my life where people ask me to help by serving on their board of directors. The first time I was asked I thought, "Wow, I have finally been noticed!" I willingly said yes. But I did not give it any thought as to what I should be doing. I just joined the board and after a few meetings realized my values did not align with the organization's values.

Now, when I am asked to join, I think long and hard. Many times I politely decline. Sometimes I give an enthusiastic assent. In those instances where I have said yes and my values and the organizations values align, well, those have been the most enjoyable times of my

life. Funny, I have found my involvement grows once I give my assent.

So, that brings me to the topic of the day: membership. Have you given your membership in the HBA any thought? The values of homebuilding – integrity, quality, reliability to name a few – do they align with your values? Is that one of the reasons you joined? What are you doing to ensure those values remain the bedrock of the organization? And since membership is three-in-one – local, state and federal – are you doing anything in all three arenas?

I want to challenge each of you to contemplate your membership. What is it you value most? Will you take time to share with a colleague or acquaintance who is not a member about it? Will you invite them, if they share the same values, to join?

We have many opportunities facing our industry and the strength to face them comes from the strength of our membership. Something to think about. **OB**

Where did your scholarship donations go?

The Oklahoma Home Builders Association Associates Council has been awarding \$1,000 academic scholarships to students enrolled in state higher education institutions and to students and to building trades programs in the vocational technical schools statewide since 2008.

Also, OU and OSU scholarships are given from the income generated from our foundation donation (\$16,000 each).

We asked the schools to provide us feedback on the recipients and the impact of the scholarships, and here is *some* of what we discovered:

University of Oklahoma – The OU Foundation reported that five students have received the OSHBA scholarship, including two who are still enrolled at OU. Of the three graduates, one is now a building contractor in his hometown of Wichita Falls, Texas. Here are the OU students who received the scholarship over the years: Travis Bridwell (2008-2009), Ruben Acosta (2009-2010), Kaleb Cummings (2010-2011), Micah Livingston (2011-2012), and David Burshik (2012-2013).

Oklahoma State University – Four Construction Management Technology students received the scholarships during 2008-2013. These are the known recipients: Neal Calhoun (2007), John Shaffner (2008), Jared Bell (2010), and Randy Larson (2013)

Great Plains Technology Center – Scholarships supported 12 students in the Carpentry, Residential Wiring/Electrical and Heat and Ventilation programs at the Great Plains



OSHBA Associate member Mark Preiss with the building trades group at Tulsa Tech. They were readying for state competition by practicing on a building unit.

Technology Center. The Center reported 54 students who graduated from its building trades program 2009-2011 were employed in construction in Oklahoma.

Francis Tuttle Technology Center – Since 2009, scholarships have supported students in the Building Trades program at Francis Tuttle. The school reported that for 2009-2010, 85 percent of the students who completed the program were employed in Oklahoma. For the year 2010-2011, 90 percent who completed the program were working in state, while 89 percent of the graduates from 2011-2012 were working in Oklahoma.

Meridian Technology Center – Scholarships benefited 21 Meridian Technology Center students since 2008. The Center reported that it has data on 16 of the students and found 14 are employed in the construction trade in Oklahoma. One is working in another trade in Oklahoma and one is working in construction out of state. **OB**



Associates Council Chair Report

Donna Cullins

Summer Convention Was Outstanding



by Donna Cullins, Chair, State Associates Council

We in the plan design business are real busy, as I am sure a lot of you in Central Oklahoma are, as we help the tornado victims begin to rebuild their homes and their lives. Our hearts and prayers are with everyone affected by the tornados.

Summer Convention was outstanding again this year! Thanks, Mike and Kathy for bringing us great speakers. Also, I would like to give a big thanks to Jan Conway, Carol Clark, Pam Hall and everyone who helped with the auction and table top. The Associates Council raised around \$5,000 which we donate to Technical Institutes across the state. And, a special thanks to those who made donations and bid on all our auction items. I would also like to thank OG&E and ONG for their continued sponsorship of our convention.

OSHBA now has a Certified Associates Program available for any associate who would like to achieve that classification. For an application please contact Kathy at the state office (405) 843-5579.

The Associates Council raised around \$5,000 which we donate to Technical Institutes across the state.

Remember to respond to "Voter Voice." Everything Mike asks us to help with is critical to our industry. And in conjunction to that, please contribute to Build PAC. This helps makes our voices heard! **OB**

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