

Oklahoma Builder

**Oklahoma State Home
Builders Association**



November/December 2011

**Oklahoma's Top Builders
Create Own**

Standard of EXCELLENCE

Certification Program Advances Quality Building

Fall Protection

What You Need to Know

Builder Profile

**Callant Construction
Management**

Helping the Troy Aikman Foundation is just one of the reasons to build your homes with Acme Brick.



To increase your potential homebuyers' preference for the Acme brand, we partner with one of America's most recognized and trusted spokespersons, Troy Aikman. Acme also

makes a contribution to the Troy Aikman Foundation for children for each Acme Brick home purchased this year.

Quality conscious homebuyers know that there are other good reasons to look for the Acme Brick logo on new homes.

Buyers know that Acme's beautiful colors from nature won't fade like concrete simulated brick, and that our transferable Homebuyers'

Limited Guarantee covers both materials and labor for 100 years. These buyers now have the added assurance of the Good Housekeeping Seal.*

We've also made selecting the right Acme Brick easier than ever for your customers. By using Acme's innovative software, Design Online, homebuyers can view various home exteriors and interactively change brick, mortar, roof and trim colors to find the combination that they



prefer. Design Online is a free download at brick.com.



This year, your potential customers will receive more than 100 million advertising impressions about Acme's partnership with Troy and with the Troy Aikman Foundation via television, billboards, and point-of-sale materials. If you aren't already a member of the Acme/Aikman team, we invite you to join us today. Please contact your local Acme representative for details and for model home point-of-sale displays.

When you build a home with Acme Brick, you're giving your homebuyer the longest lasting, most trouble-free exterior available. Your potential buyers are looking for the Acme logo. We hope that you will too.

*A survey by Fairfield Research found that 95% of American women believe that the Seal denotes a product's quality.





**Oklahoma State Home
Builders Association**

917 N.E. 63 Oklahoma City, OK 73105
405-843-5579 • 800-256-9980

Executive Editor

Mike Means • mikem@oshba.org

OSHBA Executive Committee

President: Michael Herndon
VP/Treasurer: Brandon Perkins
VP/Secretary: Jeff Click
Immediate Past President: Tom French
National Director: David Ritchie
Alt. National Director: Bud Blakley
National Representative: Brandon Perkins

Committee Chairs

Budget & Audit: Brandon Perkins
Builders Certification: Tony Foust
Build PAC: Brandon Perkins, Jeff Click
Insurance: Roger Gose

Associates Council

Chair: Casey Felix
Vice Chair: Terry Jennings
Treasurer: Vanessa Shadix
Secretary: Donna Cullins
Immediate Past Chair: Jose Laboy
National Director: Barbara Franks

Associates Committee Chairs

Table Top: Donna Cullins
Auction: Vanessa Shadix
Golf: Steve Sayers

Published By PrintComm



Managing Editor..... Ryan Hanna
Graphic Designer..... Jason Gabel
Publication Coordinator..... John Bitters
Advertising Sales Manager..... Brenda Poe

Advertising Sales

Marsha Suwinski: (800) 935-1592, ext. 106
marshas@wildblue.net

Brenda Poe: (800) 935-1592, ext. 115
bpoe@printcomm.com

contents

Volume 46 Number 5



12

features

- 4 Acme Brick Products Again Receive Good Housekeeping Seal**
Good Housekeeping grants its seal to Acme Brick Company for the seventh consecutive year.
- 8 The Most Overlooked Aspect of Fall Prevention**
Getting to know the ins and outs of fall protection.
- 10 Without Licensing, Oklahoma's Top Builders Create Own Standard of Excellence**
OSHBA's certification program ensures professional building.
- 12 Builder Profile: Callant Construction Management**
Dave Callant follows in his father-in-law's footsteps with innovation and customer care.

departments

- 4 President's First Word**
Speaking with One Voice
- 5 Oklahoma Professional Women in Building**
Bringing You Up to Speed
- 7 State Rep's Report**
How the NAHB is Helping the Industry
- 14 By All Means**
Time to Think Outside the Box
- 14 Associates Council Chair Report**
Fall is Here



President's First Word

Mike Herndon

Speaking with One Voice

by Mike Herndon

As I put my thoughts together for this article, I'm thinking of how most of us have come to rely on the news. Even though we may read the paper daily, most of the time we rely on opinions and sound bites instead of the whole story. In this day and time, the whole story is sometimes hard to find.

Where am I going with this? Well, I've just come from the National Association of Home Builders (NAHB) Fall Board of Directors Meeting in Milwaukee, where we heard from a renowned expert in the art of consumer communications. Through research using the latest technology, the NAHB now has a new "messaging architecture," and it is designed to help us tell our story of the importance of home-ownership and home building as an engine of job growth. We sometimes forget and don't convey the message as we should, not because we don't understand what owning a home can mean to a family – pride, peace of mind, accomplishment and security – but we are not using the right message. Our industry is in the fight of its life, and we all must speak with one voice. Please refer to www.nahb.org/messaging for the

Messaging Architecture Guide and help us convey the message that Americans love home ownership. Your industry will thank you.

A Refreshed Perspective

Milwaukee was very interesting, with good cheese, lots of history, a great Gold Key reception and the Harley-Davidson Museum. All this was very intriguing, but there were also a lot of meetings. I'll leave the details to Phil and Mike (or maybe Brandon), but as always I left with a greater love for Oklahoma and appreciation for the people and food of our great state. When we look at the national picture, we can be proud we come from a state that shows good common horse sense in banking, home building and politics.

Your continued efforts to project our industry and our great state in a positive light have not gone unnoticed. I can only be proud when I see our builders in the news, our PAC fund reaching its goal or our very own builders being such a part of the NAHB. I thank each of you for your continued efforts.

"Be sure to put your feet in the right place, then stand firm." - Abraham Lincoln. **OB**

Acme Brick Products Again Receive Good Housekeeping Seal

For the seventh consecutive year, Acme Brick Company's residential brick products carry the famous Good Housekeeping Seal. The Good Housekeeping Seal was introduced more than 100 years ago and has earned the trust of generations of American consumers. If a product bearing the seal proves to be defective within two years of the purchase, Good Housekeeping will replace the product or refund the purchase price.

"We are pleased that our clay products have once again met the high standards of the Good Housekeeping Institute and that we have earned the right to use this prestigious seal," Acme Brick Company President and CEO Dennis Knautz said. "It will be one more thing that distinguishes Acme Brick products in the minds of both our customers and their consumers. We are proud to be in the company of American institutions such as Proctor and Gamble, Panasonic and Lennox.

"The seal is one more selling advantage that we can offer our builder customers as they strive to market quality home exteriors to their consumers."

Bill Seidel, Acme's director of marketing, added that "we know of no other brick company that has earned the Good Housekeeping Seal."

Acme Brick is also backed by the company's own 100 Year Limited Homebuyers' Guarantee. The Good Housekeeping Seal will be featured in many aspects of the company's marketing program, including point-of-sale and print advertising.

In 2010/2011, Good Housekeeping will address the issue of green marketing and will establish a new benchmark for evaluating products based on their measurable environmental impact. Products that qualify will be awarded the Green Good Housekeeping Seal. The program's goal is to help consumers identify products that are genuinely "green" from those that the company describes as merely "greenwashed." Acme

Brick Company intends to have one of the first products to earn the Green Good Housekeeping Seal.

For more information on Acme Brick products, contact: Marketing Dept., Acme Brick Company, P.O. Box 425, Fort Worth, TX 76101 or phone 1-800-792-1234. Acme can be reached on the Internet at www.brick.com. **OB**





Bringing You Up to Speed



by Kimmi Houston, National Chair of PWB

Hola! Kimmi Houston here! I'm still around and hoping with this article to bring you up to speed on a few things (all the while, brushing up on my newly-learned Spanish skills). I am writing this just after attending the NAHB's Fall Board of Directors Meeting in Milwaukee so I hope the información is really helpful and not too out of date when it arrives to you!

First, I'm writing this article as a favor to mi amiga bonita, Vanessa Shadix, current Oklahoma Professional Women in Building (OPWB) chair. I think that gives me a little lateral to talk about her, don't you think? Vanessa was thrust into this position mid-year, and with all the respect in the world, she really needs to be given a huge pat on the back for stepping up to the plate. She has done an excelente job this year with her busy, busy career!

Vanessa was slated to become the chair next year. However, as we all know, things change, and with her work commitments, she has announced that she will not be able to serve. Elections are in noviembre, and officers will be installed at our State Installation of Officers in January in Tulsa. Please, if you have leadership abilities and desire to serve the state council and make a difference in our industry, contact me. As the immediate past OPWB chair, I head the Nominating Committee and want to hear from you! Call (405) 823-2515.

Also, regarding National Leadership: Oklahoma is in Region D and Area 11 nationally. We are currently seeking someone with interest in serving as an area trustee for the national Professional Women in Building (PWB) Council. Please let me know if you would like more information on this position! It is a great way to connect with members in Oklahoma, Kansas, Nebraska and Missouri.

Local

Next, as you know, OPWB is very instrumental in educating our members. Visit www.oshba.org to register for these classes.

Noviembre 9-10 – Green Building for Building Professionals

Noviembre 17 – Business Management for Building Professionals

Homeownership is the Message

The NAHB has a new information campaign that was rolled out at the Fall Board of Directors Meeting. It is pretty cool, easy to use and I think very much worth viewing! The information focuses on how we “plain folks” can get the message out to others while bringing housing issues to the top. This is a grassroots effort and something that is simple enough that we can all do it, regardless of where we are on a

political side. It makes sense and teaches us how to just talk to others, whether through the newspaper, radio or TV – or just to our neighbors and friends. “Homeownership” is the buzzword, making it powerful, especially coming from us! I highly encourage everyone to view this little “messaging” webinar online. The address is www.nahb.org/messaging. I saw the presentation, and I actually think the camera guy got a shot of a bunch of PWB ladies in the taping! We will see. I am anxious to see it myself. Let me know what you think, and *let's use this!*

Legislative News and Build-PAC

I attended the NAHB's Build-PAC trustees meeting in Milwaukee. Brandon Perkins was simply great and presented the state extremely well! He, representing Oklahoma, had proposed contributions to four of our political leaders, and all were approved by the national PAC trustees. As you know, we are in an election mode, so three were “primary” contributions – meaning to help with their campaigns – and one was a “leadership” contribution – meaning no re-election is occurring and the funds are for continued support of our industry. More information will be given on this matter, and OPWB is hopeful to spearhead an event or two. Interesting note: at this meeting, all states are present with their proposals. There is much back and forth, some are approved and some denied – much discussion. The sense relayed from the trustees when Oklahoma is “on the floor” is one of complete confidence. My opinion is that a great deal of it is due to two things: our pro-active legislative efforts, especially with the help of all of us that really work it, and Mike Means for leading our way. He really has turned us around politically! If you are not active in these efforts, consider it. And if that's not your thing, consider contributing to the PAC funds and supporting our state efforts. We are *truly* making a difference!

More Legislative Information

Did you know that the NAHB is still actively fighting for our flow of credit (HB 1755)? And Freddie and Fannie are changing credit scores again (SB 1508)? And we are still *very* actively fighting the possible loss of our mortgage interest deduction? Please, everyone become familiar with these issues. Muy importante stuff – professionally and personally!

The NAHB participated in a national Appraisal Summit on October 19. I am certain you will hear more about this.

And here is the icing: the NAHB's leadership and PWB leadership are very excited to report 100 percent Build-PAC participation! We are encouraging *everyone* to look to his or her leadership for 100 percent participation. (Remember the \$20.12 Campaign? The number of participants is our strong message!) Do you have

Continued on page 6

OPWB WOMEN'S COUNCIL

Continued from page 5

100 percent in your HBA leadership or council leadership? Please let me know – I think everyone should know that.

Membership

I am very happy to say that I won a \$500 scholarship for our council for being the National Membership Day recruiter. Brrrr (“Woohoo” in English)! That means we will have more monies to apply to our state programs and education. OPWB will talk about how we can best utilize these funds on our next conference call. By the way, do you know that we have monthly conference calls on the second Thursday of each month?

The NAHB's total membership is now sitting at 151,000, and retention is 71 percent. PWB is still holding strong as the third largest council with just under 1,200 members, but our retention is at 51.6 percent. I think the key here is simple – new members are wonderful, and nurturing and retaining our current members is essential!

National PWB Committee Information

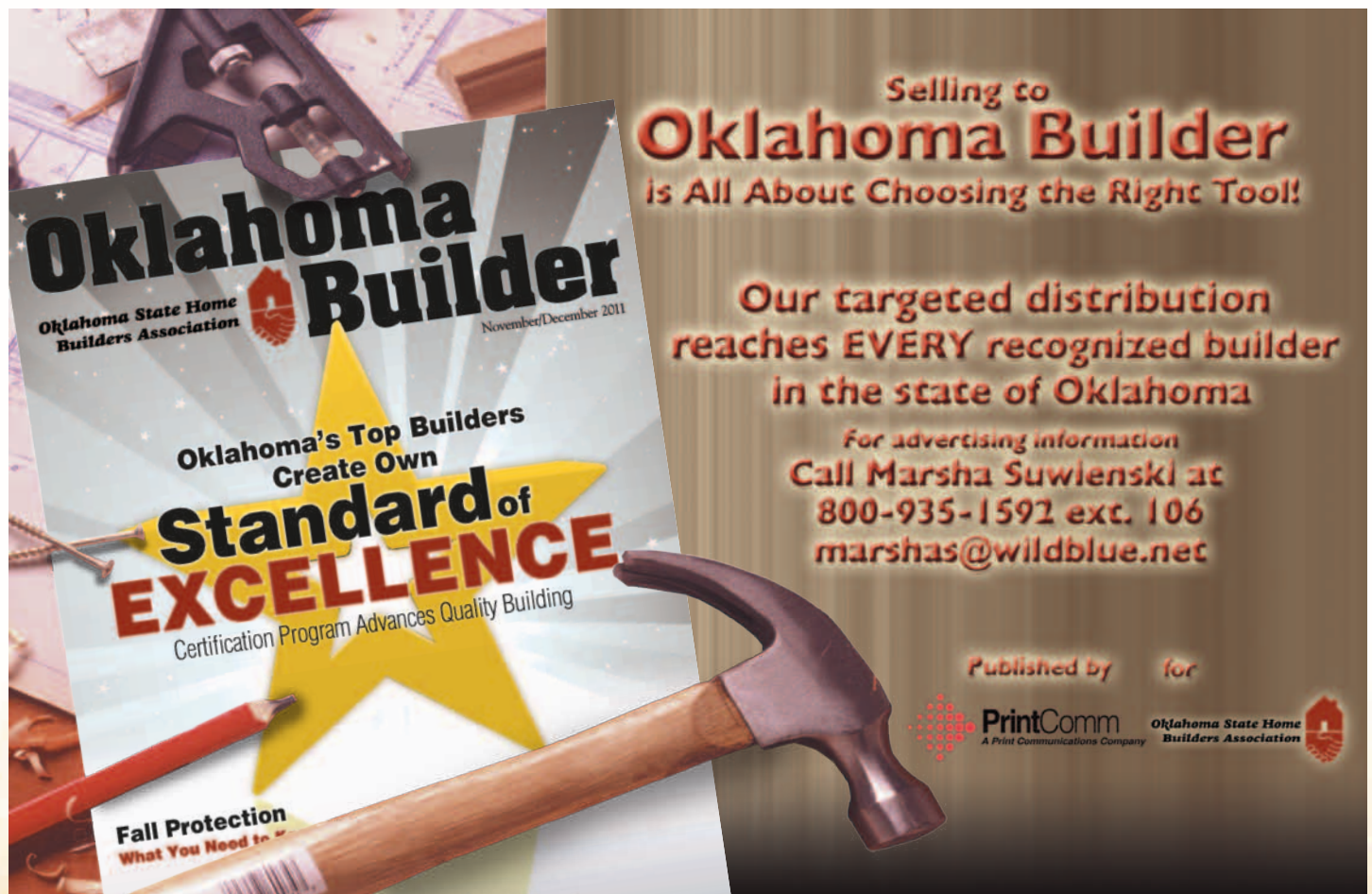
The National PWB Communications & Education is looking for members who can help with content of the magazine – writing articles, being interviewed for an article (various topics) – things that we are doing on a local level that we can share with the rest of the country! Does anyone have any interest in this? The next issue will have an article

about “Women in the Trade” in which we will have a council member interviewed. Jean Prockish, who is a local member, PWB member and plumber/heat-and-air contractor, will be interviewed for this feature article. And in the pipeline, Wanda Frost of the Builders Association of South Central Oklahoma will be featured in the magazine's Executive Officer Corner. How proud we are of our state and members!

Dates to Remember

November is National Spike Appreciation Month. We certainly need to recognize our Spikes for their efforts at that time!

Febrero 8-11, 2012, is the International Builders' Show comes to Orlando, Florida. Registration is open. Please attend! Consider this your personal invitation from me to attend all PWB events, but in particular, one special event. On the evening of February 9th, PWB will have its annual Installation of Officers, sponsored by Whirlpool Corporation. Those who have attended in the past know what I mean when I say it is the event to attend. Whirlpool does a really nice, grand event. Well, this year, the focus will be on Oklahoma – in tribute to me, the outgoing national chair! I am so excited about it – in a couple of ways. Not only because I love Oklahoma and I'm proud to bring attention to our state, but my 13-month term will be served and complete – and it will be time to celebrate! A fines de amargo y dulce (the end is bitter sweet)! I really, really hope everyone will attend! **OB**



**Selling to
Oklahoma Builder
is All About Choosing the Right Tool!**

**Our targeted distribution
reaches EVERY recognized builder
in the state of Oklahoma**

**For advertising information
Call Marsha Suwinski at
800-935-1592 ext. 106
marshas@wildblue.net**

Published by for

PrintComm
A Print Communications Company

**Oklahoma State Home
Builders Association**

Oklahoma Builder
Oklahoma State Home Builders Association
November/December 2011

**Oklahoma's Top Builders
Create Own
Standard of
EXCELLENCE**
Certification Program Advances Quality Building

**Fall Protection
What You Need to**



How the NAHB is Helping the Industry

by Brandon Perkins

Hello HBA members! I thought this time I would share with you some of the ways that our national association is working for you...for us! Too often we get bogged down with the nightly news and forget that we have a terrific organization working for us. We may know what is happening on the state and local level, but we need to know what is happening on the national front. I am going to abbreviate some information I received at our recent NAHB Fall Board of Directors Meeting.

Top 10 Ways NAHB is Helping the Industry

1. The NAHB has initiated a broad-based messaging strategy that is aimed at amplifying the importance of homeownership to voting Americans and the importance of residential construction to the national economy.

Visit www.nahb.org/messaging to learn why the messaging architecture works and how to use it, with resources ranging from a 40-minute training video and written guide to practical tools you can put to use immediately — including a speech outline, talking points, a publication, print ads, op-eds and letters to the editor.

2. Following NAHB efforts to convince EPA that it did not have enough data to support a numeric limit for storm water discharges, the agency has finally admitted this by announcing that it will withdraw its revised effluent limitations guidelines (ELG) rule from the Office of Management and Budget and begin collecting data from the public prior to developing and proposing a new rule.

The latest development effectively pushes the EPA back to square one in developing the rule and will likely mean that the Construction General Permit will be finalized in February without any numeric requirement. It also bolsters the NAHB's argument that, because terrain, geography and rainfall vary significantly in most regions of the country, a nationally applicable numeric limit is neither defensible nor practicable. Going forward, the NAHB is redoubling our efforts to collect turbidity data from members' construction sites to help ensure that the eventual ruling makes good scientific sense. Contact: Ty Asfaw at (800) 368-5242, x8124.

3. Bringing builder concerns about the appraisal process for new homes directly to those who need to hear them, NAHB Chairman Bob Nielsen gave a keynote address at a meeting of the Appraisal Institute on Aug. 17.

Nielsen said, "It is absolutely critical for our organizations to work together to reform some aspects of the appraisal system that are crushing the residential construction industry and dampening prospects for an economic recovery." Nielsen emphasized builder concerns about the

use of distressed properties as comparables for new homes and spelled out the very real differences between the two.

"By definition, distressed properties are not comparable to a new home," Nielsen said. "New homes are built to current codes. They are often significantly more energy efficient and 'greener' than older homes and they include a range of modern amenities and design elements that buyers value and for which they are willing to pay a premium."

He noted that beyond this, new homes are in excellent condition and are move-in ready. In contrast, distressed properties have often experienced significant damage from theft and vandalism.

4. NAHB's Construction, Codes and Standards staff has recently completed the "2012 I-Codes Adoption Kit," a collection of resources that provides members with a list of the suggested amendments and other items needed to successfully advocate for cost-effective and affordable codes at the state and local level.


5. On Aug. 1, NAHB submitted our official comments on the Credit Risk Retention rule that was issued earlier this year, in which we requested a withdrawal of proposed requirements for the Qualified Residential Mortgage (QRM).

NAHB has also joined with a diverse coalition of more than 40 consumer organizations, civil rights groups, lenders, real estate professionals, insurers and local governments in developing a white paper that includes a thorough analysis of the impact of the proposed definition of a qualified residential mortgage on the fragile housing market. The Coalition submitted this paper as a comment letter and urged the regulators to redesign a QRM that encourages sound lending behaviors, attracts private capital and reduces future defaults without punishing responsible borrowers and lenders.

6. When recent developments such as S&P's downgrade, weaker economic reports, stock market volatility and the debt/deficit debate in Washington spurred questions among our members and the implications of these events for housing, NAHB offered a free webinar to provide some answers.

NAHB CEO Jerry Howard focused on the political side of the equation and where the policy debate is headed in the coming months, while NAHB Chief Economist David Crowe presented his revised forecast and insights on the latest economic indicators. The NAHB alerted our members in advance of this event, and with more than 230 people listening in from 166 locations, this proved to be one of the NAHB's largest webcast events thus far. We are now providing a full replay of the event for a limited time on our website. Simply visit nahb.org and type "housing market

Continued on page 11

A silhouette of a worker in a hard hat, crouched on a horizontal beam against a blue sky with light clouds. The worker is positioned on the left side of the frame, looking down. The beam extends diagonally from the bottom left towards the top right.

The Most Overlooked Aspect of Fall Protection

Employers should understand that by choosing a fall arrest system, they are obligating themselves to develop a rescue plan and corresponding rescue training.

by Scott Mirizzi and Nolan Miller

Imagine the relief of a fallen worker when he realizes a fall arrest system has worked, saving him from a life-threatening plummet. Now imagine the panic that sets in when the worker realizes there is no rescue plan in place. This doesn't have to – and shouldn't – be the case. Ideally, the fallen worker will instead be comforted by watching a well-coordinated rescue plan spring into action.

In the course of their work, fall protection consultants see many different approaches to protecting workers. Unfortunately, one common observation is that even the most pro-active companies tend to minimize or blatantly ignore the need for fall protection rescue. In fact, many in the industry believe rescue is *the* most overlooked aspect of fall protection.

While some rescue scenarios can be complicated, many times an effective rescue can be accomplished simply by using a portable ladder. The simplest plan is often the best; it just needs to be thought through in advance so that the right people and equipment are ready when needed.

Please remember that 911 is not the only answer to fall protection rescue. One organization's rescue plan required fallen workers to reach their mobile phones and call 911 themselves. A medical emergency, trauma during the fall or simply a circumstance where a worker couldn't reach his phone renders this plan ineffective. And, depending on the circumstances and capabilities of your local rescue services, engaging external rescue resources may not get a fallen worker down in time to prevent serious injury or death.

Prompt Rescue

How quickly do you need to rescue a fallen worker? An exact amount of time is not provided in Occupational Safety and Health Administration (OSHA) regulations. Published

OSHA guidance¹ says only that employers must provide for prompt rescue in the event of a fall. Unfortunately, prompt is not defined.

So ask yourself, "How long would I want to be suspended in a full-body harness?" In a recent webinar poll on this topic, 100 percent of the participants said they wouldn't want to suspend longer than 15 minutes.

Because OSHA regulations don't provide specific time requirements, we can look to science for guidance on how long a worker can remain suspended without serious injury. In 1987, a study was performed at Wright-Patterson Air Force Base to determine the effect of motionless suspension on the body. Motionless suspension can come from a medical condition that led to the fall, trauma during or after the fall or simple fatigue during suspension. The physically fit military test subjects terminated the tests between 3.5 and 60 minutes, with mean times ranging from 17 to 28 minutes. Although the data don't provide one distinct timeframe, they do show two things: (1) hanging vertically in a harness can cause negative medical effects in a short timeframe, even in the absence of other trauma, and (2) the body's tolerance to suspension trauma varies significantly.

Now, the question becomes this: do you plan for the low, the high, or the mean of the data? Although official OSHA regulations don't provide a specific time, an OSHA Safety and Health Information Bulletin from March 2004 states that "research indicates that suspension...can result in unconsciousness, followed by death, in less than 30 minutes." Because no exact time is stated in the regulations, organizations cannot be cited on that factor alone. But there is a precedent for citation based on inappropriate or ineffective rescue plans.² If a compliance officer sequences the events after an incident and determines negligence in planning or action, citations may result.

The ANSI Z359 standards address rescue in greater detail than OSHA regulations. In ANSI Z359.2, the standard also calls for prompt rescue and encourages at least verbal contact with the fallen victim within six minutes. The standards also call for written rescue procedures for all active fall protection systems, as well as detailed descriptions of the procedures for summoning rescue services. For information from ANSI about specific rescue equipment and systems, reference ANSI Z359.4.

Rescue Pre-work

It is ideal to consider rescue before fall protection solutions are selected and implemented. Doing this allows you to consider options that eliminate rescue, such as engineering controls and fall restraint systems. Employers should understand that by choosing a fall arrest system, they are obligating themselves to develop a rescue plan and corresponding rescue training. These factors should be considered when initially selecting abatement solutions.

If you still need to create a rescue plan or modify one for an existing system, answer these questions first.

1. *Who performs the rescue?* Rescue procedures should involve both internal and external resources. At a minimum, workers on site need a plan to assess and rescue the fallen worker while the outside experts are responding. Engaging with your local rescue providers during the planning process can be extremely beneficial. When asked to attend a fall protection meeting for a system on a downtown high-rise building, the rescue chief estimated the pre-incident discussion would help orient the crews and save them at least 20 minutes. That translates to getting a fallen worker safely to the ground 20 minutes sooner.
2. *Where might rescue be performed?* It is important to consider how workers on your site are exposed to fall hazards. These exposure points will vary depending on the industry and environment of the work. You may have all hazards documented through a fall hazard survey or risk assessment, or you might have an inventory of active fall protection systems and equipment. Any of these resources can provide a starting point for locations where rescue is necessary.
3. *What equipment do we need?* The types of fall arrest systems being used within your organization can impact the rescue equipment needed and the procedures required to rescue a fallen worker. This is vitally important in rescue planning because the type of fall arrest equipment will indicate where the worker will be after the fall. For example, if a worker falls while using an SRL in an overhead position, he will still be close to the original work location. On the other hand, if vertical lifelines anchored to horizontal lifelines are used, a worker could be at a distance from his initial location due to swing fall or system deflection.

Also, keep in mind that the more system types you have, the greater the need for rescue options. For assisted rescue, it is best to keep it as simple as possible. For example, a rescue plan for hazards where the workers are only a few feet off the working surface could simply involve bear-hugging the worker's legs and cutting him or her down. Similarly, a ladder or aerial lift might be an option.

4. *How can we perform rescue here?* The final item in pre-work is to determine which methods you want to use to get a fall victim to the ground. OSHA lists self-rescue as an option, although it can be dangerous to rely on it completely. How effective are self-rescue systems if the worker is unconscious or unable to move? If a medical incident triggers a fall or trauma is experienced during the fall, self-rescue may not be possible.

Also, when a rescuer is making critical decisions and actions in an intense rescue situation, it is helpful to have the fall arrest line and the rescue line separated on different sides of the victim's body. If the harnesses used in your facility have only a single dorsal D-ring (no chest or shoulder D-ring), this type of assisted rescue may not be ideal.

Rescue Procedures

Once the pre-work is addressed, specific procedures can be created to address each fall protection system. Specific items to include in your rescue procedures are:

- Type of rescue system
- Location of rescue anchorages
- Equipment needed
- Attachment to fallen worker's harness
- Required training
- Specific actions to achieve successful rescue

But even the best rescue procedures will be ineffective if they sit on a shelf or in someone's office. To ensure workers are prepared to execute a rescue if necessary, a coordinated program should confirm that workers are properly trained and rescue procedures are reviewed prior to system use.

Post-rescue

After a fall incident occurs, it is important to bring the fallen worker to the ground safely and quickly. That is unlikely to happen without the forethought used to develop and maintain rescue plans. While these proactive steps are critical, it is also important to evaluate all aspects of fall protection after the rescue. What could have prevented the fall? What could have worked better during the rescue? Were the procedures properly followed – or did we just get lucky?

Don't get caught halfway protecting your workers. If you spend the time, money and resources to protect a worker who goes through a fall, you must take the next steps to ensure his safety. Rescue is not an afterthought or a good idea; it's an essential part of the planning and execution of your fall protection program.

Scott Mirizzi, PE, CSP, is a fall protection consultant who serves as a project manager with LJB Inc. (www.ljbinc.com). He helps clients improve fall protection programs through risk assessment, abatement design, training and system commissioning.

Nolan Miller, PE, CSP, a project manager with LJB Inc., is a structural engineer and safety consultant with 12 years of experience. With a thorough knowledge of OSHA regulations and international safety standards, he analyzes and designs fall prevention and protection systems. **OB**

1. 29 CFR 1926.502(d)(20) and 29 CFR 1910.140(c)(21)

2. OSHRC v. East Texas Coating

Without Licensing, Oklahoma's Top Builders Create Own Standard of Excellence



The OSHBA's Mark Dale, Jeff Click and Tony Foust come together to produce three videos to promote the Certified Professional Builder program. Thanks to Jeff Click, pictured, for the use of his office. The videos and blogs are posted on the website (www.oshba.org). This report is a compilation of their comments.

by L. Rayburn, Carol Hartzog Communications

As more than 2,500 individuals claim to be builders in the state, Oklahoma homebuyers face an overwhelming amount of choices when they go to build a home. And Oklahoma home builders face a large number of competitors, some of whom lack the skills needed to do the job right.

With a lack of licensing in the state, Oklahoma's top builders joined together to set themselves apart from their competition. Through the Oklahoma State Home Builders Association (OSHBA), the group created a certification process to increase the professionalism of the home building industry in the state.

"In Oklahoma, anyone can call themselves a builder, and frankly, that's dangerous for homebuyers and our industry overall," said Tony Foust of DaVinci Homes and chairman of the Certified Builders Program committee for the OSHBA.

"Through the certification program, the Oklahoma State Home Builders Association offers a solution that provides peace of mind and assurance to the homebuyer and helps us raise the caliber of builders in Oklahoma," Foust said.

The OSHBA strategically made the certification a strict process to ensure the program's credibility. To even qualify for certification, a builder must be a member of the association for at least two years. Following this time period, builders must take nine hours of continuing education classes annually, carry a workers' compensation policy and liability insurance, offer at least a one-year warranty on all work done and comply with building codes.

"There was period when the Legislature considered creating a state licensing program for home builders, but the proposed legislation did not pass. We suspect that the legislation failed because requiring licensing would be difficult on home builders in rural areas," said Mark Dale, one of industry's legislative leaders. "Also, some view licensing as a government intrusion into business, particularly as many home builders run

small businesses. Without licensing, it makes the Certified Professional Builder program much more important."

"Certification was a natural fit for my company," said Jeff Click of Jeff Click Homes and vice president and secretary of the OSHBA. "Not only did it tie to my company's core values – progress and excellence – but it added a credibility stamp to what I was already doing as a good builder.

"Oklahoma has a thriving building industry, which although a good thing, causes some under-qualified contractors to enter the market. Certification allows me to differentiate myself and shows my clients that I am constantly pursuing excellence."

Click is one of 150 Certified Professional Builders in Oklahoma. Although a relatively small percentage of builders in the state, Certified Professional Builders have an elite reputation for their commitment to continuing education and the industry's best practices.

One of the primary perks of certification is the access to classes for increasing industry knowledge. Many of these classes, taught by experts in the field, focus on new science and technology that help to increase energy efficiency and produce better home builds. Other classes help certified builders stay up-to-date on insurance, safety and ethics rules and regulations.

"The way we build homes has changed in the last five years, let alone the last 20 or 30," said Foust. "Continuing education classes teach the new, best methods for homebuilding. Builders can then pass this knowledge on to their clients to save them money and build them a better product. As happy homeowners and positive referrals drive our business, this is particularly important."

All Certified Professional Builders have access to specific marketing tools to help promote their certified status. For example, certified builders can display the Certified Public Builder logo on their outreach materials, as well as in their showrooms.

The Central Oklahoma Home Builders Association closely polices these marketing tools to ensure only certified builders use them, as to not discredit the program's high standards.

"I display my Certified Public Builder logo in my showroom when I meet with prospective clients," said Click. "Most homebuyers comment on it and want to learn more. These moments provide the perfect opportunity for me to highlight the difference between my work and that of my competitors."

Although the OSHBA continues to work toward licensing in the state, the certification process is a step in the right direction for offering a level of security to potential homebuyers and a professional boost to top builders in the state.

"With so many builders in Oklahoma, we must take the extra step to show our lifelong commitment to this industry," said Foust. "As a Certified Professional Builder, I show my clients that I stand by my work and that I plan to be a local leader in the industry for years to come."

To learn more about the Certified Professional Builder program in Oklahoma, visit the Oklahoma State Home Builders Association's website at www.oshba.org. **OB**



ONB Bank

Member Central Bancompany

See us for competitive
construction loans in your area

ONB Bank
623 S. Main Street
Stillwater, OK 74074

405-707-8039

www.onbbank.com

STATE REP'S REPORT

Continued from page 7

implications" in the search bar at the top right of the page. For help in accessing the webinar, contact Jill McKibben at (800) 368-5242, x8659.

7. A free webinar from the NAHB provides NAHB members and home builders associations with important information on dealing with the Occupational Safety and Health Administration's recent stepped-up enforcement actions and increased penalties.

NAHB members can access a full replay of this helpful webinar by visiting www.nahb.org/safety.

8. NAHB offered a special panel session called "Builder Focus: Proven Strategies for Success" during the Fall Board of Directors Meeting in Wisconsin. A full replay will soon after be available for our members' viewing at www.nahb.org.

9. A new study by NAHB sheds light on the number and geographic diversity of second homes, providing relevant facts in the fight to preserve the mortgage interest deduction for these residences.

10. A new study by the NAHB's Housing Economics expands on an earlier report on state and metropolitan tax rates by providing further breakdowns of property tax rates in smaller geographic areas such as counties, places (political jurisdictions, like towns and cities) and county tracts.

Build-PAC Champions of Oklahoma

Of course, it goes without saying, but I am going to anyway. It is essential that we play a big role in the political process. I was extremely proud of Oklahoma at our recent Fall Board of Directors Meeting as we are one of the only states to meet our goal. THANKS to all of you who participate – from Club 2012, to the Dollar-A-Day Club, all the way to the Capitol Club. Here are some folks that you can especially thank:

Capitol Club – Joe Robson and Glenn Shaw.

Platinum Club – Todd Booze, Tony Foust, Curtis McCarty, Gene McKown and Vernon McKown.

Gold Key Club – Rex Alexander, Steve Allen, Bud Blakley, David Brookshire, Don Chesser, Rocky Clark, Jeff Click, Mark Dale, Kurt Dinnes, Mike Gilles, Charles Gilmore, Michael Herndon, Kim Houston, Terry Jennings, Paul Kane, Ken Klein, Mike Means, Brandon Perkins, Lindsay Perkins, David Ritchie and Jim Schuff.

Thanks again. **OB**



Reach Your Target Market.

Contact Marsha Suwinski
(800) 935-1592, extension 106
marshas@wildblue.net

Callant Construction Management

Dave Callant follows in his father-in-law's footsteps with innovation and customer care

by Ryan Hanna

When Dave Callant went to college, he did what most college students do: he found summer jobs. Callant worked in the construction industry – sometimes residential, but mostly commercial. It was here that he found his passion.

Eventually, he met and married Kelly McClure of Oklahoma. Later, while they were living in Colorado and he was out of work, Kelly's father came up for a ski trip. The man's name was Larry McClure of Larry McClure Construction Co., and he invited Callant to learn more about the construction business.

Learning the Trade

Callant and Kelly soon moved down to Oklahoma and teamed up with Larry. Larry already had a solid business



in Enid, and he used his experience to educate Callant.

Callant said that Larry was innovative because “some of the things he did for 35 years are now code.”

For example, Callant said Larry was very energy-efficient in his building practices. Callant said Larry also taught him an important lesson: “the best way to get any type of training was to do it on the job.”

Callant founded his own company, Callant Construction Management, in 2001. A year later, the trio started a development company, Willow West Development Co., and bought forty acres, with the goal of building energy-efficient homes.

Apprentice Becomes Master

Now, it's been almost 10 years since Callant established Callant Construction Management. During that time, his family has become a part of the business. Kelly had worked at a kitchen and bath construction company, so she applied her interior design skills. Their two children – Chelsea, 16, and Drew, 12, – joined the business as part of the cleanup crew, as did Chelsea's boyfriend. Callant operates out of a 7,700-square-foot building and handles both residential and commercial building.

Mainly, though, Callant has chosen to focus on building smaller residences. He said they realized there was a great need in Enid for smaller homes.

For instance, Enid is home to Vance Air Force Base. Callant said military personnel enjoy Enid and want to live there. He also said there are many retirees who don't want yard work and maintenance. And, lastly, he said that because of the troubled economy, homeowners want smaller, more affordable places to live.



"They'd rather spend a little money and have a nice place than a lot of money and have no money left," Callant said.

So, Willow West Development Co. bought 2.5 acres and began developing townhomes. The company built a total of 21, and a majority of them sold before he was even finished with them.

"We're just building smaller things and having great success with it," he said.

Setting Himself Apart

Larry passed away in July 2011. However, Callant seems to have made it a point to remember and follow Larry's lessons.

For instance, Callant really does seem to do a lot of his training on the job. He is, as he has said, "not a typical contractor," because he actually goes out with his workers and works on-site.

Callant's service to his customers is another way he sets himself apart from his competition. He said that when he receives a floor plan, he tries to enhance it. For example, Kelly uses her kitchen and bath design to make more interesting kitchens. In one house they just finished, she added a kitchen table onto a bar. In addition, Callant said he uses indirect lighting – sconces, above-cabinet lighting and below-cabinet lighting – because he thinks it is more aesthetically pleasing.

And unlike most contractors, Callant does not hire subcontractors to lay out the house, dig the footer, pour the footer or get the floor ready. Rather, his workers do this. He said they are "very, very good craftsmen."

Good Times, Bad Times

Callant said his company has succeeded because he listens to what the customer wants. He said that about four or five years ago, his company developed a checklist for the customer. This checklist helps the customer choose things like where the floor plugs will go and what kind of shingles and bricks to use.

Still, Callant's business has seen challenges. He said it can be difficult to build a quality home at a good price, since the cost of materials is rising and people's salaries aren't.

He also said that one of the hardest challenges is building "an energy-efficient home that the client can afford." He stated that it is a challenge to keep up with green building codes and that the government can be strict about them. However, he said he seeks to minimize the amount of waste in his building by "doing a good take-off."

Despite the challenges, Callant finds support in associations. He is a member of the Enid Home Builders Association, and he said it's important to be a member because of access to information and certification.

"It's totally critical if you wanna be up to snuff on what's going," Callant said.

He added that associations help build camaraderie, and they aid in lobbying.

"We have a voice in making laws," he said. "That's crucial."

And even though the job has difficult elements, Callant said he loves helping people and creating homes.

"It is so rewarding that you can take a set of plans on paper and make something out of it," he said.

He also said it's enjoyable to see his customers smile and know their dreams have come true. **OB**



**ATHEY LUMBER
COMPANY**

MIKE KILLAM
Manager

PHONE: 234-4186
1403 N. 4th • Enid, OK 73701

PIONEER
CONSTRUCTION & INSULATION 

ROOFING - ALL TYPES • INSULATION - ALL TYPES • COMPLETE REMODELING
CARPORTS & PATIOS • ENERGY STAR TECHNOLOGY • RESIDENTIAL/COMMERCIAL

OFFICE: **580-234-8610** • FAX: 580-234-4710
213 E. ELM • ENID, OKLAHOMA 73701

FULLY INSURED FOR YOUR PROTECTION
1-800-361-8006

E-mail: pioneerconst1@sbcglobal.net • Website: pioneerconst.net
Member of the BBB • Certified Green Builder

WHERE QUALITY STILL COUNTS



Enid Tile & Marble Inc.

1709 W. Chestnut Ave. Enid, OK 73703
P-580-234-8320 F-580-234-8352
M-F 8:30-5:30, Saturday by Appointment

*Take Us
For
Granite!*



**Granite, Quartz (Cambria & Zodiac), Marble, Travertine & Soap
Stone Countertops, Engineered Wood Flooring, 100% Nylon Carpet,
Cast Stone Fireplaces and Much More!**



By All Means: Executive Officer's Report

Mike Means

Time to Think Outside the Box

by Mike Means

CPBYOUTUBESOCIAL MEDIAOUTREACH

Do you ever get to the point where it seems like you have so much going on with such a short time to get it all done that it just seems to all run together?! Thus the reason the heading of my column looks so funny.

Sometimes it takes a new tactic to get the word out. At other times it just takes repackaging a proven message to achieve the same results. Why not try both? So, coming directly to you on your local computer will be some new YouTube videos regarding our Certified Professional Builder program.

Many of you may recall that we have attempted more than once to get the word out about our certification process. Television ads (way expensive), radio ads (hit and miss) and billboards (cheap, but very hard to pick the right place) are three ways we have tried. With the advent of social media and the ability to always have something out there, why not try a YouTube or two?

Also, if you are on Facebook or Twitter, will you visit our page and "like" us? Using a page on Facebook is a great way to share information and let the world know about our organization. After all, we represent the best builders and associates in the great state of Oklahoma! Who would want to use anyone that isn't a member?

Regulations and Other Ways the Government can Help You

I know, that headline is an oxymoron. But it got your attention. Pretty much like U.S. Sen. James M. Inhofe's topic at a recent meeting with HBA friends. Inhofe titled his talk "4 Ways that Obama is Destroying America." Wow, that is a light topic!

It was apparent, though, that the bureaucracy is not our friend. While I believe many of them have good intentions, they fail to see the big picture. They focus on their little world and forget the cumulative effect of regulation upon regulation.

What is a builder to do? The most important thing is to be responsive to

our voterVOICE alerts! Every member should get them. If you haven't, send me an e-mail and let me know. If you have but haven't responded, well, we sometimes get what we deserve. The legislative session is right around the corner, and we will all need to be active if we are going to stem the tide of more and more regulations.

OSHBA Installation of Officers

Be sure to mark your calendar for Friday, Jan. 20, 2012. That will be our installation banquet for our state officers. It will be held at Southern Hills Country Club in Tulsa. We have reserved a small block of rooms at the Tulsa Marriott Southern Hills hotel for that evening for out of town guests. Also, mark your calendars for July 19-21, 2012, for the annual state convention. It will be held at the Chateau on the Lake in Branson, MO. Be sure to join us!

Until next time, Mike Means,
State EO. **OB**



Associates Council Chair Report

Casey Felix

Fall is Here

by Casey Felix

Fall is upon us! The State Associates Council celebrated the wonderful, cooler temperatures by hosting its annual scholarship golf tournament at Sugar Creek Canyon in Hinton, Okla. Thank you to Randy Chambers and all those who helped put on such a fabulous tournament. Your hard work is greatly appreciated! The tournament was a

success; monies raised will go to the scholarship fund.

Scholarship Fund

Speaking of the scholarship fund, we discussed it at the Oklahoma State Home Builders Association Fall Board of Directors Meeting. We will be exploring options at putting our scholarship funds to better use around the state. If you have a suggestion or an idea for the State Associates Council, please contact your

area representative or me. Scholarship funds are raised with the hopes of increasing the home-builder industry within the state of Oklahoma. Currently the council has endowments at OSU and OU and provides annual scholarships to Technology Centers around the state.

If you are interested in becoming involved with the Associates Council, please let us know. We are always looking for new and fresh ideas! **OB**



Get on the fast-track to greater market share.

With PSO's Whole-House Approach to Solving Comfort and Energy Problems

By partnering with PSO to bring Home Performance with ENERGY STAR® to Oklahoma homeowners, you can grow your business, increase your margins, and differentiate yourself in the marketplace. As a participating contractor, you can offer enhanced services and access to PSO homeowner **incentives up to \$8,250** to help seal the deal.

Contractor Resources and Support

- Program advertising to help generate leads
- Onsite mentoring on technical and business topics
- Business and market strategy training
- PSO and program account manager support
- Free access to Beacon Home Energy Advisor and Vision Incentive Application software tools
- Marketing materials and an online resource library

www.psoksaves.com



For more information, contact:

Brandon Jackson
918-550-1087
bjackson2@icfi.com

Jason Fisher
918-519-0214
jfisher@icfi.com



gridSMART
From Public Service Company of Oklahoma

TruWood
SIDING | TRIM

TRIM. IT'S ONE OF THOSE LITTLE EXTRAS THAT COULD MEAN THE DIFFERENCE BETWEEN A HOME THAT'S BUILT AND A HOME THAT SELLS. THE TEXTURE, THICKNESS AND SUBSTANCE OF TRIM SAYS THAT THE HOME YOU'VE BUILT IS SOMETHING SPECIAL. THAT IT HAS CHARACTER. THAT IT'S ONE OF A KIND. THESE ARE THINGS HOME BUYERS ARE LOOKING FOR. AND THEY'RE THINGS THAT TRUWOOD PROVIDES. SO EVEN IF BUYERS AREN'T ASKING FOR TRUWOOD BY NAME, THEY ARE ASKING FOR IT.

www.TruWoodSiding.com | ASK US ABOUT OUR FSC PRODUCTS.
The TruWood Collection, manufactured by Collins Products LLC | phone 1.800.417.3674

TruWood's material content is backed by
third-party certifier Scientific Certification Systems.
SCS-MC-01178 | www.SCScertified.com

