

# Oklahoma Builder

Oklahoma State Home  
Builders Association



Spring 2014

## What \$ Value did I

# GAIN

## from Being a

# CPB?

"I have sold homes because  
of my CPB designation..."

— Mike Gilles, former  
OSHBA President



"They interviewed us and vocalized they felt  
they were getting more for their dollar in a  
better-built home with a CPB..."

— Bob Thompson, Former BASCO President



"I take advantage of (Tulsa) continuing  
education anyhow, so why not be a CPB and  
receive a 5 percent discount on my General  
Liability insurance premium?"

— Phil Rhees, Vice President/  
Treasurer, OSHBA



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## STATE BANQUET

# HIGHLIGHTS

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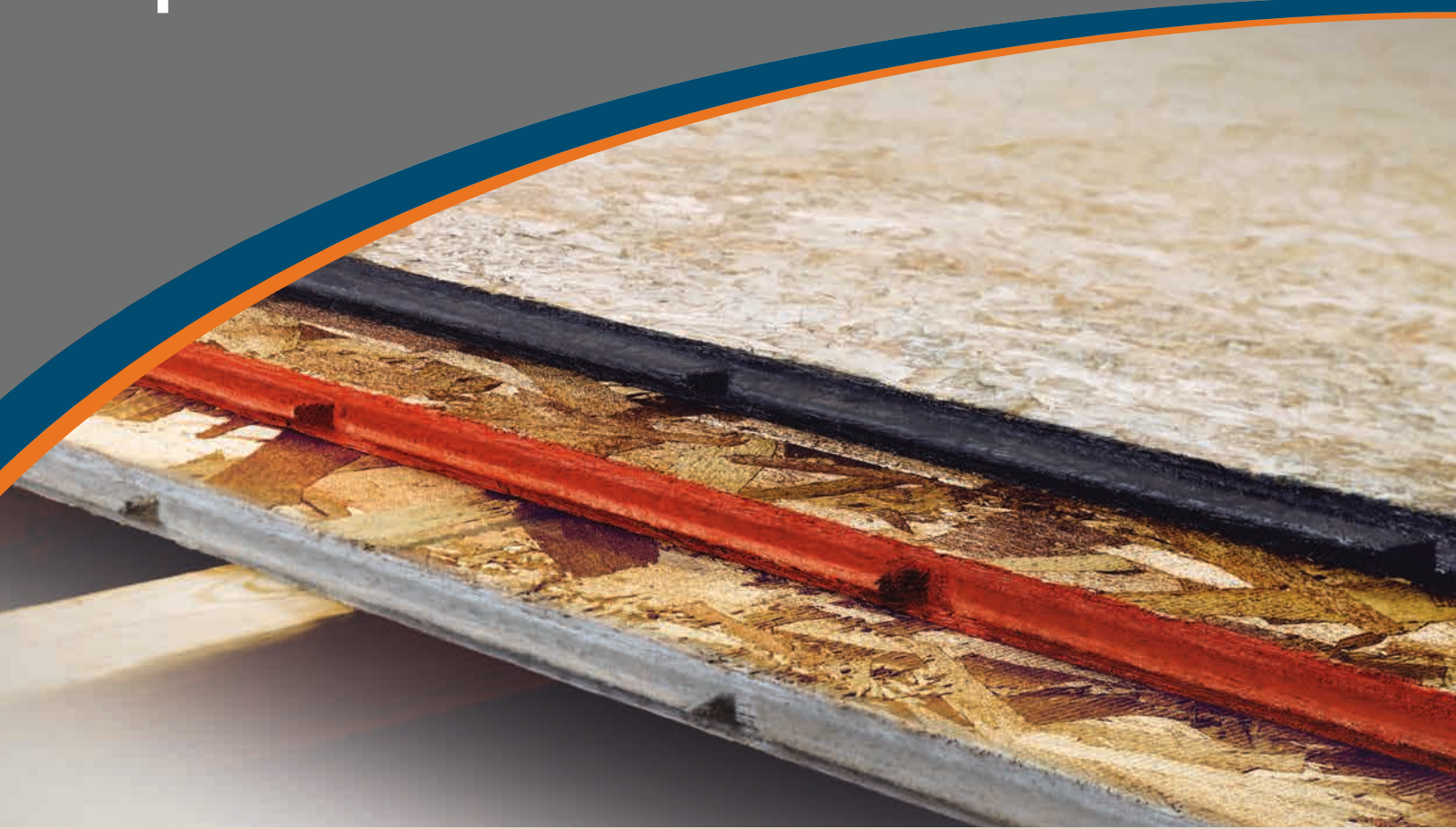
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**Builder Profile**

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## President's First Word

Todd Booze

# A Look at the Year Ahead

by Todd Booze

**A**s an industry, we appear to be settling into the recovery as housing starts across the state have increased to a more normalized level and most benchmarks related to a healthy economic environment are positive and poising our state for a great year in 2014.

State unemployment continues to pace over 2 percent better than the national level at 5.3 percent. Home builders should experience their best year since 2007 with non-farm employment increased by 19,000 jobs, and with inventory levels of new and existing homes at lows we haven't seen since the early 2000s.

At the State Association, much is happening as we are focused on continuing to bring value of membership to our local HBAs as well as each member in the state.

Last year, a cross section of our membership sat down to assess our State Association role and establish objectives our association will drive during the next three years.

## OK Building Summit

First, we will continue to bring education events to our members from NAHB certification classes to the 6th annual Oklahoma Building Summit, scheduled for Sept. 11 at the Reed Center in Midwest City. The Summit will continue to focus on issues of training from code requirements and business development. It serves as a conduit to our membership of changes in our industry and prepares builders for upcoming challenges they will face.

Along with that, the Certified Professional Builder program will continue to be strengthened to set apart builders that have reached that designation in the public domain.

Last year our insurance program provider HUB International/CFR took bold steps and is offering Certified Professional Builders a discount on their premiums. This recognizes a CPB's efforts in how they operate and in meeting continuing-education requirements. The discount more than pays for the cost of association membership dues. To find out more about CPB, contact your local HBA or state offices.

## VoterVoice

The second focus of our association is in the area of governmental affairs and legislation at the state level. We are in the closing stretch of this legislative session and I encourage you all to sign up for VoterVoice at the state website. This way, when issues evolve that could affect our industry, you can contact your local representative and share our industry's position on the issue. This has been one of the most effective tools our association has to help craft legislation and ensure a positive political environment for us to operate.

Along with VoterVoice, your involvement in Build PAC is crucial to make sure we have the resources and access to our National and State Legislators.

We ask for your participation at any level from Dollar-A-Day to Capital Club. This year at NAHB, we were proud of our state's involvement as we have more high-level Capital Club, Gold Key and Build PAC members per capita than any other state in our association. And, because of this success, our state level political action committee – Homebuilders PAC – has enjoyed tremendous success and allowed us to be involved more than ever in electing pro-business candidates to the Oklahoma Legislature.

## OUBCC

Third, this year is another important year at the Oklahoma Uniform Building Code Commission, as we will begin efforts of reviewing the 2015 IRC.

This is arguably one of the most important values of membership as we will try to maintain a practical approach to codes and how we build in Oklahoma while maintaining quality, affordable and safe housing for our state.

This is another area where we need our members' help. We will be organizing efforts across the state this spring to bring all local Government Affairs Chairs to meet and discuss crucial amendments that don't provide any benefits – economic or in public welfare – to the citizens of our state. Your involvement in the process and working with your local building officials is needed and greatly appreciated.

We are on a continual search to make sure we are providing the value our membership wants and needs and would appreciate any feedback in areas where we can be of help to the local or individual members.

## Communication lines

Finally, efforts are being made to smooth communication across the state between Locals and OSHBA. Our NAHB Executive Officer of the Year, Paul Kane, is heading up efforts to formalize an Executive Officer Council where EOs across the state will meet to discuss challenges and share information to create the synergy we need as an association.

These efforts will hopefully identify challenges Locals are experiencing and provide resources across the state that can help share experiences and solutions whether local political issues or association operations. Also NAHB has announced it will be holding an EO Training Program this year to help EOs manage the operations of local associations. So look for information to follow on this later this year. **OB**



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In conjunction with Carol Hartzog Communications

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# Tulsa's Bill Rhees Named State "Builder of the Year"

by Carol Hartzog Communications

**L**ong-time Tulsa home-builder Bill Rhees was named the Oklahoma State Home Builder's Association "Builder of the Year," selected by his peers in the 2,400-member organization.

Gov. Mary Fallin was keynote of the recent (Jan. 10) annual banquet, held at the Central Oklahoma Home Builders Association event center in Oklahoma City.

Rhees founded Tulsa's BMI Properties Inc. in 1965 and currently is a partner in the company with his son, Phil.

OSHBA vice president/treasurer Phil Rhees, also with BMI, accepted the award on behalf of his father, who was unable to attend.

Bill Rhees is past president of the Home Builders Association of Greater Tulsa, has served as a board member of that organization for more than a quarter of a century and has been chair of the state's insurance committee.

Also, Bill Rhees was named 1998 Tulsa Builder of the Year, awarded the Master Builder designation by the National Home Builders Association and is a three-time Tulsa Spirit Award winner, bestowed by the Tulsa home-builders association.

Also at the OSHBA's annual banquet, Todd Booze of Norman officially took office as president of the organization, representing 2,400 members in Oklahoma's home-building industry.

Booze is a co-founder and president of construction with Ideal Homes. He is a long-time member of the OSHBA and



**Bill Rhees**

served as vice president/treasurer in 2013, has been active at the national level and is former president of the Central Oklahoma Builders association.

Steve Sullivan, lead technical sales consultant for OG&E, was honored as OSHBA "Associate of the Year."

Sullivan is vice chair of the Associates Council and has been with OG&E 34 years in various positions. Since 1996, he has been a key building-sciences resource, working on residential energy-efficient projects including certifying energy efficient homes built within OG&E's Positive Energy Programs. **OB**



**The new State Associates Council – L to R: Vanessa Shadix, Steve Sullivan, Gina Cox and Carol Clark**

## What \$ Value did I Gain from Being a CPB?

"I have found much value in a CPB designation. For example, a couple we are currently building for talked to two local builders. They looked at the OSHBA website and the BASCO site. They were impressed with all the CPBs listed there. They interviewed us and vocalized they felt they were getting more for their dollar in a better-built home with a CPB. They felt they were getting more for their money."

– Bob Thompson, former BASCO president



"Education is so important in life and becomes even more important in the home building industry. With products, codes and improvements in energy efficiency changing daily, I want our customers to be assured we have the latest knowledge to provide them with the best product possible."

– Michael Herndon, former state president



"The CPB page is the top 10 referral source to the Jeff Click Homes website and continues to be. And if you question the value of that program, you may want to take another look."

– Jeff Click, immediate OSHBA past president



"I take the continuing education anyhow through Tulsa's program, so why not be a CPB? I take advantage of continuing education anyhow, so why not be a CPB and receive a 5 percent discount on my General Liability insurance premium? It's probably one of the easiest decisions I'll make this year!"

– Phil Rhees, state vice president/treasurer



"The trust value of a CPB membership is critical. People believe in you more. The individual may not know what the designation entails, but just that we've made the effort to attain it says a great deal. For me, the CPB designation ensures that I am up-to-date on everything in the industry, particularly the educational component."

– Kenyon Woods, vice president/treasurer, COHBA



"I have sold homes because of my CPB designation. They saw my designation in a magazine."

– Mike Gilles, former OSHBA president **OB**





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# Consider Nominating Certified Professional Builder for Recognition



by Carol Hartzog Communications

**T**he Certified Professional Builder Program can help you increase your business and become a better builder. A Certified Professional Builder voluntarily commits to a set of industry best practices that include carrying workers compensation and general liability insurance, building to required code standards and taking continuing education classes.

Oklahoma homebuyers can choose among more than 2,400 builders statewide. Since the state does not require licensing, the CPB designation can help the buyer with that choice. Only 150 or so builders have received and maintained the certification, and it provides the buyer assurance of professionalism and a higher quality experience. A complete list of CPBs can be found on the OSHBA website, [www.oshba.org](http://www.oshba.org).

If you have been an OSHBA member for two years, you are eligible to enter the CPB program.

In 2012, OSHBA began recognizing the "best of the best" with the CPB of the Month award. Please consider nominating a builder to joint these outstanding people as "CPB of the Month" Contact Kathy Kastner at [kathyk@oshba.org](mailto:kathyk@oshba.org).

The 2013 group are builders active in OSHBA and their local associations, serving in leadership positions and working to improve the industry in Oklahoma.

## January. David Caddell

- David Caddell Homes
- Norman, OKC metro
- CPB since 2008
- BASCO
- Board of Directors – 5 terms
- President - twice
- 1st Vice President
- 2nd Vice President
- Chair numerous committees
- OSHBA
- Board of Directors
- NAHB
- Executive Committee



## February. Tony Foust

- DaVinci Homes
- Norman, OKC metro
- CPB since 2005
- BASCO
- Board of Directors – 6 terms
- President
- 1st Vice President
- 2nd Vice President
- Chair numerous committees
- Foundation 100 Member
- Builder of the Year – 2009
- OSHBA
- Board of Directors – 6 terms
- CPB program chair – 2008-2013
- Big Spike – 2009
- Little Spike – 2011
- NAHB
- Alternate Director - 2009
- Director – 2010 - 2012
- CGB Board of Governors – 2012-2013
- Build PAC Platinum Club
- Chair various committees



## March. Shane Ross

- Shane Ross
- Premier Homes
- Ardmore, southern OK
- CPB since 2005
- CGB- 2010
- Southern OK HBA
- President
- OSHBA
- NAHB



## April. Kenyon Woods

- Authentic Custom Homes
- Edmond, OKC metro
- CPB - 2010
- COHBA
- Board of Directors – 2010 - 2012
- Vice President/Secretary
- Chair various committees



## May. Steve Mohr

- Mohr Construction LLC
- Norman
- CPB - 2002
- BASCO
- President
- Chair various committees
- OSHBA
- President
- Vice President/Treasurer
- Chair various committees
- Builder of the Year
- NAHB
- Director
- Chair various committees



## June. Marvin Haworth

- Marvin Haworth
- Homes Inc
- Moore
- CPB – 2001
- Moore Home Builders Association
- Board of Directors
- COHBA
- Board of Directors
- OSHBA
- Board of Directors
- Southwest Home Builders Association
- Board of Directors



## July. David Brookshire

- Brookshire Homes, LLC
- Oklahoma City metro
- CPB since 2006
- COHBA
- Board of Directors – 2007 to present
- Chair various committees
- OSHBA
- Board of Directors – 2009 to present
- Southwest Home Builders Association
- Board of Directors – 2006 to present
- Vice President – 2007
- President – 2008
- Past President – 2009
- NAHB



## August. Adam Curran

- Adam W. Curran
- Homes, Inc.
- Tulsa
- CPB since 2013
- Home Builders Association of Greater Tulsa





- Chairman of Education
- Various committees
- OSHBA
- Home Builders Association of Remodelers
- National Association of Home Builders
- National Association of Remodelers

### September. John Baxter

- JB Homes LLC
- OKC Metro, Yukon, Edmond, Moore, Norman
- CPB since 2010
- COHBA
- Board of directors since 2009
- OSHBA
- Southwest Home Builders Association
- Board of Directors
- SW Showcase of Homes Featured Home Builder 2010
- Past President 2009
- NAHB



### October. David Ritchie

- Chisholm Creek Development, LLC
- Enid
- CPB since 2006
- Enid HBA
- President
- OSHBA
- President
- Certified Green Professional



### November. Pete Jackson

- Stonewall Homes
- Moore, Norman, OKC metro
- CPB since 2004
- Moore HBA
- President
- BASCO
- Board of Directors
- Chair various committees
- OSHBA
- NAHB



### December. Roger Gose

- Gose and Associates
- Stillwater
- CPB since 2001
- Stillwater HBA
- President (twice)
- OSHBA
- President 2005
- NAHB
- Director
- Oklahoma Builder of the Year 2005



## The New Kid On The Block

Ok, he isn't a kid, but he is new to the leadership ladder of the Oklahoma State Home Builders Association.

Meet Kurt Dinnes of Sun Custom Homes, your new Vice President/Secretary. Kurt was a founding partner of the Taco Mayo chain here in Oklahoma. He sold his interest in 2012 to exclusively follow his love of design and devote his career to full time homebuilding. Kurt is also an avid cyclist and his goal is to keep his century times to less than five hours. Kurt and his wife, Megan, make their home in Norman and he is a member of the Central Oklahoma HBA. Welcome aboard Kurt! **OB**



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## Building More Than Just Homes

by Joel Meredith

### Answering the Call

**E**ric Thornhill was a biology major with an MBA and a successful career at Johnson & Johnson before he felt the calling to make a major career change.

After working in a corporate setting for four years, Thornhill was asked by Andy Crum, a church acquaintance, if he would join his construction company.

"I was walking away from a pretty financially successful position at Johnson & Johnson to go into the unknown. I felt that there was a trust element there, that this was stepping out on a limb."

During his college years, Thornhill got some work in construction thanks to an uncle who was a general contractor.

"He built very elaborate homes in Nichols Hills, but he was also competent in doing trade work. He was part of a generation that did the work themselves. I shadowed him for a couple years and learned some of the trades... sheetrock, insulation, painting, etc."

Thornhill says that his uncle had high standards which helped give him an understanding of what was quality and what was not.

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### Lessons Learned

Andy Crum originally started the company on his own in 2003. Around that same time, Thornhill graduated with an MBA and was developing a deeper interest in business. An MBA alone wasn't sufficient to prepare him for the challenges ahead, however.

"When you're sitting there trying to figure out how to maintain cash flow, when to hire, how to get a house sold... You don't really learn that in school."

The economic collapse of 2008 presented a whole new set of challenges, of course.

"The next three years were tough for us. We struggled through a period of time to pay ourselves and pay our people. We struggled through that but it made us stronger."

Thornhill credits their survival and ultimate success to God's hand being at play through this difficult time. In humility and gratefulness, Thornhill and Crum have been intentional about putting God at the center of their business.

"That's our first core value, being Christ-focused."

### Success in a Competitive Market

Oklahoma City is a very competitive market. When Crum and Thornhill began in 2005, there were 625 registered builders in the region, many of whom were running small operations offering custom-built, detail-oriented homes.

Beacon brought on a young designer by the name of Kelly Clements in 2006. She has since gone on to appear on Design Star where she was a quarterfinalist and won the online viewers' choice contest. Clements' work complemented Thornhill and Crum's desire to offer clients practicality.

"We've done our best to provide the most creative people in the industry that can put families first in design, in terms of cost and in the rooms of the house. Our designs are current and always have the family in mind."

Beacon not only takes care to address customers' wishes and needs, they also profit from the resources available to them, such as the benefits they gain by belonging to their local HBA and the OSHBA.



"OSHBA has supported us in a lot of ways. One of the best benefits is that they are saving money on our general liability insurance. We've benefitted from that over the years and it benefits our customers as well by keeping our costs down."

### Giving Back to the Community

Thornhill and Crum stay true to their commitment to be a Christ-centered venture by giving back some of what God has blessed them with. Thornhill proudly points out that many Beacon employees are active in their community, whether that be through their local church or elsewhere. One obvious need is helping out those still recovering from last year's tornado outbreak.

Thornhill reflects that, with all the work yet to be done, "It feels a little insignificant, but we have a responsibility as a company to go and to do that even if it feels like we're not getting enough done."

Beacon has also been spearheading an annual banquet since 2010. While it initially started out as an industry appreciation banquet for employees, vendors and trade partners, it has since turned into something bigger.

In 2011, they made a decision to "get Beacon out of this" and to invite other builders to join them. Thornhill is looking forward to this year's speaker, former New York Yankees second baseman Bobby Richardson, who will join them for the event in August.

"Here's an opportunity for us to be obedient. It's an opportunity for us to link arms and tell people what's important ultimately. It gives us a chance to blend both purpose and business."

Thornhill has already seen great changes and witnessed powerful stories coming from the annual banquet.

"There are marriages that have been healed, there are people doing business differently. There's no doubt that this is something we're called to do." **OB**

## Big Changes for the Certified Professional Builder Program

**Y**ou may have missed the email. But we asked. And thanks to HUB International/CFR our insurance underwriter listened.

As you know, our state association has sponsored a certification program for the past several years. Many builders have taken advantage of becoming a Certified Professional Builder (CPB). They wanted to be known not only as a professional, but wanted the certification of continuing education and going the extra mile.

We have always felt that "extra" mile was worth something. And we found out our underwriter agrees.

What does that mean? It means that if you are a Certified Professional Builder and in good standing with our program then you will probably qualify for the five percent discount on your general liability insurance. (There are still a couple of underwriting requirements to meet, but it is as close to automatic as it can get.)

I don't know about you, but five percent discount on renewals sounds like a great deal. Thanks to the guys at HUB International/CFR for making it happen.

If you are not a CPB, contact the office of the state association and find out how you can become one. Then proudly display the credentials. **OB**



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## State Rep's Report

Brandon Perkins

# Bringing Oklahoma Values to Washington

by Brandon Perkins

**T**he two unchanging messages establish the value of what we do, providing homes and jobs across America. I am pleased to share this update about what is at stake for our industry.

One of the issues we need to continually remind our friends and neighbors, as well as our legislators is that Homeownership is the Foundation of the American Dream. For many people, owning a home is part of their American Dream. Homeownership builds stronger communities, provides a solid foundation for family and personal achievement and improves the quality of life for millions of people. It is truly the cornerstone of the American way of life.

The other message we need to especially share with our mayors, councilmen, and legislators is that Homeownership is

a Major Driver of the U.S. Economy. The nation's housing and homeownership policies over the last century have contributed to the growth of the middle class and helped the United States become the most dynamic economy the world has ever seen. Fully 15 percent of the U.S. economy relies on housing and nothing packs a bigger local economic impact than home building. Constructing 100 new homes creates more than 300 full-time jobs, \$23.1 million in wage and business income and \$8.9 million in federal, state and local tax revenue.

Housing, like no other sector, is "Made in America." Most of the products used in home construction and remodeling are manufactured here in the United States. Wages stay in the local community. It is a "home grown" business (pun intended!).

Be sure to continue to share this message - buying and owning a home is the best thing you can do for economic growth. **OB**



## Associates Council Chair Report

Gina Cox

# Strategic Plan in the Works



by Gina Cox, Chair, State Associates Council

**I**am honored to have been installed as Chair for the State Associates Council and look forward to working with our Executive team this year. It was even a bigger honor having Gov. Mary Fallin actually install our team of officers. The Installation Banquet was held on January 10, 2014 in Oklahoma City at Central Oklahoma Homebuilders Event Center.

Your State Associates Council Officers for 2014:

- Gina Cox - Chair, Oklahoma Natural Gas (405) 530-2587
- Steve Sullivan - Vice Chair, OG&E (405) 553-3393
- Vanessa Shadix - Treasurer, Old Republic Title Company of Oklahoma (405) 942-4848
- Carol Clark - Secretary, Oklahoma Natural Gas (405) 556-5939

Your State Area Reps for 2014:

- Laurie Matthews, Central Area - American Eagle Title Insurance Company
- Mark Priess, Northeast Area - HUB International
- Randy Chambers, Southeast Area - OG&E
- Chris Evans, Northwest Area - L&W Supply Company
- Titian Burris, Southwest Area - Climatedmaster, Inc.

National Rep for 2014:

- Connie Stokes - Realtor, Team Stillwater

## Focus for 2014

In 2013, OSHBA started work on creating a strategic plan for 2013-2015. Our goal: Making OSHBA the premier professional housing industry resource for members, local HBAs, government entities, media and consumers. Initiatives for 2014 will be Education, Government Affairs, Membership and Governance and Operations. What to watch for to help OSHBA with these initiatives:

- 2014 OK Building Summit - September 11, 2014
- Legislative Day at the Capitol - April 1, 2014
- Legislative Events for Lt. Gov. Todd Lamb - TBD
- Participation in BuildPAC

Since plans are not to have a Summer Convention, the State Associates Council Officers will be working on ideas to still have our fundraiser events - Silent Auction, Table Top and Golf Tournament.

In closing, I would like to remind Associates that as of the fall of 2013, we too have a designated program - Certified Professional Associate. If you are interested in information on our requirements to become a Certified Professional Builder, please contact one of the above officers or Kathy Kastner, Executive Assistant by email (Kathyk@oshba.org) or by phone (405) 843-5579 (toll free - 800-256-9980).

Looking forward to serving you in 2014. **OB**



# Oklahoma Builders Find Housing Hot in Las Vegas

by Tim Fall, originally appeared in The Oklahoman Feb. 15, 2014

**N**ot that any Oklahoman needed an excuse last week to flee the state's near-zero temperatures and spend a few days in Las Vegas, but state homebuilders had a good reason.

More than 400 builders, tradespeople and others in the residential construction business attended the International Builders Show Feb. 4-6 at the Las Vegas Convention Center.

They were among some 75,000 people from across the country who attended the show, which was held in conjunction with the Kitchen and Bath Industry Show for the first time as part of the new Design & Construction Week.

In addition to attending classes, they descended upon hundreds of thousands of square feet of product displays, workshops and demonstrations from manufacturers and suppliers from around the world.

Oklahoma's delegation to the co-located exhibitions — a joint production of the National Association of Home Builders and the National Kitchen & Bath Association — doubled last year's, said Mike Means, executive vice president of the Oklahoma State Home Builders Association.

Walking the convention floor for three days, Means said he was "amazed" by the show's scope, covering "anything and everything that you see in your house, from windows to bricks to the tiniest little fastener."

Mike Gilles of Edmond, a builder and founder of Savannah Homes, attended not only to take in the latest products and design ideas, but also to conduct a "very well-attended" class in geothermal technology.

"It was our best show in a long time," Gilles said.

Gilles said he was impressed by a new generation of solar-powered water heaters that he found particularly applicable to Oklahoma homeowners.



"The cost of this technology has been too high" to make solar hot water feasible, Gilles said, but recent improvements make for some "great deals."

"An entire water heating system for \$3,000" is practical for many homeowners, Gilles said. Combined with a 30-percent tax credit given to homeowners who install energy saving equipment, "that's like getting free hot water," he said.

Attendance at the International Builders Show reflects the shape of the homebuilding business nationally, Means said. After hitting highs of nearly 100,000 attendees at shows in the middle of the last decade, numbers fell to the low 40,000s by 2011.

"But we've recovered almost completely," Means said.

Why go?

"Oklahoma builders are there looking for high-efficiency products that increase the comfort and livability of a home at a reasonable cost," Means said. "Profit margins for builders are tight, so these guys have to build smarter every year."

Gilles said he expects to build five or six custom homes in 2014, after "a very fortunate" 2013, when he was among others rebounding from a slowdown in recent years.

With several new homes under way, Gilles echoed the frustration of other Oklahoma builders dealing with a shortage of experienced construction workers.

But, Means and Gilles agreed, there's more good than bad to homebuilding now.

"Overall, everyone was very positive about housing on a nationwide scale," Gilles said.

"Riding on the bus from the hotel to the convention, talking to people everywhere, you don't hear the doom and gloom you heard a couple years back." **OB**



**Michelle and Aaron Tatum of OKC, left, talk with a vendor about outdoor kitchens**



**Mike Gilles, left, and former BASCO president Dan Reeves, visit TX builder.**



## By All Means: Executive Officer's Report

Mike Means

# Off to a Busy Start in 2014

by Mike Means

**T**his year has been a whirlwind and it's just started! Where to begin?

We started with Gov. Fallin attending our annual Installation banquet. She actually installed the officers as NAHB President Jerry Howard could not make the banquet due to inclement weather in Washington, D.C.

Then U.S. Sen. Tom Coburn announced he was going to resign his seat at the end of this session. That started a domino effect of people seeking office.

Simultaneously IBS began, as did the opening of the current legislative session. Within a week, Speaker of the House T.W. Shannon stepped down to pursue a run for U.S. Senate against Congressman James Lankford, who had already announced his candidacy. That led to the election of Jeff Hickman as the new Speaker of the House.

## What info are you missing?

### Our New App For Your Smart Phone

I want to share with all of you our new app for your smart-phone. Please be sure to enable the location services and push notifications. That way, when something is happening in a certain area, we will keep you posted. If only we would have had this at IBS, we could have told you about some great classes you probably wanted to see.

### You are missing out if you don't 'LIKE' us

OSHBA's publicist Carol Hartzog Communications posts at least once a week news of interest to you, all locally produced. Check us out at [www.oshba.org/blog](http://www.oshba.org/blog)

Here's just a sample of what you missed:

- Oklahoma State Home Builder's Association Funds Scholarships
- What Are Members Looking For?
- Oklahoma State Home Builders Association loses one of its own
- Having Our Voice Heard
- Reaching Potential Members
- First Monday Memo: Why I'm In a Good Mood
- And the Survey Says ... Leadership Speaks to What Stood Out For Them

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So with the Legislature off and running, I have been making my treks to the Capitol to monitor our initiatives. That means, if you haven't already noticed, you are receiving a weekly update via the Internet.

So with the Legislature off and running, I have been making my treks to the Capitol to monitor our initiatives. That means, if you haven't already noticed, you are receiving a weekly update via the Internet. If you have not noticed it in your email inbox – usually late on Friday afternoons – check either your spam box (and it better not be there, if you get my drift) or let me know. If you are fairly new to the Association, then you may want to be sure you are registered in our voterVOICE system.

Besides working on legislation that directly affects the building industry, we also support bills that benefit Oklahoma businesses.

We are a member of the State Chamber of Commerce. One of their sponsored bills this year deals with putting common sense in product liability laws. Why is this needed? Here are some actual ridiculous product warning labels (Cue the laugh cards)...

- On a child's scooter: "This product moves when used."
- On a bathroom cleanser: "Do not use for personal hygiene."
- On a clothes iron: "Do not iron while wearing shirt."

And some people wonder why the Legislature meets annually...

### Member Rebate Program

Information has been shared in the past about this valuable program, but perhaps it is time again. With virtually no change in your business practice, you can begin to capture rebates just from using products that have joined our program. A complete list and how to sign up are on our website or go to <http://www.hbarebates.com/oshba.html>.

As one member exclaimed, while proudly showing me his check: "This is easy money and pays for my membership." The average builder in Oklahoma averages almost \$1,000 per year. Membership has its benefits. (Rebate Check.jpg)

### New Health Benefit

This exciting new benefit kicked off late December. It is not health insurance, but it goes a long way in helping your health care. Telehealth is the new wave in health care and our consultants at HUB International have brought a great deal. And it is also available to your subs! Click on the Insurance tab on our website and learn more. **OB**



## WATERFURNACE UNITS QUALIFY FOR A 30% FEDERAL TAX CREDIT

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Qualifies for the 30% Federal Tax Credit

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Lowest system maintenance

Contractors are the best trained in the industry

Same-day lead times

We've been synonymous with energy efficiency for 30 years

The diagram shows a vertical rectangular unit with a circular logo in the upper right that says "25 Year System Life" and "WaterFurnace 7 Series". Arrows point from the text callouts to specific parts of the unit, such as the top, sides, and bottom.

## Your customers want more than just hot air

Geothermal is a rapidly growing market that's defied the economic downturn. To succeed, you need more than just an equipment supplier. You need a partner who understands geo and is personally committed to your growth. WaterFurnace has been synonymous with energy efficiency for 30 years. Find out why. To learn more about using geothermal in your homes, contact your local territory managers, Fred Newell and Don Brown, by visiting [waterfurnace.com/OK](http://waterfurnace.com/OK) and get your free information packet about geothermal.



Contact  
**FRED NEWELL & DON BROWN**  
Territory Managers for Oklahoma

Visit  
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