

# Oklahoma Builder

Oklahoma State Home  
Builders Association



Summer 2013



**OKLAHOMA  
BUILDING  
SUMMIT  
2013**

## Building **SMARTER,** Building **BETTER** Through Code Compliance and Best Practices

### **INSIDE:**

**Significance of 2013  
Legislative Session?  
Your Bottom Line Dollar**

**Builder Profile  
AMF Homes**



# Go ahead. Judge a book by its cover.

## Get Tru.

The truth is, sometimes it's what's on the outside that counts. Take siding, for instance. It can make a difference between a house that blends in and one that stands out. A house that's for sale and a house that actually sells. With distinctive character and unparalleled real-wood appeal, TruWood offers an unforgettable first impression that lasts. And lasts. Visit [truwoodsiding.com](http://truwoodsiding.com) and discover what's Tru to you.





## President's First Word Jeff Click

# Building Better, Building Smarter

by Jeff Click

I recently had a conversation with Alessondra, my 8 year old daughter about the difference between working hard and working smart. I explained that to work hard is a generally good thing from an ethic and discipline standpoint, but it may not always produce the best possible outcome. The approach I want to instill in my kids, as well as my staff, is to work "smart." Working smart leverages what you have at your disposal... information, tools, people... to work efficiently to get more done, all for a better, if not the best possible outcome. You can work hard all day, but you may end up getting less done even if you actually spent more effort.

The same principles can apply to us as builders. Building smarter means building better.

If you've ever been a part of our Green Builder Summit in the past, you know that's a power-packed day of learning. If you've never attended, you've definitely missed out,

and probably aren't building to your potential as a result. Whichever is the case, this year will be an entirely new experience you won't want to miss, as we're re-branding and re-tooling the annual event, which has become one of the largest OSHBA projects next to our convention.

Beginning this year, we're broadening our focus well beyond green, and dialing in on the new aspects of codes that you're going to want to be aware of at our newly-named "Oklahoma Building Summit." Let's all commit to "Building Smarter, Building Better," and save the date, which is September 18 at the Reed Center in Midwest City. Details available for the summit at <http://okbuildingsummit.com/>.

If you're an associate member and would like to participate through one of our many sponsorship opportunities, please contact Mike or Kathy at the OSHBA office for more information. **OB**



## State Rep's Report Brandon Perkins

# 'House Keys' a Great Resource to Share With Your Prospects

by Brandon Perkins

All, by the time you read this you'll know that I wasn't successful in my campaign for Tulsa County Commissioner. Thank you for the support and kind words from you, my colleagues.

But, because time is valuable and election day is near, my report is thus brief. Did you know that NAHB puts out a quarterly publication for consumers? It is called HouseKeys.

Reach out to home owners and home buyers with information about homeownership, housing issues, the latest design trends and helpful advice for buying, owning, maintaining and decorating a home with HouseKeys, NAHB's quarterly consumer e-newsletter. This is a great resource to help you stay top-of-mind with important consumer audiences, without having to create a newsletter or unique content yourself!

Check out this content from the latest issue:

- sets the record straight on false assumptions about the mortgage interest deduction and other tax benefits of homeownership,

- shows how over the past year house prices have risen by 7.1 percent with increases in nearly every part of the country,
- cautions consumers about undertaking DIY home projects,
- covers vacation housing options,
- provides lawn planning advice,
- and more!

Share HouseKeys with your community or link to it on your website today!

Consumers can subscribe at [www.nahb.org/housekeys](http://www.nahb.org/housekeys). **OB**







# Acme Brick Is Your Source for Quality Outdoor Living Products.

You know that fire pits, fireplaces and kitchens are among homebuyers' most sought-after features for outdoor spaces. You know the right outdoor amenities can help close the deal on a home sale. But do you know just how well your local Acme Brick showroom can fulfill your outdoor product needs?

From top-quality outdoor kitchen grill units and full kitchens to stand alone systems, Acme is your source. And, for beautiful custom outdoor fireplaces and fire pits, and accessories count on Acme to have the products you need – to be your convenient single source for a full range of quality outdoor products at many price points. The expertise of our sales professionals is a bonus.

We sell the products that help you sell homes. Please visit your local showroom soon and see for yourself just how great an outdoor resource Acme Brick can be.

To find your nearest showroom please visit [brick.com](http://brick.com) or call 1-800-792-1234.



*Since 1891, the best thing to have  
around your house.*



## 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  
In conjunction with Carol Hartzog Communications

### OSHBA Executive Committee

President: Jeff Click  
VP/Treasurer: Todd Booze  
VP/Secretary: Phil Rhees  
Immediate Past President:  
Brandon Perkins  
Associates Council Chair: Donna Cullins  
Executive Vice President: Mike Means

### Published By PrintComm



Managing Editor ..... Ryan Hanna  
Graphic Designer ..... Michele L. Peterson  
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



## Industry Knowledge

More than 35 years of experience in your industry allows CFR to understand your business. **CFR is the only insurance program endorsed by the Oklahoma State Home Builders Association.** We have the right tools to make sure you are properly covered:

- Builders Risk
- Auto
- General Liability
- Umbrella
- Workers Compensation

### CFR, Inc.

5314 S. Yale, Ste. 900  
Tulsa, OK 74135

918.747.8631

Bob Kenny • Mark Priess

5600 N. May, Ste. 270  
Oklahoma City, OK 73112

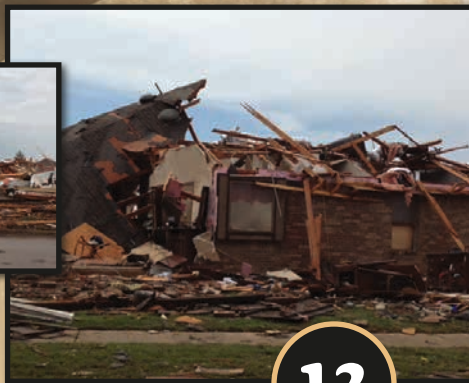
405.841.0100

Larry Halve • Justin Wimberley

Bob Mathis • 800.375.8631



# contents



12

## features

- 6 Builders Tell Us What Our Lobby Efforts Mean to Their Bottom Lines**  
*In their own words, we tell you.*
- 7 Significance of 2013 Legislative Session? Money in your Pocket**  
*Efforts impact business climate, people's pocketbook.*
- 8 Builder Profile**  
*Amir Farzaneh adapts to the industry and applies innovative knowledge.*
- 10 Building Smarter, Building Better Oklahoma Building Summit 2013**  
*All New, All Different – 2013 Summit Sept. 18 to tackle Code Compliance and Best Practices.*
- 12 Oklahoma Strong, OSHBA Proud!**  
*Our membership demonstrates why we are "Oklahoma Strong" in midst of tornado disaster.*
- 14 Acme Brick Company Debuts New Mobile App for Homebuyers, Architects and Builders**  
*Free app from Acme allows brick/color view, close-up.*

Volume 48 Number 2

### EDITOR'S NOTE:

We've come up with an "editorial calendar" for Builder Magazine. This issue focuses on the value of your membership due to the OSHBA lobbying efforts. Enjoy!

### On the Cover:

Last year's OSHBA summit drew hundreds of people, as pictured. This year, we have shifted our focus away from solely 'energy-efficient building' to code compliance and better building. Be a part of the crowd 'in the know.'

## departments

- 3 President's First Word**  
Building Better, Building Smarter
- 3 State Rep's Report**  
'House Keys' a Great Resource to Share With Your Prospects
- 11 Associates Council Chair Report**  
Certified Associates Designation – A New Level
- 15 By All Means: Executive Officer's Report**  
Welcoming New Technology





Dan Reeves



Bob Thompson



Tony Foust



Jim Schuff



Don Fryer



Michael Herndon



Trey McCune

## Builders Tell Us What Our Lobby Efforts Mean to Their Bottom Lines

**A**fter the April OSHBA “Capitol Day,” we asked those in attendance in “Man-on-the-Street” style: “What does OSHBA’s legislative efforts mean to your bottom lines?”

**H**ome builder **DAN REEVES** said the Oklahoma State Home Builders Association annual Capitol Day “legitimized our industry by having the builders show up as a group of builders out there.”

“On a weekly basis, the legislators see people like (OSHBA Executive Vice President) Mike Means, but then they see there are actual voters and citizens and business people behind folks like (legislative liaison) Mark Dale, Mike (Means) and others.

“The strength of our industry, our state’s economy and our work is to fight the negative regulatory fees and regulations they legislate and, if you want to save dollars, you have to save pennies a little at a time. So essentially every little effort makes a difference when the legislators are made known of our issues of what we’re interested in,” Reeves said.

**N**orman home builder **BOB THOMPSON** said because of the success OSHBA has had in the past toward passage of tax credits, he saved about \$4,000 last year. Dan Reeves said the tax credits are about a \$30,000 yearly value to him.

Thompson supports OSHBA efforts. “All the little items add up, such as workers comp reform. There are just so many things... OSHBA helps to keep the bills stopped that harm our industry, so it’s worth the membership in OSHBA.”

**N**orman home builder **TONY FOUST** said the tax credits make it possible to build a home for less due

to the dollar savings. The customer sees the savings in the utility bills.

“There was a home owner that had a \$300 a month utility bill and he moved into one of our energy-efficient homes and saved \$100 a month,” Foust said.

“That’s cash in the pocket (for the homeowner). Because of the tax credits, I could put those (energy-efficient) features in. The only way to have cost-affordable home – for some – is to do it with tax credits.

“That \$100 a month adds up to \$1,200 a year and, for some, that’s a big deal and they couldn’t afford it otherwise. And that is putting money in their pocket.”

**H**ome builder **JIM SCHUFF** of Moore said “tax credits are a plus.”

“The cost of everything has gone up tremendously – from dirt to building materials. If not for the efforts of Mark (Dale) and the association, those prices would be even greater.”

“For example, a sprinkler system is a big-ticket item on a new home. If we didn’t put that ‘fire out,’ – ‘scuse the pun – that would be another item to keep people from buying a home,” Schuff said of the push from certain lobby groups for mandated fire-sprinkler systems.

“Concerning the \$2,000 tax credit, some can barely afford that \$2,000 much less the \$2,000 for a sprinkler. Now the legislators want homebuyers to put down a minimum of 20 percent on their mortgage. How are they going to even be able to put down 20 percent if they can’t afford \$2,000?”

**O**klahoma City builder **DON FRYER** said if we don’t stay in front of the legislators, it’s not going to make a difference. “I wouldn’t even have considered building a home if I

were not a member of a state association.” Benefits? “Friendship, comradery, sharing information, the support.”

**M**ICHAEL HERNDON of Southern Oklahoma applauds the OSHBA lobbying efforts, particularly around the Right to Remedy legislation.

The past OSHBA president explained that in the last few years, he was told “people” were looking to collect on Herndon’s \$1 million insurance policy. And they tried. He said he had a case where the home buyer knew “from day one of construction” he would have an attorney out there (on the job site) every day taking photographs.

“And every day, I drank coffee with them, I talked with them. Then, from the day after the day we started the project for a year to the day after – they filed a lawsuit. It wasn’t successful, but it tore up my time for six years continually as they were trying to find something wrong with the home. They finally gave up.”

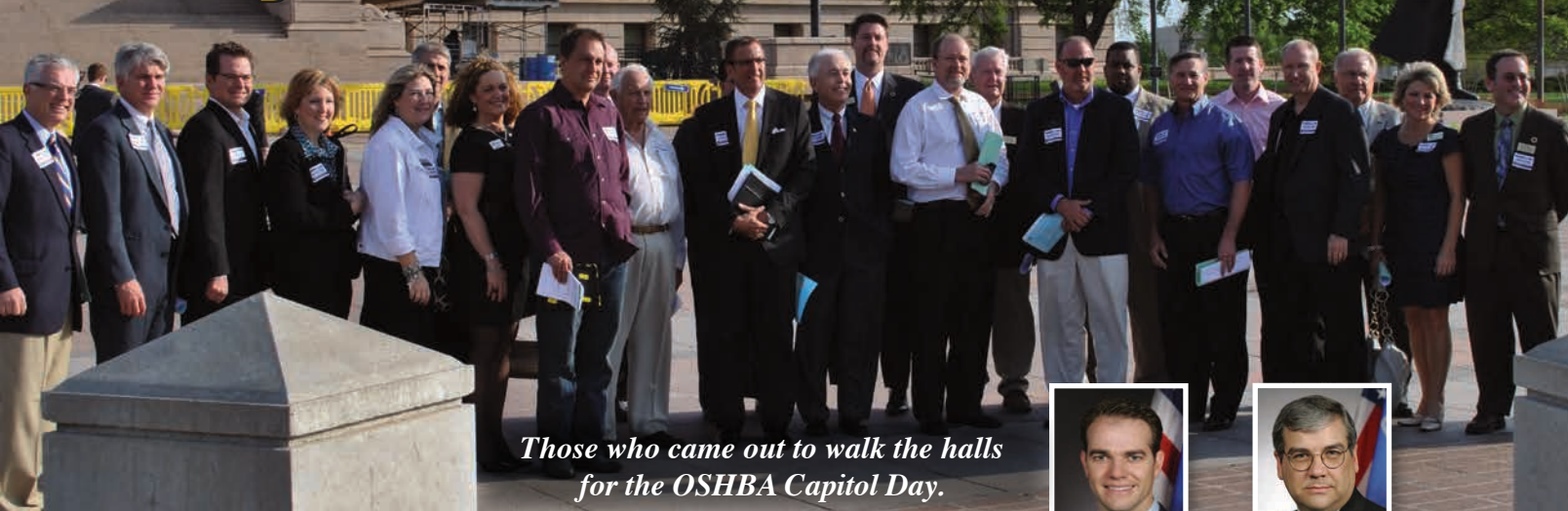
“Right to Remedy at least puts the folks at the table who can talk out the issue.”

Herndon also cited regulations that could have been detrimental to his company, such as the federal regulations concerning lead paint.

**T**REY MCCUNE of Stillwater said the greatest impact he has seen from his membership in relation to lobbying efforts was the “pushing back” of the fire-sprinkler mandate. A sprinkler system costs quite a bit, and to pass that cost along to the individual would be very expensive.

“Fire sprinklers aren’t increasing the appraised value of a home, yet. It’s an abstract cost to client, which pushes the price of a house a bit,” McCune said. **OB**

# Significance of 2013 Legislative Session? Money in Your Pocket



*Those who came out to walk the halls  
for the OSHBA Capitol Day.*

*Editor's Note: This issue of Builder magazine focuses on our legislative action and what it means to you and your membership. Please tell your fellow builders about the importance of membership to support your industry.*

by Mike Means,  
OSHBA Executive Vice President

In my opinion, this year will mark one of the most significant sessions of legislative activity. While major legislation affecting Oklahoma's home-building industry was minimal, legislation affecting the business climate and the people's pocketbook was big.

First, let's consider our own legislative victory. We were able to successfully amend the mechanics lien law to provide for profit and overhead. Who would have thought we would need to tweak the law? Some judge made that determination for us. State Rep. Randy Grau and State Sen. Brian Crain were our primary authors and worked the bill through the various hurdles. Our thanks go out to them.

What was significant? The protection of your private property rights, especially as to your ability to make a profit.

## **Workers compensation reform**

The Legislature for years has talked about reforming our workers compensation system. Every year, there seemed to be some tweak that was going to save businesses' bottom lines. Yet every year, the promised savings did not materialize.

This year was different. This year, the Legislature changed the whole system. We went from being one of two states with an adversarial system to an administrative system. Will it save businesses money? We don't know the future, but Arkansas, which has an administrative system, pays half of what we pay for the same coverage. So optimism is called for.

## **CompSource Mutualization**

When Gov. Fallin was elected, one of her goals was to shrink the size of government and modernize the operations of it. To that end, she proposed getting government out of the workers compensation insurance business. But how to do it?

A few attempts were put forward, but none of them contained an "insurer of last resort" for those in high-risk industries -- such as home building. CompSource saw attempt after attempt and figured the best way to resolve the issue was to come up with their own plan.

Again, borrowing the best ideas from other states, CompSource has now been mutualized. While not totally out of government, they are more like a government-sponsored enterprise (GSE), something we are very familiar with. The folks at CompSource feel they will be able to enhance our program with this new structure.

## **Income Tax Reduction**

One of the biggest disappointments to the Republicans was the inability to pass an income-tax cut last year. The elec-



Rep. Randy Grau



State Sen. Brian Crain

tions had given them super majorities in the House and Senate, as well as the governorship. Yet, last year, all the angst and wrangling yielded no results.

So the leadership of the House and Senate came up with a plan to provide an income-tax cut that will keep Oklahoma competitive with its neighbors and be attractive to businesses. Now mind you, it doesn't kick in until 2015, but it is a legislative victory nonetheless.

## **...The rest of the story**

This article can't end without sharing what was, in my opinion, the funniest moment of the session.

During the debate on changing the workers compensation reform, one of those opposed to the bill put himself in the queue to debate in favor of the proposal. At first, I thought it a mistake. But then the member began to share how he was going to "opt-out" and have his own plan and make his employees wear flea collars. (He is a veterinarian.) If the employees refused and they got fleas from working with the pets, well, they were on their own. He would be able to save a ton from this kind of arrangement. While it was a totally bogus argument, he had the Legislature in stitches.

In the end, this was an historic session. It will take some time though to see if it really saves us any money. **OB**





# AMF Homes

## Amir Farzaneh adapts to the industry and applies innovative knowledge

by Ryan Hanna

**T**he policy of putting customers first is definitely important for a building company. Nowadays, the recession and the subsequent shift in customers' purchasing has only made this more so. Specifically addressing each facet of the customer process can bring positivity and establish a solid base for the company.

Amir Farzaneh of AMF Homes in Norman, Okla., is one builder who has focused his company on aiding customers in the best manner possible. Farzaneh has sought to respond to customers and provide a unique process. He has also worked to augment aid to the customers with a policy of honesty and an excellent team of employees. The result is a company that is driven to aid customers and build a quality product.

### Beginning to Build

Farzaneh was first introduced to building when he was a child. Jafar Farzaneh, his father, owned a building company that operated internationally and built both residential and commercial buildings. Farzaneh decided to join the industry, too. Many of his relatives, including uncles, cousins and all five of his brothers, also joined the industry.

In 1994, Farzaneh began building. He worked with various construction companies, including his father's company. Along the way, he also became a real estate broker. Then, in 2007, he started the company AMF Development and focused all his efforts. The company AMF Homes began as

a way to market AMF Development, as well as the two companies Mirage Homes and Oklahoma Regional Development Company.

### Staying Versatile

For builders, it's important to determine the correct niche and strategies for a company to bring about success. So, what are AMF Homes' methods? Farzaneh said one of the reasons the company has succeeded is because of the policy that the customer is always right. He added that his goal is that the entire process from start to completion be an enjoyable one for the customer. He said the company has a daily meeting to address policies and goals and to focus on aiding the customer in the best manner possible. The policy of putting the customer first is important after a house is completed, too. For instance, instead of a one-year warranty, the company offers a two-year warranty.

In addition, Farzaneh said another reason the company has succeeded is because of the team of employees. He said his employees are excellent and that it's important to find such a team.

"My recommendation to any builder out there is if you want to be successful, surround yourself with quality people," he said.

Farzaneh added that his employees are family to him.





“My recommendation to any builder out there is if you want to be successful, surround yourself with quality people.”

—Amir Farzaneh

He said the company has also succeeded because of the company's honesty policy. For example, if a salesperson notices a problem, they are to bring it to attention of management, even if it didn't get noticed, so that it will be solved.

Although the company has succeeded, there have been challenges as well. Farzaneh said the fluctuations in the economy were challenging. He said that such shifts in prices work against the objective of aiding the customers. However, the company was able to respond to this challenge with a strong accounting response.

### Gaining Knowledge

Farzaneh said the company mostly builds speculative houses, but some of these sometimes become custom houses. The company can build the houses in a variety of styles. For instance, Farzaneh said he and his family recently traveled to Austria, and he found a style of house there that he will try building.

Additionally, Farzaneh said the company is focused on building houses for first time owners that are affordable yet high quality. He said this was the niche of the industry that companies weren't building for. He added that first time owners should be able to get a house that is high quality, even though they are just starting out. For example, the houses have features like granite countertops and Italian marble.

Farzaneh said he participates in the builder associations, including the Builders Association of South Central Oklahoma. He said what he enjoys most about building is happy customers.

Farzaneh and Katie, his wife, have two children: a son, Sina, 17, and a daughter, Tavana, 12. The family has a miniature poodle, Sooti. **OB**



## Are you getting the level of service you deserve?

VISIT ONE OF  
OUR LOCATIONS:

6220 SW 29TH STREET  
SUITE B  
OKLAHOMA CITY, OK 73179  
(405) 745-6901  
(800) 678-7272  
FAX (405) 745-3699

6801 EAST 14TH STREET  
TULSA, OK 74112  
(918) 836-9314  
(800) 888-8174  
FAX (918) 834-0154

[www.NORANDEX.com](http://www.NORANDEX.com)

At Norandex Building Materials Distribution, we're all about people, products and service.

Our people are experienced building industry professionals who are genuinely interested in your business.

We distribute top quality, competitively priced windows, siding, roofing, doors and more, that are strongly warranted for performance.

And, the service, commitment and support to our customers is unmatched and unwavering.



Our customers deserve the best, and we deliver it, because of the high level of trust they put in us.



[facebook.com/norandex](https://facebook.com/norandex)

# Building Smarter, Building Better

## Oklahoma Building Summit 2013

All New, All Different – Summit tackles Code Compliance and Best Practices



by Delores Jackson,  
Carol Hartzog Communications

**T**he OSHBA's premier training event will be Sept. 18 at Reed Conference Center in Midwest City.

The Oklahoma Building Summit 2013 will address these tracks, developed around the new state building codes and how they impact your business:

- Structural Framing Walls & Roofs
- Foundations, Soils and Concrete
- Energy Efficiency, HVAC & Insulation
- Legal: Torts & Warranty

Surveys from last year's conference told us training on the new codes is your primary need. For four years, the state association had hosted the Oklahoma Green Building Summit. This is still a very vital topic to our membership, but we took your feedback from last year and have reinvented the Summit this year.

"Our goal is to give members and other attendees an in-depth understanding of the most critical and often misunderstood parts of the code," said Todd Booze. Todd, of Norman's Ideal Homes, is Chair of the Summit Committee and First Vice President of the OSHBA Board of Directors. "This will help builders raise the quality of housing being produced here in our state."

### Common Inspection Issues

Rejection is a terrible thing! When that rejection comes from a building inspector, it's even worse! It's expensive in time and money, bruises your

reputation, and is often the result of your not knowing the details of building code requirements.

The 2009 International Residential Code (IRC) is now being fully implemented across the state. The industry still has many questions about what the code requires. Many municipalities have provided us information about their most common inspection issues and we have compiled that input.

The problems cross all trade disciplines – everything from incorrect anchoring of sill plates to improper depth and steel size of footings, to wind-bracing requirements. At the Summit, you'll not only learn what the inspection issues are, but how to avoid them and become code compliant.

### Track Details

Using the inspection issues as a foundation, each track will focus on a building area, discussing code requirements for that discipline. We have also included a track focused on legal issues.

**1. Structural Framing, Walls & Roofs** – This track will focus on all aspects of framing walls and constructing roofs, and the codes that cover them. You'll learn about wind-bracing requirements including the nailing requirements that are frequently applied incorrectly. The presentation will involve discussion of roof bracing, WRBs, flashing and wall coverings for veneers. Advanced framing will also be covered in the track.

**2. Foundations, Soils and Concrete Finishing** – Foundation problems are a real headache for Oklahoma builders. Soil characteristics vary from site to site, and testing is tricky but critical. This track will address the codes and standards covering foundations. First, the presentation will address soil characteristics and testing. You will learn about types of foundations and reinforcements for the different soils. An expert in the industry will share about the concrete-finishing techniques you

should use, and the variables that can affect the performance and durability of a concrete foundation.

**3. Energy Efficiency, HVAC & Insulation** – Energy efficiency is a major concern for consumers, and builders all understand the importance of proper insulation and good design of HVAC systems. But inspectors still reject many homes because of problems in these areas. This track will focus on HERS certification and compliance. You will learn about system design and load calculations so your homes will be as energy-efficient as possible. We will discuss insulation types and installation requirements, and an air barrier/thermal bypass checklist will be included.

**4. Legal – Torts and Warranty:** What builder hasn't faced legal issues related to his/her business? This track will help you understand the legal obligations of builders and trade contractors. Knowing this detailed information will help you avoid problems, and you'll learn how to deal with any that do come up. The track will also review the new OSHBA state contract, which will be available online for use by members.

### Bring Your Team, Bring a Friend

The OSHBA is very focused on bringing value to our members and keeping you informed on the dynamic environment of our industry. The Oklahoma Building Summit 2013 is designed to continue that focus. The \$75 registration entitles you to an extra pass for a guest.

"We have consumers calling us everyday asking advice on building a home. Among our suggestions is to make sure they have a builder who knows and builds to code," said Mike Means, OSHBA executive vice president. Attend the Summit 2013 and become a better builder.

### Be a Sponsor

Consider being a Summit sponsor. It's a great way to promote your products and





**Registration/Schedule**  
[www.okbuildingsummit.com](http://www.okbuildingsummit.com)



**OK BUILDING SUMMIT**  
 BUILDING SMARTER. BUILDING BETTER

services to a targeted audience of 400 to 500 building professionals. A Title Sponsor

has exhibit space, branding opportunities in print and on the website and six seminar passes. Contributor Sponsors have company listings and logos in Summit printed material. Get all the details from [www.okbuildingsummit.com](http://www.okbuildingsummit.com) or from Kathy Kastner at [kathyk@oshba.org](mailto:kathyk@oshba.org). Sponsorship is a low-cost way to make a high impact!

### See you at the Summit.

Make plans now to attend the Oklahoma Building Summit 2013. Join with other state building professionals. Visit exhibits, see and hear about the latest industry developments, and learn how your business can become code compliant and stop rejections. Go to [www.okbuildingsummit.com](http://www.okbuildingsummit.com) for more information on the Summit and sponsorship. **OB**



**We Buy Oklahoma  
 Energy Efficient Tax  
 Credits**

**Contact us Today for a Quote**



**TAX CREDIT EXCHANGE, L.L.C.**

**Donald L. Dillingham, CFP, CPA**

[don@ohsinet.com](mailto:don@ohsinet.com)

121 N. E. 50th, Oklahoma City, OK 73105

(405)286-9755

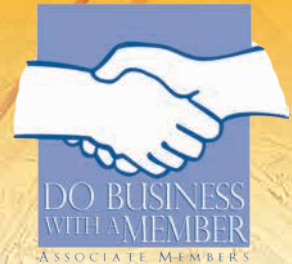
[www.taxcreditexchangellc.com](http://www.taxcreditexchangellc.com)



### Associates Council Chair Report

**Donna Cullins**

## Certified Associates Designation - A New Level



by Donna Cullins, Chair, State Associates Council

**S**ummer will be in full swing when you read this, but while writing this article today, May 2<sup>nd</sup>, the high will only be 39! We are all ready for spring.

The Associates Council has approved a new Certified Associates Program that we will be taking to the Board for a vote at the summer convention. It is similar to the Certified Professional Builders program, except it is for associates. It will distinguish a Certified Associate by way of education, insurance, and other requirements. The Certified Associate will be listed on the OSHBA website as such.

I have also talked with Kathy at OSHBA about putting together a calendar with all local associations' upcoming events and educational opportunities. This will help with scheduling for all associations.

The Associates Council will be holding our annual auction and table top event again this year at our State Convention. The Convention will be July 18-20 at the Gaylord Texan in Grapevine, Texas. The auction, table top, and Build Pac poker run will be held the evening of July 19<sup>th</sup>. All proceeds go toward our Technology School scholarships. Donations go to seven technical schools construction trades students. These schools are spread across the state. We encourage you to donate an item or money to help raise funds for these scholarships. Contact Jan Conway at 405-552-7762 or [jmconway@firstam.com](mailto:jmconway@firstam.com) if you can make a donation. This is a fun night. Remember to bid on all the great items!

If you are interested in getting a table for table top contact me at 405-447-8999 or [dcullins@coxinet.net](mailto:dcullins@coxinet.net).

See you at the convention! **OB**



# Oklahoma Strong, OSHBA Proud!

**In the face of tornado destruction, your membership dollars in action**

by Delores Jackson,  
Carol Hartzog Communications

**T**he May tornadoes were a disaster all across Oklahoma. We saw first responders, volunteers, neighbors and survivors all working hard to start the rebuilding process in every city and area damaged in those storms.

We also saw the all-too-familiar signs of price gouging, fraud, and misrepresentation as the areas were flooded with people claiming to want

to “help” put towns, homes, and lives back together.

The OSHBA has been working to keep the added damage of these “contractors” to a minimum. We have posted information on Facebook and our web blog, and sent out press releases reminding people to make sure this person is a qualified, reputable builder by contacting OSHBA or going to [www.oshba.org](http://www.oshba.org).

Just as important, we reminded people of the strength and character of

home builders. The Oklahoma Home Builders Foundation was created in 1999 to do the most good in the most direct way – helping families with children after those tornadoes.

The recent tornadoes have put thousands of families in need, and the Foundation is there to help. Following the 1999 twister that hit Moore, former state president Mike Gilles and members of COHBA were instrumental in creating the Foundation, and hundreds of thousands of dollars have been given to organizations over the years that support the needs of children.

Once again, the Foundation is coming to the aid of children. If a home where children lived was damaged or destroyed, that family can receive our help. Send COHBA the names of people you know who need help and we will get the donation to them directly.

“There is no paperwork, no red tape, no application. Checks are written. It’s that simple. It shows Oklahoma cares and we want to make it as easy as we can for the victims. The only requisite is they are recommended by a member builder or a friend who knows the builder member,” said Terri Akers, Executive Director of the Central Oklahoma Home Builders Association. The monies go to anyone affected by the central Oklahoma tornadoes, whether they live in Shawnee or in Norman.

“Home builders know well what family is all about. We work with families daily, meeting one of their most basic needs: a home,” said Jeff Click, OSHBA president.

“With the loss of so many families’ homes in the recent storms in our state, it’s no surprise that so many home builder associations around the country are seeking to contribute to the recovery efforts.”



**“With the loss of so many families’ homes in the recent storms in our state, it’s no surprise that so many home builder associations around the country are seeking to contribute to the recovery efforts.”**

*– Jeff Click, OSHBA president*





The Home Builders Association of Greater New Orleans and the Capital Region Builders Association of Baton Rouge know about disaster and they have sent checks.

The Housing & Building Association of Colorado Springs remembers the help it got during last year's wildfires and has contributed to the Foundation and sent a semi-truck loaded with goods.

The National Association of Home Builders has told its members about the Foundation and many are generously responding.

Statewide associations are all helping in the relief/rebuild efforts. Tulsa HBA brought down a cargo truck full of much needed supplies, along with checks for the Foundation. BASCO has opened its doors to be the main collection point for relief supplies.

The OSHBA and its members have been the go-to source for state and national media. Whether it's the *New York Times* or *The Oklahoman*, we have been there to answer questions and make sure that correct information is provided.

The Association and its members are playing critical roles in the recovery. We are helping people make good decisions and avoid mistakes. Go to <http://blog.oshba.org/> for updates and information; recommend [www.oshba.org](http://www.oshba.org) which lists Certified Professional Builders and member builders; check our Facebook page to share or answer requests.

The Oklahoma family is hurting, and the OSHBA family is helping. The work has just begun. Thanks to all of you as we continue to be Oklahoma Strong. **OB**

Oklahoma State Home Builders Association vice president Todd Booze provided these photos from some areas his company has developed. Here, the devastation in Moore.



# RWC...

## Everything You Need... and MORE!

- Exclusive Customized State Warranty satisfies Oklahoma's statute of repose.
- Economical flat rate warranty fees.
- Calm home buyers' fears in a shaky economy.



## NEW HOME WARRANTIES

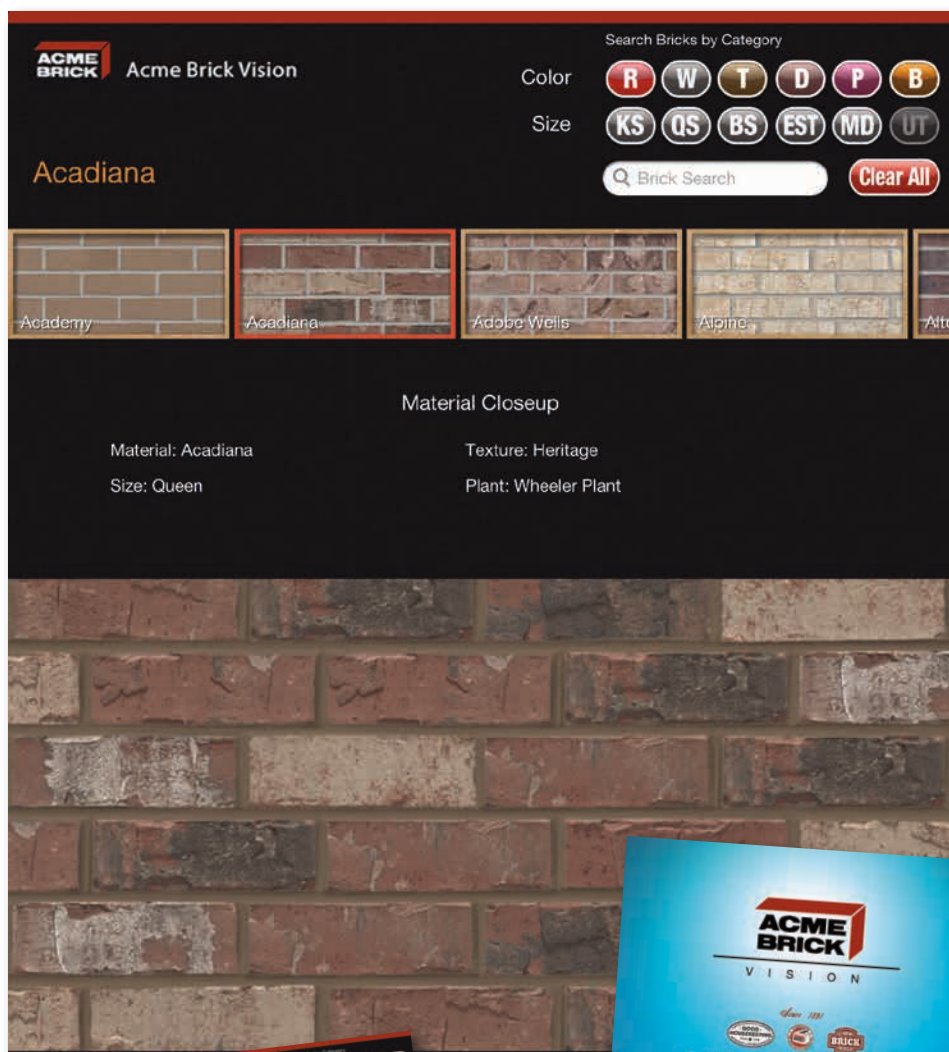
Provide confidence & security that today's buyers crave.

Added value of 3rd party warranty is excellent marketing tool.

Agnes Brennan  
1-800-247-1812 ext. 2171  
[www.rwcwarranty.com](http://www.rwcwarranty.com)

 **RWC**  
RESIDENTIAL WARRANTY COMPANY, LLC

# Acme Brick Company Debuts New Mobile App for Homebuyers, Architects and Builders



This new, free app – Acme Brick Vision – will allow users to view Acme’s brick product line on both residential and commercial building elevations, or as a brick sample in a close up view. Acme Brick Vision allows the user to pick an elevation, put their choice of brick on the building, and change variables such as mortar color, trim paint color, and roof color. With Acme Brick Vision it is possible to create over one million unique combinations of brick, mortar, roof and trim colors.

The Material Close Up option shows a brick wall section with different mortar colors. Both views can be enlarged to a full-screen view tailored to the viewer’s iPad model, and saved to the user’s camera roll. Brick selections can be searched by name, size, or by color families. For each product listing, viewers can scroll to a detail page that provides a full set of technical specifications for that brick product.

Acme Brick Vision enables consumers and building professionals to view and compare brick and mortar color selections and view them on site or wherever they have access to the Internet. This ability to view and compare selections indoors or out, at a moments notice will make the brick and mortar selection process more efficient and accurate. The Acme Brick Vision can be downloaded at the Apple app store at [https://itunes.apple.com/us/app/acme-brick-vision/id636974483?mt=8\\_](https://itunes.apple.com/us/app/acme-brick-vision/id636974483?mt=8_).

Acme Brick Company, the largest U.S. brick company, is a member of the Berkshire Hathaway family of companies headed by famed investor Warren Buffett. The company celebrated its 122nd birthday on April 17, 2013. **OB**



**With the app – Acme Brick Vision – it’s possible to create over one million unique combinations of brick, mortar, roof and trim colors.**





## By All Means: Executive Officer's Report

Mike Means

# Welcoming New Technology

by Mike Means

Since the last issue of *Oklahoma Builder*, the offices of OSHBA has gone through a technology upgrade. Prior to the Spring Board of Directors meeting, the file server used at OSHBA was sputtering along. We all realize that computer technology has a shorter life span than other machinery and tools that we use. The file server was almost nine years old and due for an upgrade.

Now, as luck would have it, the senior officers are known for being tech savvy. Especially this year's President, Jeff Click. He suggested going with a Mac Mini, which is an incredible little device (size wise) that packs a wallop. And since we were the recipients of the State Associates Council's annual gift to OSHBA – this year it was three HDTVs, President Jeff suggested we link all of our technology together to enhance our education offerings.

Enter into the picture Communicate One. Communicate One is a locally owned and operated audio/video company in Edmond, OK. Founded in 2003 by Jeremy Howell, C1 has been providing quality, Christ-honoring service all over the state of Oklahoma for a decade. Not only are they proud members of the HBA, they are very active in their local association - COHBA. You can find them at their website - [www.communicateone.net](http://www.communicateone.net). You can see the guys at below.



Driven by owner Jeremy Howell and executed by his committed group of employees, C1 has a cast background of construction knowledge to bring to the table. Services include provid-

ing whole home automation (smart homes), home theater design & installation, distributed audio and anything else the customer would desire. Both residential and commercial; C1 is dedicated to serving God by serving the customers with honor, respect, honesty, and diligence.

Here is a picture of the new setup. Pretty cool, huh? One of the side benefits has been enabling your executive officer to work on legislative issues while watching the floor activity online and on the big screen. Doesn't that sound exciting? And it all operates off of the iPhone or iPad.

We have already held a couple of education seminars using the new technology. It is providing a great experience for those being educated here.

But wait, there is more to the story! With this new upgrade we came across a great video conferencing service called FUZE. This enables us to hold committee meetings with many of the members sitting at their offices. Talk about a time saver! For example, one member participated from his office in Tulsa and saved over 3 hours of dead-head driving time.

This is value added to their service. Think of this next time an officer approaches you about serving. **OB**

Until next time, your appreciative executive officer.  
Mike Means



## Did You Know? Local President an Opera Singer



**Joe Phillippe  
of Phillippe Homes,  
2013 President of the  
Bartlesville HBA**

Phillippe Homes was established in 1999 in Bartlesville, Oklahoma. Owned by Joe Phillippe, the son and grandson of Protestant missionaries to the Caribbeans and South America, Joe grew up around construction and came by many of the construction skills naturally having watched and helped build many churches, schools and camp grounds. During college, musical interests led Joe to New York City to pursue a degree in vocal performance at the Manhattan School of Music. Upon completion of a masters degree He returned to Bartlesville, where he taught vocal performance at Oklahoma Wesleyan University for about ten years, along with performing with the Tulsa Opera for five seasons. Never able to get too far from construction, Joe returned to building and worked for two of Bartlesville's best builders before starting his own business. Phillippe Homes specializes in new custom home construction and remodels.



# THE HOTTEST ADDITION IN OKLAHOMA CITY

## Lots Still Available

## VALDERA

½ acre lots with city water and city streets

Pond/ Lake .5 acre +/-

Club House & Swimming Pool (Coming Soon)

Easy Kilpatrick turnpike access



**Lots starting at  
\$60,000**



Members of



[www.amfdevelopment.org](http://www.amfdevelopment.org) | Ask us about our available homes.

1800 N. Interstate Drive, Suite 105. Norman, OK 73072 | Phone 405.528.5555

[email@amfdevelopment.org](mailto:email@amfdevelopment.org)