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# Oklahoma Builder

**Oklahoma State Home  
Builders Association**



Summer 2014

**Oklahoma Building Summit to Keynote**  
**LEAN BUILDING SEPT. 11**

**\$108,000** **\$98,000**



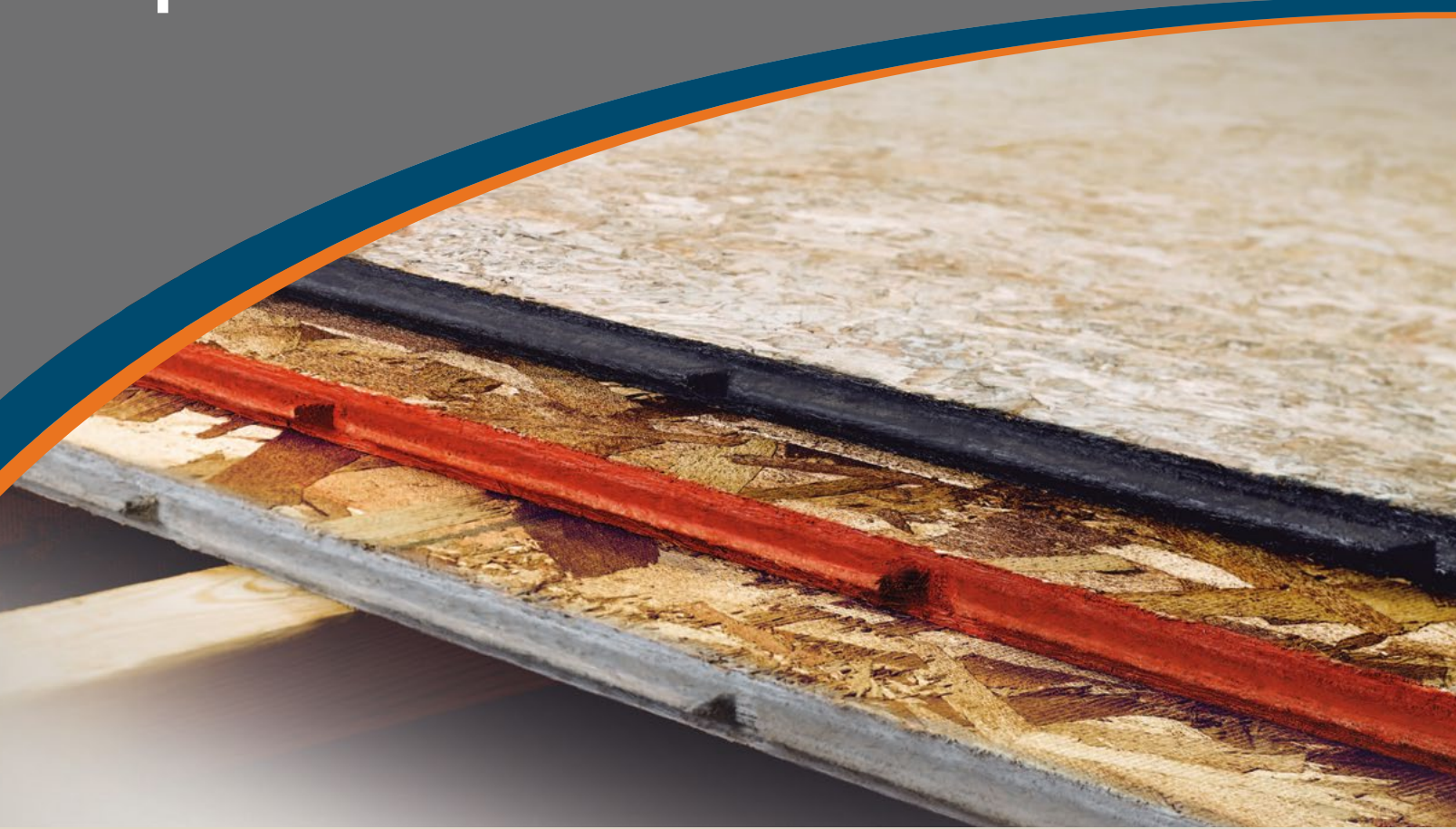
Home building is awash in waste, a documented minimum 20 percent. Educational sessions on soil, foundation and concrete finishing, energy efficient and durable building, and applied framing and wind-bracing methods.

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## Oklahoma State Home Builders Association

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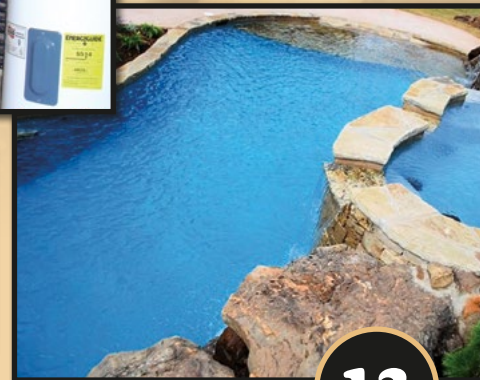
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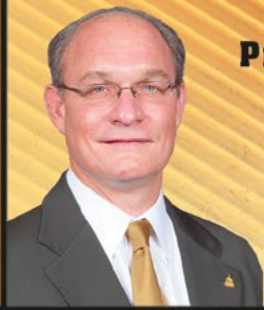
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**President's First Word**  
**Todd Booze**

## Getting Past the Bump in the Road

**A**s the summer begins, the market continues to look favorable after a bumpy start to the year, largely due to the uncharacteristic weather we had in January and February.

NAHB has adjusted its national projections down a touch but conditions continue to look favorable in Oklahoma markets with another year of positive job creation and lower-than-normal housing inventory, which should continue to keep housing at the forefront of the economic recovery.

### Use what trades you have efficiently

As housing continues to gain momentum, one of the most pressing issues we have in recovery is the shortage of qualified and skilled contractors.

As we know, our industry has lost a large number of skilled workers in the Great Recession, but one question that looms large is how productive an environment do we, as builders, create for our trade base to operate?

Many industry experts estimate our trade base only operates at 60 percent of its capacity due to the inefficiencies that exist in our relationships with our trades.

To this point, we are excited to have the housing industry's most respected resource -- Scott Sedam with TrueNorth — speaking at this year's Oklahoma Building Summit on Sept. 11th at Reed Center in Midwest City.

Please make plans to attend as this subject and many others relative to our industry will be topics for educational tracks. You can go to [OKBuildingSummit.com](http://OKBuildingSummit.com) for more details.

### Bringing value to your membership

First, as it relates to **Governmental Affairs**, the State Legislative session has wrapped up and it was a pretty quiet year for home building as only a few issues that could affect our industry were quickly extinguished.

We are in the midst of a big election year in the state and nationally as well, and are currently vetting candidates to support through our State PAC and NAHB Build PAC who will be supportive to our industry.

Also, we expected the **Uniform Building Code Commission** to take up the review and adoption of the 2015 IRC. However, due to delays in the National Code Adoption, this process will begin early next year. We will continue with our plan to begin meetings this summer with the statewide Governmental Affairs Chairman and any others who want to help in review of this 2015 code so we can be prepared for the Technical Committee meetings next year. The state building code commission will begin review of the commercial code CIBC 2015 this fall.

Second, in our effort to continually increase the value of membership, we will be conducting **Focus Groups** with members and non-members alike to learn what we can be doing differently or better to address the concerns of our membership.

The membership base is the strength of our association and we want to make sure we are keeping you informed on the issues that affect home building. Whether you participate in one of the Focus Groups or not, we would like to hear from our members on what we can do to make your membership in our association more of a value.



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*Continued on page 11*



## Associates Council Chair Report

Gina Cox

# What is the State Associates Council?



**A**s a member of your local Association, you are automatically a member of the Oklahoma State Home Builders Association. The State Associates Council is comprised of the OSHBA members who are not builders, remodelers, or developers. As with your local Association membership, they own or work for businesses engaged in a trade, industry or professions related to home building.

The Council works alongside the Board of Directors and staff in accomplishing the goals of OSHBA. All Associate members from all the local associations are encouraged and welcomed to assist our State Associates Council in growing the industry. The State Associates Council meets about three times a year so it is not a time-consuming commitment.

As you know, the OSHBA is working on its short-term and long-term goals from its Strategic Plan created in fall 2013. The State Associates Council will be meeting throughout the year to determine the best way we, as a Council can serve the State Association to help accomplish its goals for 2014 and beyond.

What to watch for to help OSHBA with these initiatives:

- 2014 OK Building Summit – September 11, 2014
- Legislative Events for Lt. Gov. Todd Lamb – TBD
- Participation in BuildPAC

Even though there will not be a Summer Convention, there may be a summer board meeting. I would like to extend an invitation to any associate to come find out what the State Associates Council is all about. At our summer meeting, the State Associates Council Officers will be working on ideas for our fund-raiser events – Silent Auction, Table Top and Golf Tournament. We will also be working on defining our own goals and purpose. If you have ideas or suggestions, and cannot attend, please feel

free to contact one of the Associate Officers. This is your Council, your input does matter!

In closing, I would like to remind Associates that, as of the fall 2013, we too have a designated program – Certified Professional Associate. If you

are interested in information on our requirements to become a Certified Professional Associate, please contact Kathy Kastner, Executive Assistant by email ([Kathyk@oshba.org](mailto:Kathyk@oshba.org)) or by phone (405) 843-5579 (toll free – 1-800-256-9980). **OB**



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# Oklahoma Building Summit Sept 11 in MWC

Lean building – it's not about your waistline



Lean-optimized plans look every bit as good as the plans you use now, and probably better. It sounds simple, but it takes discipline to create a plan with even increments and layouts that generate minimal waste in concrete, brick, lumber, drywall, flooring, siding — all components of the home. Do you have 5,000 square feet of scrapped drywall? That's enough to cover more than 1,000 square feet of floor space. If that sounds like too much, you're right. Good design is the first step to eliminating waste.

**O**KLAHOMA CITY — The Lean building revolution is coming on Sept. 11 at the 2014 Oklahoma Building Summit.

Sponsored by the Oklahoma State Home Builders Association, the Building Summit is designed to provide insight into building techniques that will help all Oklahoma builders “build better, build smarter.”

The conference, to be held at the Reed Center in Midwest City, kicks off with an opening address at 8:15 a.m. by keynote speaker Scott Sedam, president of TrueNorth Development, an internationally-known consulting and training firm focused exclusively on the building industry.

Sedam is an advocate of the Lean building processes developed by TrueNorth. The concept is designed to eliminate waste in the building process, save dollars for builders and add value to the builder's product. He has consulted with more than 150 home builders throughout North America, and his presentations are a popular feature at industry conferences.

Home builders who embrace the Lean building philosophy can save a minimum of \$10,000 in construction costs on the average \$250,000 home built in the United States, Sedam said. The savings are realized through better coordination and communication between builders, suppliers and trade professionals. This eliminates extra trips to purchase unexpected materials, and fewer materials are discarded or wasted in the process.



OSHBA President Todd Booze with Ideal Homes has embraced the philosophy of Lean building, which he said has its roots in the Lean manufacturing movement of the 1990s. He pointed to the relationship between builders who embrace the philosophy and the building trades that are employed during the construction process as an example of the Lean impact.

“Builders complain about trade shortages,” said Booze, who is also chair of the Summit committee. “The builders who are doing things right don't have trade shortages. Because

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Here's a good example of waste: Scott Sedam pulled more than 80 feet of perfectly good insulated ductwork out of a jobsite dumpster. The "scrap" could have been used for short runs and "jumpers."

the trades know the builder has the processes in place that make it easier for him to do his job. It doesn't matter if you build five homes a year or 500 homes a year."

In addition to his opening address, Sedam will also serve as keynote speaker at the Summit luncheon, and lead two educational track sessions on Business Performance Management.

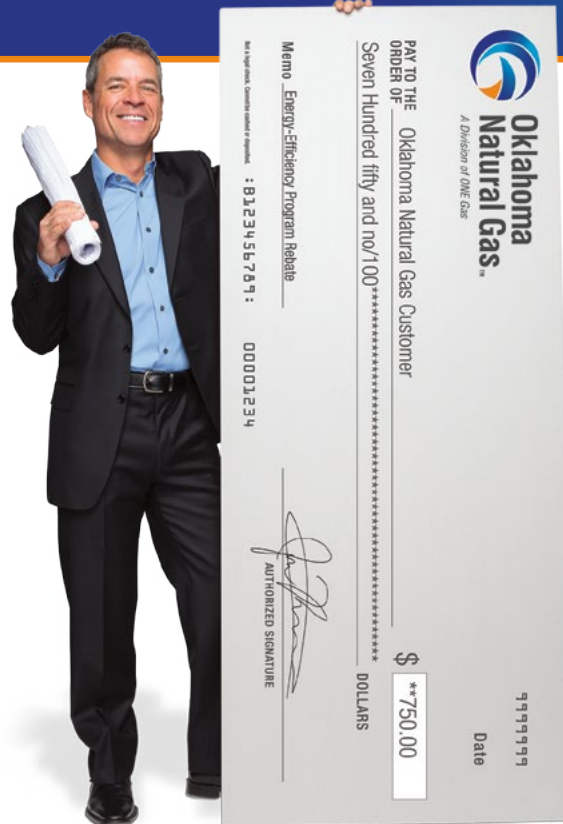
Also, the Building Summit will offer Oklahoma builders educational sessions on soil, foundation and concrete finishing, energy efficient and durable building, and applied framing and wind bracing methods.

"We've worked hard to develop educational tracks to provide information that builders can take away from the conference and immediately put to use in their businesses," said Mike Means, executive director of the OSHBA. "It's the one day of the year that Oklahoma builders have been planning for and anticipating as a game-changer for their operations."

For registration information and details on the conference agenda, visit the 2014 Oklahoma Building Summit website at <http://www.okbuildingsummit.com/> 

*Photos Courtesy of TrueNorth*

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For a complete list of rebates, terms, eligibility requirements, forms and natural gas facts, visit [OklahomaNaturalGas.com/Rebates](http://OklahomaNaturalGas.com/Rebates).





# The Relentless Pursuit of Waste



Lean construction processes worth their weight in gold

**S**cott Sedam is on a relentless mission to eradicate waste from the building industry. Sedam is a passionate advocate of the Lean building process, which has

identified more than \$250 million in savings over seven-and-a-half years.

Sedam will bring his fervent message on the importance of eliminating waste in the building process to the 2014 Oklahoma Building Summit on Sept. 11 at the Reed Center in Midwest City.

He is president of TrueNorth Development, an internationally known consulting and training firm focused exclusively on the building industry.

Recently, Sedam took time out of a busy schedule to talk with us while on a consulting trip to Alberta, Canada. The following Q&A was taken from that conversation:

**Q: What message are you bringing to Oklahoma with your Lean Building presentation?**

**Scott SEDAM:** Home building is awash in waste, a documented minimum 20 percent, or a minimum of \$50,000 in the average \$250,000 house price in the United States. The savings are available to all home builders, enabling increased profit to builders, suppliers and trades alike.

**Q: Describe the LEAN philosophy.**

**SEDAM:** LEAN is an operating philosophy, a culture, a discipline, a set of tools, all focused upon the relentless pursuit, identification and removal of waste in all forms from product and process. It boils down to builders learning to listen to suppliers and trades at a much deeper level to identify and eliminate waste wherever we find it.



There is no weight bearing above these windows. The builder was able to remove 12 king studs and 14 cripples across the entire span, saving more than 130 feet of lumber with no detriment to the house.



Gotta wear shades! 12 can lights in a kitchen is overkill and then some. In this case, fewer lights is an improvement.

**Q: Can you give us some examples of waste in the building process?**

**SEDAM:** Here are examples of what causes extra trips:

- You don't have the complete plan with working drawings and complete specifications. The result is continual mistakes, rework, calls for clarification, delays in the schedule, and extra trips to the building site. All waste, all loss, for builders, suppliers and trades alike.
- Builders send out their bid package to framers, or foundation or mechanicals, all of them, and then it changes continually. I'm a plumber and I bid off these specifications. Then, it's time to go build it and I get a purchase order from the builder specifying what I have to take to the job. When I get out to the job, it's supposed to be a single sink in the kids' bathroom upstairs, and the builder says "we better make that a double sink." So I need an extra sink, extra fixtures, extra pipe that never got on the purchase order. So, now I need an extra trip to go back out there. That kills my profit.
- An option or selection comes into play. Let's say the builder had that double sink as an option and someone picks that option and the paperwork doesn't come through to inform the trade's people. They put in the single and the customer notices it at the walk-through. Now they are upset and the plumber has to come back.
- A custom option that wasn't even offered pops up. Now it has to be priced, in a hurry, and slows down the entire process. Often it is not even communicated to the trade. It requires extra time and material that was not in the bid. This drives a VPO which takes months to get approved and paid. This happens constantly.
- The schedule itself causes complications. I'm a painter going out, and I cannot paint until the drywall is 100% dry and sanded and ready for me. I come out with my three-man crew and all my equipment, and I go into the house and the dry wall is still damp. If I'm lucky I can go to another site somewhere and work that day. If I'm real lucky, maybe it's just down the road. But more often than not, it's not going to work that way. So, you've blown a day or a half-a-day at a minimum because nobody informed you, for whatever reason, that the schedule was pushed back. These are daily occurrences.

**Q: You can put a cost to all these extra trips?**

**SEDAM:** We have data now from nearly 150 of these Lean Building projects. More than 4,000 supplier and trades companies have participated. That's a lot of data. We now know that the absolute number of excess trips borne by the trades per unit is a very conservative 50. We frequently see 100 to 125, but let's just say 50. And a good average, low estimate cost on each of those trips is \$200. That will run



from \$75 to \$800, depending upon if it's one guy going out to fix a scratch on a fireplace front or a foundation crew with six guys, two trucks and trailer with a Bobcat. That can be \$850. You take 50, which is a very conservative number, multiplied times \$200, that's \$10,000 in costs in trips in the average home, and virtually no one acknowledges it or tries to fix it.

**Q: How can those extra trips be eliminated?**

**SEDAM:** We can eliminate those trips by getting the suppliers and trades together with the builder, getting really intelligent about what they are doing, what information they need when, and what goes wrong. The trades make more money because they aren't making all these extra trips. The builder makes more money because his schedule goes much better. The scheduled days are like gold. Every scheduled day saved is worth \$500 to \$600 per house, per day. It's dramatic. If a guy builds 50 houses and he saves just one day on each house, he can save \$25,000 if he can use all that time. Ten days saved will be a quarter million. That's real money. If we can eliminate those days, everybody wins and you get a better house, because the more extra trips you have the more will go wrong and have to be reworked, etc.

**Q: How difficult is it to get buy-in from everyone for the Lean building process?**

**SEDAM:** The way you get buy-in is you have to have strong relationships with suppliers and trades. They have to trust you that you are doing something that is in everyone's mutual interest. They see that it's going to help them, that it is not just a "builder grab." We're all going to share our knowledge, experience and make process improvements and end-product improvements so we can all get better together. We have a process for doing that.

**Q: And builder buy-in?**

**SEDAM:** I would say it's difficult to paint them all with a broad brush, but the builders who call us tend to be the really strong builders who believe in this kind of stuff. Builders need to know this isn't about the price. Bid price without knowledge of total cost means nothing; it's actually worse than nothing. There's not a builder in America who hasn't been hurt badly from an incredibly cheap bid price and gotten burned by all the other factors.

**Q: How does this benefit customers of home builders?**

**SEDAM:** A customer will see it when comparing builders. If I see equivalent homes with equivalent specs, quality levels, build levels, but one is priced less than the other one, that would be a better value, right? Say, you are interested in a new Chevy Malibu and you price it at two dealers. Identical car. One will sell it to you for \$26,500 and the other will sell it to you for \$25,500, well that's a better value. And with Lean, the builder selling it for less actually makes more money. Everyone wins.

Another scenario is now I go to two Chevy dealers, and they both offer to sell me a Malibu for \$26,000. At Dealer A, his \$26,000 one has a better stereo, leather seats and seat heaters. Price is the same as Dealer B. Which is the best value? It's the same with builders.

So all of this is about the relentless pursuit of waste. Where is the waste in the product and process? **OB**

*Photos Courtesy of TrueNorth*

## PRESIDENT'S FIRST WORD

*Continued from page 6*

Have we mentioned that, last year, NAHB saved approximately \$6,500 in cost of each residential home through its lobbying efforts in D.C. and at the ICC Code Adoption process of the 2015 IRC, where many cost-prohibitive and burdensome code requirements were changed or removed completely!!

I see that as a 16 times return on investment for your membership dues for each home you build this year.

Finally, I want to thank Paul Kane and his group of Builders that worked on our **State Contract** last year as the website is fully up and running.

Check it out at OSHBA.org under the "more" tab. In addition, that same group is going to take up the challenge of creating a **State Warranty** for all our members.

Some of the locals currently offer a template warranty for builders but we hope to combine those resources to bring you the most up-to-date and comprehensive Limited Builders Warranty for the protection of the Builders and Consumers as well. **OB**



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# Made in the Shade

Builder tips for making the most of 2014 outdoor living trends



by Brent Gwatney

**W**ith the state's balmy summer evenings, Oklahomans love outdoor living. As confidence grows in the economy, more homeowners are investing in upgrades and additions to their outdoor living spaces. Many of these are high-end improvements with numerous amenities, including outdoor kitchens, hot tubs, pergolas, etc.

Which outdoor living features are the most popular with homeowners this year? The American Society of Landscape Architects (ASLA) 2014 Outdoor Design Trends survey found that homeowners were requesting the following amenities most often:

- Lighting – 98.3%
- Terraces/patios/decks – 97.7%
- Seating/dining areas – 97.7%
- Fire pits/fireplaces – 95.4%
- Grills – 94.3%
- Gardens/landscaped spaces – 94.2%
- Kitchens and entertainment spaces – 92%

Builders can fulfill any of these homeowner demands for outdoor living with a creative and well-planned deck, whether it is attached to the home or free-standing.

Despite the popularity of outdoor living, Oklahoma's frequent thunderstorms severely test the traditional wood decking used in many outdoor spaces. To ensure a deck that can handle the rigors of the state's climate, many builders are switching from wood decking to higher-performance alternatives like wood-plastic composites.

Not all composites perform equally well, though. The durability of composite decking strongly depends on the product's moisture resistance. Composite deck boards are a combination of plastic and wood fibers, and those with wood fibers fully encapsulated in plastic stand up best to moisture, whether from high humidity, rain, pools, hot tubs or lake waves. Some composites are so durable that they can be installed on the ground, in the ground or underwater.

## Using composites to enhance outdoor living spaces

In addition to superior performance, composite decking offers a number of benefits that builders can use to create outdoor spaces their customers will love.

## Outdoor Kitchens

As any backyard chef knows, a hazard of cooking and eating outside is stained decking. Grease splatters from grilled burgers and steak, spilled drinks or dropped food and condiments can stain traditional decking. On wood decks, depending on how well they've been treated, the stain might be an annoyance until the next refinishing job, or a permanent eyesore. For this reason, more homeowners are requesting composite decking in outdoor kitchens and eating areas, as the material is easier to clean and is stain resistant. Some specialty composite decking products even offer a 25-year fade and stain warranty.

## Seating

Built-in seating provides a convenient and attractive option for homeowners. An added benefit of this type of seating compared to free-standing benches, chairs and stools, is it eliminates the hassle of putting away deck furniture when high winds threaten and can even function as storage for other deck items.

For seating and other deck features, uncapped composite decking boards have the added benefit of being easy to cut to size and are flexible enough to bend to fit curves. Builders can work with these boards as easily as they would with typical wood products, ripping or routing them to fit each furniture piece. They also have the additional ability to create visually interesting curved trims and benches due to the flexibility of uncapped boards. Some capped boards are also bendable, but require much more technique and time to bend. Composites also offer builders a range of complementary colors to accessorize or match the decking design.

## Entertainment Spaces

Beyond seating, another way to create deck spaces that encourage socializing is to provide convenient places for people to rest cups and plates while chatting with others. For example, a few composite railings are available in wide widths that are convenient for entertaining as they allow guests a handy place to rest drinks, food or their elbows. Builders can also use 2x4s or 2x6s as wider railing options.

## Lighting

Installing lighting as part of a deck project helps homeowners enjoy their outdoor living spaces more hours each day.

Composite decking offers a convenient way to incorporate lights, as some brands have hollow posts to conceal electrical wires for a clean, organized look. Many composite manufacturers are beginning to offer lighting options that specifically complement their decking products.

### Landscaped Spaces

With moisture-resistant composite decking, builders can readily incorporate landscaping into the deck design. The boards can be used to create built-in planter boxes that match the deck surface or are offset with a complementary color. Because decking with fully encapsulated wood fibers does not absorb moisture, it is suitable for use in planters where it will be in constant contact with wet soil. The same or complementary color boards can also be used as in-the-ground landscape borders for a cohesive look throughout the yard.

### Deck Design Ideas

Views are an important consideration in many deck designs. An attractive way to preserve views, while creating a high-end, contemporary look, is to use glass panels in place of traditional balusters. Builders can readily incorporate glazed panels into composite railing systems.

For homeowners who like a classic, coastal look, horizontal cable or rope balusters can also be used as a substitute for traditional balusters. This look works especially well on lakefront decks, as well as in railings for foot bridges over creeks.

From the Panhandle to the Red River, Oklahoma offers many enjoyable settings for outdoor living. High-performance composite decking provides an attractive and durable option for meeting homeowner's desires for this year's hot outdoor amenities.

*Brent Gwatney is the Senior Vice President of Sales and Marketing for MoistureShield composite decking, and serves on the North American Deck and Railing Association (NADRA) board of directors. [www.moistureshield.com](http://www.moistureshield.com), (866) 729-2378. **OB***

## builder profile

# Denise Patterson Custom Homes

by Joel Meredith

**W**ith no family members in the industry and no formal training, Denise Patterson's story is anything but typical – never mind the fact that she's one of a handful of female builders in the Oklahoma City metro.

Patterson first became interested in home building thanks to her then boyfriend's family who was in the field.

In 1995, Patterson decided to build her own home – a three bedroom, two bath house on three acres of land.

Three years later, she found herself building a home for her family. This time it was a four bedroom, three bath home measuring 2800 sq. ft.

By 2001, home building was no longer just an interest or a hobby – it became her job. Equipped with a bachelor's in accounting and an MBA, Patterson left her position as CFO for the Central Oklahoma chapter of the American Red Cross behind.

Thirteen years later, Patterson continues to expand her work in the Oklahoma City metro area.

Just last year Patterson brought on a superintendent to help manage the workload as they took on 16 homes in a year's time.

"I have always been a go-getter, but I realized last year that my plate was way too full for just me."

One of Patterson's plumbers recommended Ted Wade to her.

"When I interviewed him, I told him I wanted someone who would get in the trenches with me. The second day he worked for me, we were both out digging a hole in the snow for a mailbox. At that point I knew I had a good teammate."

As you may already be able to guess, the home-building process is deeply personal for Patterson.

"I don't want to build just a house. I build a home or build a pool or build a backyard as if I were going to live there. Even in my smaller homes, I pay attention to the storage, the finishes and the little details that set me apart."



This ability to get creative and impart some of her creative vision is Patterson's favorite part of her job – and also what distinguishes Patterson from her competitors.

"I like being able to take a raw piece of land or a backyard and create a home for someone or create a retreat in a backyard for a family."

Getting involved with the Oklahoma State Home Builders Association, along with her local, COHBA – Central Oklahoma Home Builders Association – has helped Patterson get ahead. With no formal training in home building, continuing education classes have also been particularly useful.

"COHBA has been good for me and to me. I used to just pay my annual dues but now that I have gotten involved I realize what they have to offer and that they benefit my business greatly."

Patterson continues to be involved with COHBA where she currently sits on the board of directors. Additionally, she has also served as the Vice Chair of COHBA's Women's Committee and is the current 2014 Parade of Homes Chair. **OB**





**By All Means: Executive Officer's Report**

**Mike Means**

# The Year of the Domino

**T**his year's legislative session was interesting in that it had a change in leadership shortly after it started. Typically, leadership is elected toward the end of the session and then, after elections, it is confirmed. But then the unexpected happened. U.S. Sen. Tom Coburn announced he would resign at the end of this year. That set off a chain reaction.

- First, U.S. Congressman James Lankford announces he will seek the Senate seat. Speculation begins on who will run for 5th District.

- Next, Speaker of the House T.W. Shannon announces he will seek the Senate seat. He then resigns as Speaker. Rep. Mike Jackson, Speaker Pro Tem, announces he will run for Speaker as does Rep. Jeff Hickman. Rep. Jeff Hickman is elected by his peers as the new Speaker of the House. Next, Sen. Clark Jolley announces he will seek the 5th District. Soon following in announcements are former Rep. Shane Jett, Corporation Commissioner Patrice Douglas, former Senator Steve Russell and Rep. Mike Turner.

- Then, Sen. Cliff Branam and former Speaker Todd Hiett announce for Corporation Commissioner.

Talk about dominos falling. What seemed to be a year where we would watch Mary Fallin and Todd Lamb cruise to re-election just got a whole lot more interesting.

"Changing a flat tire while driving 70 mph" is how Speaker Hickman described taking over as Speaker during the current session when visiting with us during our annual Capitol Day. His remarks followed our welcoming him as our newest member. Speaker Hickman has started building homes in northwest Oklahoma.

## Unfinished business

While we successfully protected the Energy Efficient Residential Construction tax credit, we were unsuccessful in our efforts to hold non-functioning HOAs accountable for failure to maintain drainage easements. As I have mentioned before, sometimes the wheels of progress roll very slowly. It appears the American Indian Cultural Center will remain mothballed for another year. And who knows what the final outcome will be on fixing our State Capitol. (We are glad the toilets worked the day we were there!)

## VoterVOICE again useful

Thank you to all who once again assisted in our industry's legislative efforts. By tracking the correlation between those who were contacted by voterVOICE and our success on getting bills passed, we can tell our efforts are generally successful. Legislators desperately want to hear from their constituents and voterVOICE helps us get that done.

## Don't forget to vote!

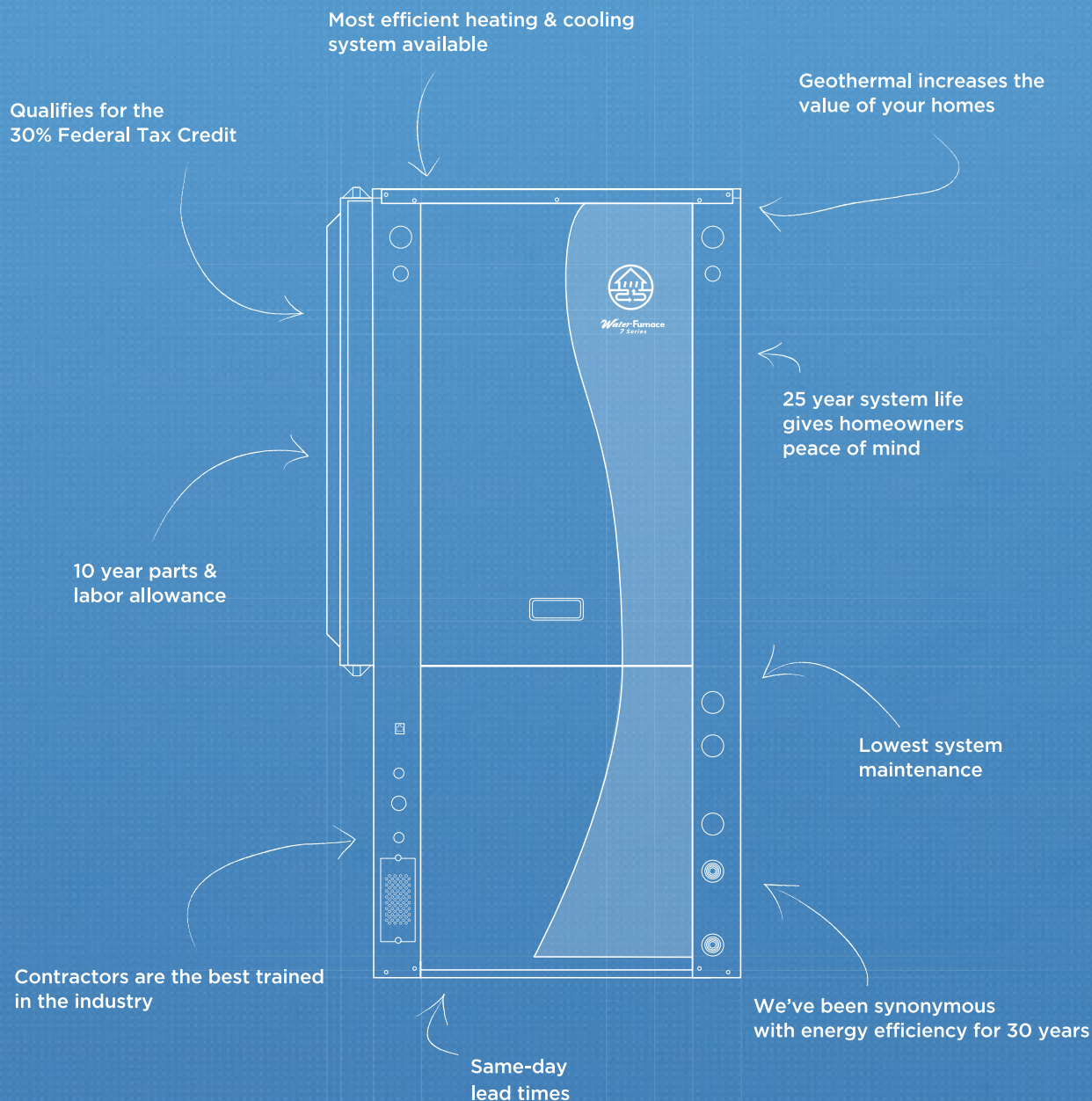
Elections are earlier this year due to recent changes. Your vote will make a difference. Be sure to keep your eye open for the "President's Extra Monthly Memo" in June to share important information.

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

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