

Careers In Professional Home Building & Land Development*

*** SOME ASSEMBLY REQUIRED**



SEE INSIDE:

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The Centre for Excellence in Home Building and Land Development is dedicated to the development and maintenance of a skilled workforce for Calgary's professional home building industry.



Centre For Excellence

In Home Building & Land Development

Building the Future

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Fall 2005



chat room

NAME: Lauren Friesen

AGE: 26

OCCUPATION: Interior designer for Sabal Crafted Homes

TRAINING: Bachelor of Interior Design Degree from Mount Royal College

BACKGROUND: As a little girl, Lauren could always be found decorating and matching her toys according to their colours.

"Ever since I can remember I loved seeing items being built and being a part of the end product," she says.

Lauren got her start in design in the furniture industry doing display work and helping customers make decorating decisions. In order to move up in the industry she attended Mount Royal College where she earned a Bachelor of Interior Design degree. Upon graduating she worked in commercial design before moving into residential design.

"I decided to switch to residential because I enjoyed working directly with clients and their families and going to people's houses to help them make design decisions."

WHAT DOES IT TAKE TO BE A GOOD DESIGNER:

It's more than matching colours and picking cabinet doors. A designer must fully understand the construction process so they can help clients go through floor plans and decide whether or not to delete or add windows, move electrical outlets or entire walls.

Once the homeowner is satisfied with their floor plan, the designer will also help them choose paint colours, flooring and all the design touches that make a house a home.

BEST PART OF THE JOB: No two projects are ever the same.

"Although the plan for each day is more or less the same, you're always dealing with different people and different homes." <<

So, you want to build something?

Just as a house is built from a foundation upwards, a systematic approach is needed to teach young people the skills required for a career in the home building industry.

And that means a whole new way of thinking about schooling and education, says the executive director of the Centre for Excellence in Home Building and Land Development.

CAREERS OF CHOICE: "Career Pathways is the belief that schools and communities should help young people understand their gifts and what contribution they can make through careers of choice," says Ben Kawaguchi, himself a former teacher.

Choosing a career is a difficult decision for lots of young people especially since, as technology is continually changing so, too, is the number of emerging occupations.



EXPLORE OPPORTUNITIES: "We all need to help young people by providing them with opportunities to become aware of what is out there and to encourage them to explore those careers that might interest them," says Kawaguchi.

And the best time to offer that assistance and guidance in selecting future careers is as they begin to make choices about courses to take in high school and what post-secondary education they might need or want, he adds.

Those decisions are crucial considering the wide-ranging opportunities in the home building industry, in particular. While there is a critical need for tradespeople, the industry also draws business, financial, marketing, graphic design, and interior design specialists, many of whom require post-secondary education.

EDUCATION TOOL: Alan Norris, president and CEO of Carma Developers, says the pathways approach is a tool that can be used to change how students in general are going to be educated in the future.

"Career Pathways is not specific to our industry; we just happen to be at the leading edge of this change," he says. In 1998, as part of its 40th anniversary celebrations, Norris' company contributed \$100,000 to the establishment of what was then called the Carma Centre for Excellence in Home Building and Land Development. >>

* SOME ASSEMBLY REQUIRED



Industry leader

ALLAN KLASSEN

FIRST JOB: Klassen started his career in the hospitality industry as a doorman at the Calgary Inn. He continued to work in hospitality for the next eight years, but his big break came when he was hired as the director of sales and marketing for the Winnipeg Blue Bombers, a job he held for four years before moving to Calgary. He got into the home building industry in 1991 — in sales for Albi Homes — an industry he knew nothing about. But he worked hard, and did it his way.

The rest, as they say, is history. After several years with Albi, he joined Homes by Avi, working as marketing manager, before rejoining Albi again in 2000. From there, he worked his way up until he bought into the company and became a managing partner with Tom and Debra Mauro as founders of Albi.

PRESENT: President and managing partner of Albi Homes.

Klassen's business card is so full of titles, it needs two sides: One side says Allan Klassen, president and managing partner of Albi Homes; the other side will soon say, Allan Klassen, president of the Alberta Home Builders' Association. He takes over the reins of the provincial association next month.

ADVICE: "At the end of the day, you have to believe in yourself. You need to realize that with a little luck and support, you can do anything. It's all about confidence — feeling secure and comfortable in your own skin." <<

>>> Since Carma made that initial contribution, industry members have come forward with financial and physical contributions to help enhance the profile of the Centre for Excellence. Currently, there are 15 industry members who have formed partnerships with high schools.

"We are attempting, through our relationship with the CBE, to put a renewed emphasis on curriculum at the high school level, to bring some sense of practicality to it through a combination of regular school work, work experience and credits for post-secondary education and apprenticeships," says Norris.

MAKE BETTER CHOICES: And the reason



Ben Kawaguchi

visible despite the fact there are so many of them," he adds.

As part of the pathways process, the centre and volunteers have put together a list of occupations, skills required and possible career ladders within the various pathways.

"Schools are attempting to focus more programs to fit these pathway opportunities and have made curriculum adjustments to make them more relevant to the industry," says Little.

And echoing what Norris says about being under the microscope, Little adds that the pioneering work of what could be a national initiative has been done by industry



chat room

NAME: Stephen Wagner

AGE: 18

OCCUPATION: IT Co-ordinator

TRAINING: On the job training

BACKGROUND: When Stephen set up his first computer network in his home at age 12, he also laid the plans for a future career. Today, at age 18, he is on the IT management team as IT co-ordinator for Beattie Homes. "I've been interested in computers since I was little and knowing how networks worked within businesses has always appealed to me," he says.

Although Stephen doesn't have any formal IT training, he has a lot of on-the-job training. He worked with his dad, who owned an IT company, doing network installs, enterprise set ups and managing data, networks and systems. On his own, he learned about wireless networks, servers and software. Stephen has been with Beattie Homes for a year and his typical days are spent fixing IT related problems/issues in the office, planning, developing, and implementing projects (such as Active Directory Setups), as well as doing research and test deployments of projects he is currently working on. "We try to ensure the company is implementing the right solutions so that we make work easier and more efficient for everyone in the company, all while also saving the company money," says Stephen.

BEST PART OF THE JOB: Working with fellow employees to find personalized solutions. He also likes the fact that he gets to use technology in a large scale business type operation.

WHAT DOES IT TAKE TO BE A GOOD IT CO-ORDINATOR: Determination, confidence and dedication to the job, because you're on call more or less 24/7. "If any type of service is down you have to be able to remotely fix and correct the issue in a timely manner," he says. "When you're managing a company's data, the whole company is on your shoulders." <<

>>> No. 1 reason to consider a career in the professional home building industry: Work in an industry that provides something everybody needs. A place to live is a necessity... help someone build their "Dream" home.

for developing a pathways-style of education is simple: it gives kids an opportunity to be better informed about choices in their working life. Based on research gleaned from housing and development industry surveys and focus groups on how the industry can progress toward ensuring a future workforce, the Centre for Excellence has been working with the Calgary Board of Education, SAIT and the Alberta New Home Warranty Program to develop these pathways.

What the centre is accomplishing in Calgary, with the co-operation of all its partners, is not going unnoticed.

"We have the ear of government and several regions of the country are watching what we're doing and the progress we are making," says Norris.

The Alberta New Home Warranty Program is one of the founding members of the centre and continues to be instrumental in the continuing growth and success it plays in professional development for the housing industry.

ANHWP president Dennis Little says the pathways project being developed within CBE schools is needed to ensure students and parents realize the housing industry is not offering just a job, but the start to a potential career in professional home building.

INDUSTRY DEMYSTIFIED: "It's part of the centre's vision to demystify the opportunities available in our industry — opportunities that aren't highly

and non-industry partners in this province.

A growing demand for not only skilled building trades, but estimators, designers and office staff has followed in the wake of a house-hungry public that has been gobbling up homes at an unprecedented rate. <<

BELOW: Jim Holland, Homes by Avi, area sales manager, Copperfield



>>> or ask your career counsellor for more information



chat room

NAME: Brendan Sutcliffe

AGE: 17

SCHOOL: Central Memorial High School
COMPANY YOU ARE WORKING FOR:

Woodright Interiors/Sterling Homes

TRADE: Interior finishing

HOW DID YOU FIND OUT ABOUT THE PROGRAM: During construction class at school.

WHY DID IT INTEREST YOU: I wanted to get construction experience and to earn some money.

WHAT SKILLS ARE YOU LEARNING: Making railings, door casings, measuring and cutting things to fit. Using drills, saws, routers, air nailers.

WHAT ARE YOU MOST ENJOYING: I like learning new things, and talking with the guys about how to do things better.

WHAT HAS BEEN THE BIGGEST CHALLENGE: Getting things to fit right.

WHAT IS YOUR CAREER GOAL: Something in construction — I'm not sure what area yet.

WHAT DO YOU THINK IS THE BIGGEST THING YOU'VE GOTTEN OUT OF THE EXPERIENCE: Just gaining knowledge, and spending time with people who know what they are doing.

WOULD YOU RECOMMEND THE PROGRAM TO OTHERS: Yes.

WHAT ADVICE WOULD YOU OFFER SOMEONE WHO IS CONSIDERING GOING INTO THE PROGRAM: Be on time and make a commitment to come and do the work. It's not just another part-time job. <<



>>> **No. 2 reason to consider a career in the professional home building industry:** There's a great diversity of work, opportunities for advancement ... and you can be in business for yourself.

Summer job pays off

Not every student wants to become a doctor or a lawyer.

This past summer, the Centre for Excellence in Home Building and Land Development arranged for 60 teenagers to experience first-hand what it's like to work in the home building industry. Along with valuable experience, they received a pay cheque and high school credit.

SUMMER MENTORSHIP: "Our largest program is the summer mentorship program, which is a partnership with the Calgary Board of Education, Calgary Catholic system, and two schools in the Rocky View School Division," says Ben Kawaguchi, executive director of the centre.

Dave Birnie, an off-campus teacher with the CBE, is one of those overseeing the students who are offered mentorship programs

through the Career Pathways program.

REWARDING CAREERS: Birnie says it is important to show them there are rewarding, well-paying careers available in the trades.

"Many students are surprised and that's a huge win for the program ... They don't have the tools and don't know how to gain experience enough to know about different occupations. This really opens up doors for a lot of students."

This is a prime time for students to explore the home building industry, says Kawaguchi.

"Something like 22,000 people moved to Calgary last year and, within two years, many of those people will buy homes if they haven't already.

"Since there is such a shortage of skilled

trade workers, salaries have gone up quite a bit and it appears the shortage will persist for some time."

The centre also works with SAIT to develop programs to meet the needs of the home building industry, says Kawaguchi.

GET A LEG UP: By working with the centre, students will have a leg up when the time comes to enter the workforce, says Fran Anderson, system principal for Career Pathways, Off-Campus, and Curriculum Support with the CBE.

"I hope, by giving them opportunities, students will be better equipped when they leave school to say, 'there are options out there,'" she says. <<

ABOVE: Carlos Guzman of Thiessen Enterprises Ltd.

>>> **No. 3 reason to consider a career in the professional home building industry: Tangible work. See what you accomplish every day and enjoy the pride of doing great work.**

Opportunity just a click away

Like a valued toy that Santa and Dad have to put together Christmas Eve to be ready for an eager child's imagination in the morning, some assembly is also required to prepare for a successful career. But the trouble it takes is worth it.

A good spot to start is the professional home building industry, where a critical shortage of skilled workers has been identified.

In fact, the industry is filled with opportunities for successful careers, whether a person is a high-school graduate, has a university degree or college diploma, or is simply looking for a challenging new career.

INDUSTRY DIVERSE: The industry is diverse, with people working in the field on the job site, in offices in positions such as architectural or interior design, estimating, purchasing, marketing, or other business-oriented positions, or in sales.

A new website, www.homebuilders4tomorrow.com, was launched last month by the Centre for Excellence in Home Building and Land Development to help people plan for the future.

It helps put the pieces together to build a successful career.

"This is a very comprehensive website that will take students on a career path into the industry," says Ben Kawaguchi, executive director of the Centre for Excellence.

The site details all the various careers available in the diverse industry, and how to get there. Included are such things as technical job functions, pre-employment skills needed, aptitude desired for various careers, training

courses and programs available, and much more.

"It's for people right out of high school, or those in mid-life," Kawaguchi says. "It includes many success stories from people in the industry, and shows skills needed for different positions, where to get the training, and how people can draw out a career path for themselves."

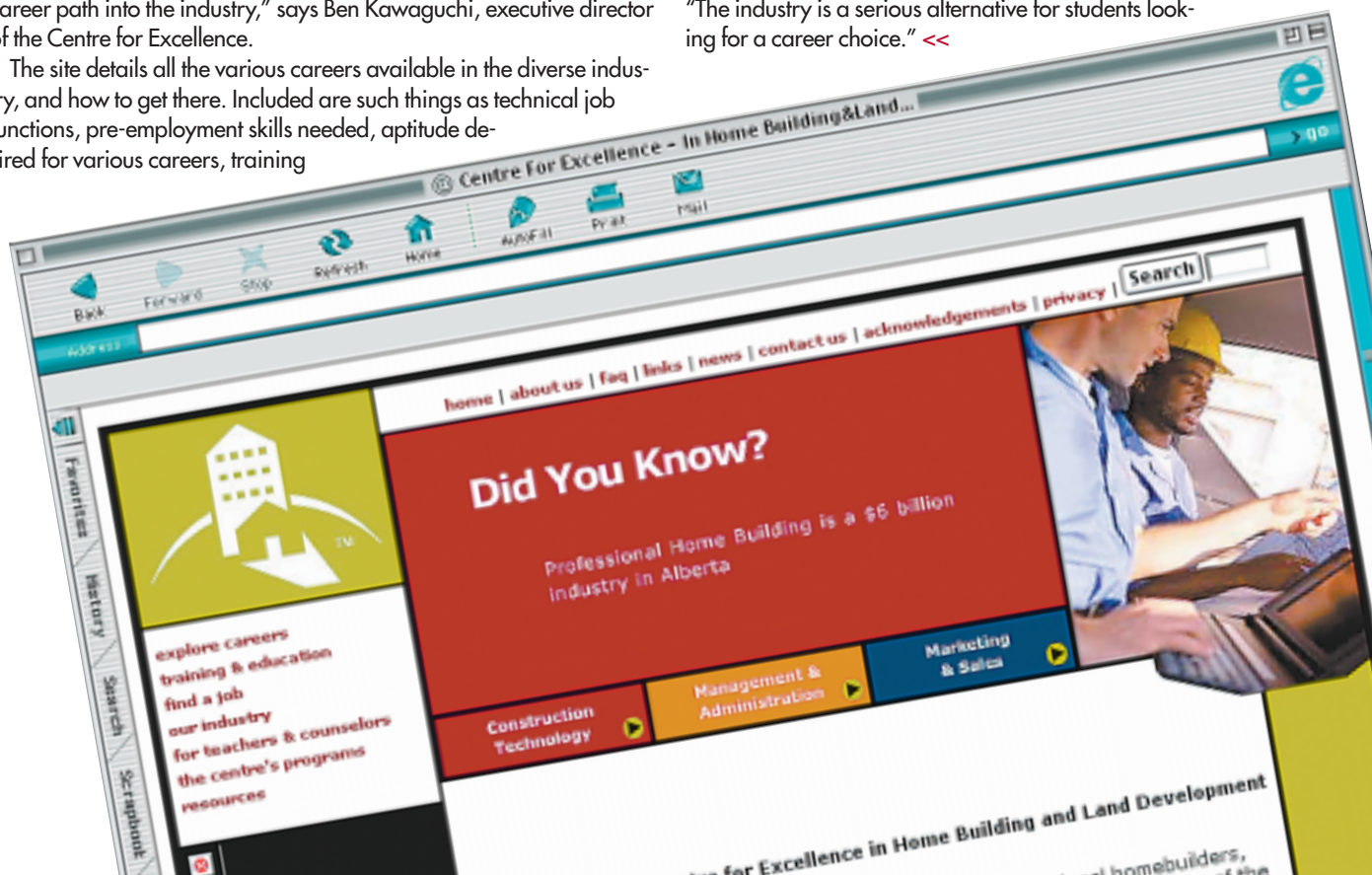
WEBSITE A NECESSARY TOOL: Adds Bruce Hall, member of the board for the Centre for Excellence, and vice-president of Cedarglen Homes: "The website provides the necessary information tools to assist people to make informed decisions.

"One of the single, largest problems facing builders today is labour," says Hall. "There are a lot of biases perpetuated by misconceptions of the industry."

DYNAMIC INDUSTRY: "The new website gives a real understanding of how encompassing the professional home building industry is and how it's a most dynamic industry with so many different paths to take for a career."

The professionalism of the industry is highlighted, with an emphasis on safety, ethical business practices, education and integrity, he says.

"The industry is a serious alternative for students looking for a career choice." <<



Industry leader

RYAN OCKEY

FIRST JOB: Having your father as president and founder of a home building company doesn't necessarily mean you're born with a silver spoon in your mouth.

Just ask Ryan Ockey, who worked at Cardel Custom Homes all through his youth, learning the business, literally, from the ground up.

He started his career in the summer as a general field labourer, cleaning up homes, installing tile and assisting with carpentry. Once he finished university, his first job was as a labourer, moving through to site supervisor, estimator and draftsman before moving up to customer relations manager, then vice-president of operations, to president and CEO, a position he has held since 1995, expanding the company rapidly at the same time.

Ockey realized that Cardel was no longer a small family business and could no longer be run like one.

He enrolled in Queen's University's MBA program while still working full time as president of Cardel.

Cardel has doubled its size and volume every three years for the last eight years under his helm.

PRESENT: President and CEO of the Cardel Group of Companies and president of the Calgary Region Home Builders Association.

ADVICE: Education is critical. In fact, he created Cardel University several years ago to assist staff with on-going training and improvement in skills and knowledge. <<



>>> or ask your career counsellor for more information.

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Principals applaud

PHIL TUCK, principal at Bowness High School

The best aspect of our partnership with Stepper Custom Homes during the past school year has been the uniting of sub-trade specialists with students to work on meaningful projects at the school. As a result our students received expert advice and training at school from a variety of skilled tradespeople.

Stepper Homes has provided Bowness High School with a link to excellent tradespeople who have the ability to talk to students, demonstrate their skills and also talk about the importance of good job skills.

Stepper's contacts have made the school component of the Bowness High School Home Construction Pathway meaningful and relevant to our students.

>>>

MATT CHRISTISON, principal at Ernest Manning High School

The partnership Ernest Manning High School has with Shane Homes provides students with an array of benefits. Obvious benefits include the opportunities for contact with people in the home building industry from the onsite framing to the marketing and sales as well as the design and development of ideas; hands-on work experiences; and most importantly, a personal understanding of the world of work by those about to enter adulthood and a clearer understanding of adolescents and talents by those in the industry.

The subtle benefits include the creation of the Griffin Fund, with much of the proceeds from the sale of the home designed by Manning students, made available for students. Other benefits include the development of a positive relationship between individuals and groups who would otherwise have limited or no contact. Our partnership is of tremendous benefit to all of us, and, over the long term, the entire community.

>>>

SANDRA RHODES, principal at Sir William Van Horne High School

For many years, McCann's Building Movers Ltd. has partnered with Sir William Van Horne to allow the construction of a house on the school site. Students in the Construction Services program have gained first-hand knowledge of home construction as they work with their teachers to complete the house to the drywall stage.

This past school year, Sir William Van Horne entered into a partnership with Excel Homes. Although still in its early stages students have already benefited through an in-depth tour of several home construction sites, illustrating the stages of construction from beginning to 'show-home' completion as well as from donations of home building supplies to the school programs.



>>> **No. 4 reason to consider a career in the professional home building industry: Flexibility.** Whether you are right out of high school, out of college, or midway through a career there are multiple entry points into the industry.

Builders team up with city schools

Even more people are involved in a home's construction now, thanks to several of the city's builders and trades, who have made it known that they want to help students explore the opportunities for careers in the home building industry.

That has resulted in business partnerships between educational institutions and the home building industry. Here are just a few of the partnerships:

> Shane Homes and Ernest Manning high school
> Stepper Custom Homes and

Bowness high school
> Homes by Avi and Jack James high school, Ernest Morrow junior high, Bishop Kidd junior high
> Cedarglen Homes and Lord Shaughnessy high school
> Reid-Built Homes and George McDougall and Bert Church high schools in Airdrie
> Albi Homes and St. Francis high school
> Beattie Homes and Centennial high school
> Excel Homes and Sir William Van Horne high school <<



MAIN PHOTO: Chris Lu, Marketing Manager of Sabal Crafted Homes.

ABOVE: Students of Lord Shaughnessy high school in front of playhouse they helped build with Cedarglen Homes

To get started, visit homebuilders4tomorrow.com

PLATINUM

LAND DEVELOPERS: Carma Developers, Qualico Group of Companies **HOME BUILDERS :** Cedarglen Homes, Excel Homes, Homes by AVI, Jayman MasterBUILT, Morrison Homes, Shane Homes **SUPPLIERS & CONTRACTORS:** Stantec

GOLD

LAND DEVELOPERS: Tirion Properties **HOME BUILDERS:** Albi Homes, Beattie Homes, Cardel Custom Homes, Hawthorne Homes, Heartland Homes, Lifestyle Homes Inc., Trico Homes **SUPPLIERS & CONTRACTORS:** WRD Borger Construction

SILVER

LAND DEVELOPERS: Hopewell Residential Communities, United Communities, Westcreek Developments **HOME BUILDERS:** Baywest Homes, DreamWest Homes, Greenboro Homes, Landmark Homes, McKee Homes, Oasis Homes, Prominent Homes, Reid Built Homes, Sandlewood Developments, Stepper Custom Homes, Truman Development Corp. **SUPPLIERS & CONTRACTORS:** After Eight Interiors, AKX Lumber, Alberta Hardwood Flooring (Calgary) Ltd., Canyon Plumbing, Décor Construction, Keystone Excavating

BRONZE

LAND DEVELOPERS: Beiramar Group of Companies, Canada Lands, Dundee Developments, Lamont Development Inc, QuinnCorp Holdings, Ronmor Holdings **HOME BUILDERS:** Aldebaran Enterprises, Assured Developments, Avalon Master Builder, Burntwood Homes, Calbridge Fine Homes, Daytona Homes, Homes by Us, Jameswood Contracting, Janssen Homes, Newcastle Homes, Point Grey Homes Ltd., Rembrandt Master Builder, Riverdale Homes, Sabal Crafted Homes, Standford Homes, Talisman Homes, Three Sisters Mountain Village, Winwood Homes Ltd. **SUPPLIERS & CONTRACTORS:** Ace Construction, All Weather Windows, Artistic Stairs, Bank of Nova Scotia, Central Aire Heating & Air Conditioning, Crestview Floors Ltd., Geo Grout, Kidco Construction, KLS Contracting, Legacy Kitchens Design Group, Omega 2000 Cribbing, RBC Royal Bank, Roadway Construction Ltd., Standard General, Thiessen Enterprises Ltd., Trend-Setter Exteriors

GENERAL

LAND DEVELOPERS: Augusta Developments Ltd. **HOME BUILDERS:** Willowbrook Homes **SUPPLIERS & CONTRACTORS:** A-1 Cement Contractors Ltd., Adem Engineering Consultants Inc., Aero Plumbers (1986) Ltd., Arpi's Industries Canada Ltd., Brian Hodgson, Can-Alum Building Products Ltd., Cartwright Lighting, Cedar Crest Lands Ltd., D & B Lumber & Supplies (Calgary) Ltd., Enviroconsult Inc., Evolution Cribbing, Foothills Landscaping, Gienow Building Products Ltd., Home Solutions Corporation, Jacques Whitford Ltd., KPMG LLP, Metro Engineering & Contracting Ltd., MJS Recycling Inc., Nascor, Operational Solutions Ltd., Prestique Kitchens, Proffit Management Ltd., Regal Building Materials Ltd., Rolling Mix Concrete Ltd., Sandstone Associates, Scenic Electric, Superior Cabinets Calgary Ltd, The Stair Shoppe, Urban Development Institute-Calgary, Worldskills Calgary 2009 Ltd. **INDUSTRY PARTNERS:** Alberta Human Resources & Employment, Alberta New Home Warranty Program, Alberta Real Estate Foundation, Calgary Region Home Builders Association, Canada Mortgage & Housing Corporation, Professional Home Builders Institute of Alberta, SAIT Polytechnic

The Centre for Excellence gratefully acknowledges the above companies who helped make this publication possible.



Centre For Excellence

In Home Building & Land Development

Building the Future



chat room

NAME: Linda Marek

OCCUPATION: Corporate Brand Manager for Jayman MasterBUILT

TRAINING: Degree in Management Studies, University of Winnipeg; Marketing Diploma, SAIT; Advertising Art and Graphics, Red River College

BACKGROUND: During her 18 year stint in the corporate office of a large grocery store company, Linda helped customers reap the lucrative benefits of point collecting and obtaining rewards for loyal shopping. Alongside the management of a rewards program, Linda boasts a large variety of experiences, successes and education that have given her the tools to do the job she does today: Corporate Brand Manager for Jayman MasterBUILT, overseeing marketing operations in Denver, Edmonton and Calgary.

WHAT DOES IT TAKE TO BE GOOD:

"You need to be prepared to start at the bottom," says Linda, and that's exactly what she did. Linda has paid her dues at the low end of the corporate ladder working in print shops and advertising agencies. She then progressed to hold positions in labour relations, loss prevention and security, before earning her way up to marketing manager.

Linda says the main lesson she has learned is "it's all about networking and being involved in what is happening,"

BEST PART OF THE JOB: Linda says her favorite element of the job is simply "being a part of great initiatives." <<

Superintendent speaks from the heart

Brendan Croskery has not only seen the success of the Career Pathways model in his professional life, he has experienced it in his personal one.

The chief superintendent of the Calgary Board of Education is a strong proponent of the view the school system has an obligation to do more than just educate students; it has to prepare them for their working lives.

And the Career Pathways model — that is continually being upgraded and used to help direct high school students toward future careers — is doing just that.

PATHWAY TO SUCCESS: To help guide students, the CBE is working with the city's home building and land development industries through the Centre for Excellence in Home Building and Land Development, and through the Alberta government, to develop a series of pathways that will guide students into careers in professional home building.

The pathways model goes beyond providing curriculum help for those who want to work with their hands — like cribbers, framers and concrete workers — but also

includes architectural design, sales and marketing, estimating and a whole range of other careers.

To that end, there were about 1,500 students taking part in various work experience programs across the city this summer, says

Croskery. Many of those were under the watchful eyes of 12 industry partners who are members of the Calgary Region Home Builders Association.

SUPPORTING STUDENTS:

"It's important to support students in their quest for discovery of their life's work," says Croskery. "Schools, sometimes, have left that to chance."

The chief superintendent speaks not only as an educator, but as a parent. His own son

tapped into the program and into a career in sheet metal work. After receiving on-the-job training and support from SAIT, he moved to a job on the west coast about 18 months ago. "Even the son of the chief superintendent needs some guidance and support when it comes to deciding on a career," Croskery says.

Post-secondary education isn't for everyone.

In fact, in an address to the housing industry a couple of years ago, Croskery reported that 25 per cent of students don't complete high school and, beyond that, 60 per cent of those who do get their diplomas don't go on to the college or

university level. Those students need support.

WHAT ELSE IS THERE?: "Parents and schools are so busy trying to get students into post-secondary, they have not really considered what else there is," he says. "We haven't paid much attention to that 'what else' and we need to do that. We need to be supporting everyone."

Irene Lewis, president and chief executive officer of SAIT, says research shows that during the next 10 years, 79 per cent of all new jobs in the Calgary region will require more than a high school education.

She says students must be "especially encouraged" to pursue careers in trades and technologies.

SAIT is working actively with a variety of communities and partners to stimulate interest and encourage participation in these fields as a way to develop solutions to the shortage of skilled workers in many sectors, including construction.

Career Pathways is one approach SAIT is taking to reach students at an early age to better prepare them for future careers.

"Through Career Pathways, SAIT partners with junior and senior high schools to show the many career opportunities available to them," Lewis says.

As a result, students can achieve technical certificates, diplomas, apprenticeships and applied degrees earlier, motivating the students to achieve academically and improve the chances for successful careers. <<

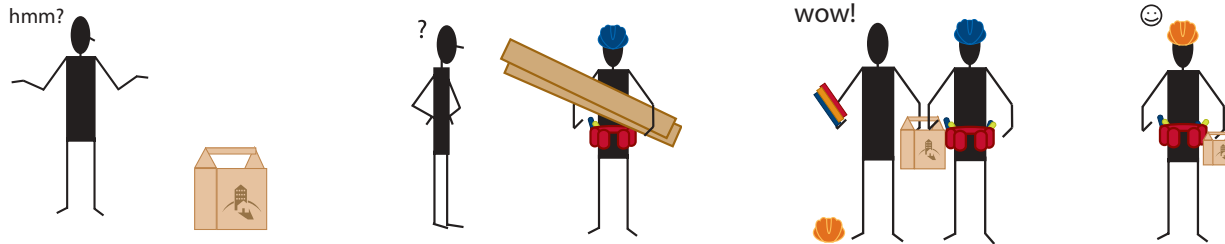


Brendan Croskery



>>> **No. 5 reason to consider a career in the industry: Be your own boss. Be a self-employed contractor with your own crew or own your own business. Be called "President."**

To get started, visit homebuilders4tomorrow.com



Your 'Toolkit' for learning

A toolkit usually contains all of the things needed to do the job right — a hammer, perhaps, a few different screw drivers, a measuring tape, duct tape, of course, and maybe a few nails, and some safety glasses to protect your eyes when doing something that creates dust or dirt.

The Centre for Excellence in Home Building and Land Development toolkit, however, is filled with much different things — but things, nonetheless, that are needed to do the job right.

And that job is a lifelong one — a career.

STEPPING STONE TO INDUSTRY: This toolkit is filled with information about more than 40 careers in the home building industry — and the Centre for Excellence is hoping it will be a stepping-stone for anyone interested in a career in the industry.

The next step is to find out more detailed information about the various careers in professional home building from the new website, www.homebuilders4tomorrow.com, which has just been launched by the Centre.

"We know that students don't necessarily go to the Web to look for information; they go because they know the information is there," says Ben Kawaguchi, executive director of the Centre. "This gives them something hands-on to see and feel."

The kit is divided into three

sections describing the various sectors of career opportunities in an industry that represents more than \$9.3 billion to the Alberta economy. These include careers on the job site, in offices, and in sales and marketing.

MANY PATHS TO FOLLOW: "The industry is so diverse," says Bruce Hall, senior vice-president of Cedarglen Homes and a member of the board at the Centre. "It's not just about construction. There are so many different paths to take, from accounting, to bankers who specialize in real estate, to interior design. There are so many types of roles. It's a most dynamic industry, and most people have no real understanding of just how all-encompassing it is."

The kits will be distributed to high school career and employment centres in and around Calgary this fall.

"Some schools may be using the toolkits as teaching resources," says Kawaguchi. "We hope, then, that students will go to the website for more detailed information."

The kit is also a springboard for older adults who wish to change careers, or those with post-secondary education who may wish to expand their horizons in different fields. Hence, the presence of toolkits in employment centres. <<

The Centre for Excellence Toolkit contains all the information needed to explore a future in 40 careers related to the home building industry.



Industry leader

CHUCK STEPPER

FIRST JOB: When Chuck Stepper was a child, he spent many hours on job sites working for the company founded by his grandfather and now run by his father. He'd often be given odd jobs that seemed menial, but needed to be done.

"It was the last thing I wanted to do for a career," he says with a laugh. "So I went into automotive marketing at SAIT. I liked marketing because it applies to everything you do, but I soon switched because I realized I knew the most about home building, and that was where the best opportunity would be for me." The young SAIT graduate hasn't looked back since.

PRESENT: Marketing manager with Stepper Custom Homes

HIS ADVICE: "Be willing to start from the bottom and work your way up. That way, you'll be learning along the way."

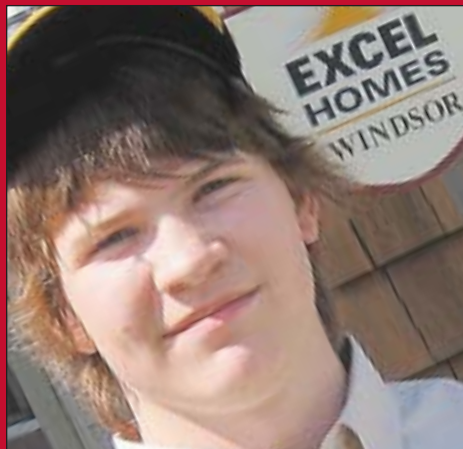
The industry is in need of people, "so look at the trades," he says. "It's definitely a worthwhile career path." <<

>>> **No. 6 reason to consider a career in the professional home building industry: Work independently or be part of a team. Some like to do it themselves. Others like to work together. Still others like both. The industry not only has many different careers; it also has many different ways of doing the job.**

CAREERS IN PROFESSIONAL HOME BUILDING & LAND DEVELOPMENT* is published by The Calgary Herald Special Projects Department in partnership with The Centre for Excellence in Home Building and Land Development
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PRODUCTION/DESIGN: Jennifer Worley **WRITING:** Marty Hope, Kathy McCormick, Alex Frazer-Harrison
PHOTOGRAPHY: Greg Bast, Kathy McCormick, Marty Hope, Adrienne Hartley, Nichole Stewart,
 Calgary Herald Archive



* SOME ASSEMBLY REQUIRED



chat room

NAME: Tyler Wilson

AGE: 17

SCHOOL: Van Horne High School

COMPANY YOU ARE WORKING FOR:

Excel Homes

TRADE: Getting an overview of home construction

HOW DID YOU FIND OUT ABOUT

THE PROGRAM: From a career counsellor at school.

WHY DID IT INTEREST YOU: It was a chance to learn more about the construction industry.

WHAT SKILLS ARE YOU LEARNING:

A bit of everything. Doing turnovers, preparing for the installation of carpets and flooring.

WHAT ARE YOU MOST ENJOYING:

I like working with my hands.

WHAT HAS BEEN THE BIGGEST

CHALLENGE: Not always being able to talk to people I'm working with (Tyler is hearing impaired). I can read lips, but sometimes I have to ask people to say things again. And staying safe — not being able to hear what's going on around me.

WHAT IS YOUR CAREER GOAL: Something in construction.

WHAT DO YOU THINK IS THE BIGGEST THING YOU'RE GETTING

OUT OF THE EXPERIENCE: Understanding what goes into building a house. I know a lot more about how it all works now.

WOULD YOU RECOMMEND THE

PROGRAM TO OTHERS: Yes, it's been wonderful.

WHAT ADVICE WOULD YOU OFFER

SOMEONE WHO IS CONSIDERING GOING INTO THE PROGRAM:

Just do it. <<

>>> **No. 7 reason to consider a career in the professional home building industry: Variety.** Within the same company you can be responsible for building new homes, business administration, managing sales or doing market research.

Get a job — and an education

It's going to be a while yet before Calgary's house building industry begins to see graduates of a unique high school curriculum process showing up at job sites.

Meanwhile, companies like Omega 2000 Cribbing Inc. are taking it upon themselves to bring on people willing to learn and better themselves by attaining journeyman qualifications for their trade.

Omega owner Dell Lloyd sits on the board of directors for the Centre for Excellence in Home Building and Land Development.

The centre has formed a partnership with the Calgary Board of Education and SAIT to establish career pathways, a structured approach to career planning and development in which secondary school students assess their interests, identify and explore potential careers, and begin to enter the industry.

"I think the industry is still two or three years away from seeing a substantial number of jobs coming from the pathways," he says from a jobsite in Lake Chestermere.

On the crew working on the foundation of a Pacesetter home, Lloyd has Ian Scoes, a journeyman carpenter, Matt Drimard, a



Dell Lloyd, owner of Omega 2000 Cribbing Inc., encourages his workers to get their journeyman carpentry tickets — and reimburses their tuition if they pass.

get a refund from me on their tuition."

O'Connor has always had an interest in carpentry and found out about the Registered Apprenticeship Program (RAP) while

Lloyd says the professional home building industry doesn't offer jobs anymore; they offer careers and benefits. And wages and benefits are continually improving — a

>>> **No. 8 reason to consider a career in the industry: Financial rewards.** Throughout the industry, pay scales reflect the demand for highly skilled workers. There is a ton of work out there for trade and technically-skilled workers, and will be for some time.

third-year apprentice in carpentry and Sean O'Connor, a 2004 graduate of Father Lacombe High School, who is in the first year of his carpentry apprenticeship.

"Of the 36 people I have in my crews, three are journeymen and six others are still taking their apprenticeship at SAIT," Lloyd says. "If my people get passing grades at SAIT, they

in junior high. He then pursued his chosen field when he got into senior high.

"As well as my regular classes, I worked on-site for one semester a year and all summer," he says, adding that he then received a scholarship to attend SAIT. "I go back to SAIT in October for two months as part of the RAP."

definite attraction for young people.

"The big challenge, though, is convincing parents there is a good future in this industry," says Lloyd, who has owned Omega for 22 years and has been a journeyman carpenter for 32. "Most parents want their kids to go to university, but the truth is university isn't for everyone." <<

>>> **No. 9** reason to consider a career in the professional home building industry: Your skills and talents are life skills ... they can be used at work or at home.

What job is right for you?



Development Manager



Safety Supervisor



Administrator



Roofer



Service Warranty Tech



Concrete Finisher



Designer



Surveyor

chat room

NAME: Dayle Burge

AGE: 15

SCHOOL: Centennial High School

COMPANY YOU ARE WORKING

FOR: Fenton Woodcraft/Beattie Homes

TRADE: Finishing carpentry

HOW DID YOU FIND OUT ABOUT

THE PROGRAM: From a guidance counsellor at school.

WHY DID IT INTEREST YOU: I enjoy carpentry, and I thought it would be a good experience.

WHAT SKILLS ARE YOU LEARNING:

How to use most of the tools, fitting door frames, how to put a baseboard around a door — lots of things I'd never done before.

WHAT ARE YOU MOST ENJOYING:

I get to come to work and hang out with people I really enjoy being with. It doesn't feel like a job — it feels like I'm just having fun.

WHAT HAS BEEN THE BIGGEST

CHALLENGE: Getting to work every morning.

WHAT IS YOUR CAREER GOAL:

Something along the lines of what I'm doing here.

WHAT DO YOU THINK IS THE BIGGEST THING YOU'RE GETTING

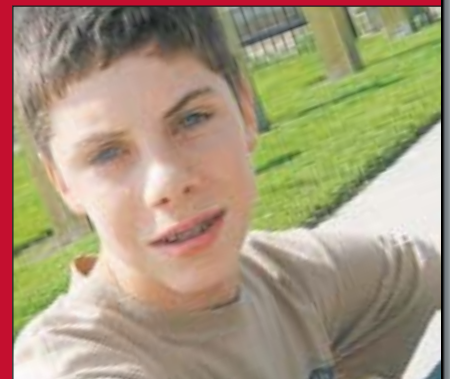
OUT OF THE PROGRAM: Experience, and making contacts. I've already got a job lined up for next summer.

WOULD YOU RECOMMEND THE

PROGRAM TO OTHERS: Yes, it's a really good program.

WHAT ADVICE WOULD YOU OFFER SOMEONE WHO IS CONSIDERING GOING INTO THE PROGRAM:

Know your tools. It can be intimidating the first time you're faced with something like a table saw. <<



>>> **No. 10** reason to consider a career in the industry: Career paths. In home building, you can still start at the bottom and work your way to the top! It's your choice.

>>> or ask your career counsellor for more information.

* SOME ASSEMBLY REQUIRED



Industry leaders

– how they got where they are



ABOVE PHOTOS FROM TOP:

1. From L-R: Bill Bobyk, Dianna Joseph, Don James, Dan Fenton, Dell Lloyd, Phil LaPrairie and Bonnie Ftichar.

2. John Olson, senior vice-president of Carma Developer's housing division.

3. L-R: Bryan, Tim and Brad Logel, Cardel Lifestyles.

JOHN OLSON

FIRST JOB: Framers.

PRESENT: Senior vice-president of Carma Developer's housing division, which includes Heartland and Hawthorne Homes.

ADVICE: I think everybody has a natural talent. Find out what you're good at and what you really like doing, then go for it. The rewards will come. It just takes time, so be patient, have a good positive attitude and a good work ethic.

DELL LLOYD

FIRST JOB: Carpenter for a Manitoba construction company.

PRESENT: Owner of Omega 2000 Cribbing Inc.

ADVICE: There's no end to where you can go in this industry if you want to, but get your ticket first. Become a professional, and if you want to become a business owner one day, take courses so you understand that end of it.

BONNIE FTICHAR

FIRST JOB: Owner of a renovation company.

PRESENT: Partner in Homes by Us with husband Tom.

ADVICE: Go where your heart is, but don't limit yourself. There are so many avenues, even in the building industry, so be well-rounded. You never know what might come up. Don't try a career that you don't like, or you'll be easily discouraged. Take business courses to ensure you understand that aspect of the work.

DAN FENTON

FIRST JOB: Framers.

PRESENT: Vice-president construction and operations at Excel Homes.

ADVICE: Definitely finish high school and then get a trade. I believe this is the future for jobs because of the shortage of skilled trades. The growth potential is huge.

DON JAMES

FIRST JOB: Worked summers as a carpenter while attending university.

PRESENT: President of Jameswood Contracting Ltd.

ADVICE: Have a broad range of experience behind you. The residential construction industry isn't a get-rich-quick business, if you keep your head down and concentrate on a particular aspect of the industry that you like, you'll do well, particularly in the trades because of the shortages today.

DIANA JOSEPH

FIRST JOB: Decorated a show home within 24 hours for her brother, Jay Westman.

PRESENT: President of Wen-Di Interiors which has four locations in Alberta and employs approximately 50 full-time staff.

ADVICE: Post-secondary education is important. You've got to love something to have it as a career. You need to be a very, very good at listening. You need good organizational skills, and you'll need math skills. Running, operating, and growing your business is the more difficult part so you need the education to help.

TIM LOGEL

FIRST JOB: Real estate sales agent.

PRESENT: Heads up Cardel Lifestyles, the multi-family wing of the Cardel Group of Companies.

ADVICE: "If you can further your education, do it at the beginning of your career when you don't have the financial responsibilities and commitments you have later on. It's so much easier and such a great opportunity."

BILL BOBYK

FIRST JOB: Worked for a small company learning all aspects of the business.

PRESENT: General manager of the Sterling Group, which includes Sterling Homes, Pacesetter Homes, and Outback Homes.

ADVICE: Learn as much as you can about the industry from different angles. Don't limit yourself or you may limit your chances for advancement. By taking different positions, your value as an employee increases immensely. And carry a good attitude and be willing to pitch in to help.

PHIL LAPRAIRIE

FIRST JOB: Started as a labourer.

PRESENT: Manager of the residential sector of Arpi's Industries Canada Ltd.

ADVICE: Wherever you go in the industry, there are so many different paths you can take if you're determined and willing to work. Have a good work ethic, a good attitude and a clean driving record. That will get you just about anywhere in a trade. Then you can be a journeyman in four years and be earning upwards of \$40,000 a year. <<