



The More you Learn, The More you EARN!

NAHB Designation Q & A

Don Dyrness
CGB, GMP

*Spectrum Construction &
Development, Co.*



Don is the third generation of the Dyrness family to be involved in the construction industry. He is President of Spectrum Construction & Development Co., Inc. which he began with his father, Dan Dyrness, in 1989. Spectrum specializes in designing and building custom single family homes, major additions/renovations and light commercial

projects. They have earned top honors from the CBRANJ Awards of Excellence for the past 21 years.

A life-long resident of Succasunna, New Jersey, Don is a Roxbury High School graduate and has a degree in Chemical Engineering from the University of Rhode Island. He is an active member of the NAHB's Builder 20 Club, a nationwide group of custom home builders and has earned both the NAHB's Certified Graduate Builder (CGB) and the Certified Green Professional (CGP) designation. He has been awarded the Business Person of the Year Award from the Roxbury Area Chamber of Commerce and the Morris County Chamber of Commerce. In addition to being an Eagle Scout, Don is the Committee Chairman for Boy Scout Troop #163. He is a member of the First Presbyterian Church of Succasunna and has served as President of the Roxbury Area Chamber of Commerce.

Questions asked by

Philip A. Calinda, Jr.

CGP, CGR, CAPS, GMB, CGB, CAASH

Millennium Custom Homes LLC

CBRA Education Committee Chairman

1. What prompted you to get the CGB, CGP and GMB designations?

In the past few years I have received both the Certified Graduate Builder CGB and the Certified Green Professional CGP designations. My reasons for earning these was to further develop my professional expertise and in the process give my company, Spectrum Construction and Development Co. Inc., an edge in the changing residential design/build housing market.

2. How has having all of your designations benefited your career?

Earning the CGB and CGP designations and participating in programs offered by the CBRANJ and NAHB like Builder 20, symposiums and trade shows helps me to continually develop my professional skills and ultimately produce better custom homes and addition/renovations. It sets me and my company apart from other builders. At the time I earned the Certified Green Professional designation, I was one of only nine professional building contractors in New Jersey and one of only 1500 nationwide who had attained the CGP

3. Was it difficult to find time to complete the course work?

It's very easy to get caught up in the day to day activities of running a construction company and not make time to focus on the big picture, the future of our business. It took some extra effort on my part to put aside the time to complete the all course requirements. And now the challenge is to stay ahead of the curve by continuing to take advantage of the educational opportunities offered by the CBRANJ and the NAHB. I also need to make time for completing an additional six hours of training annually to maintain my CGB status.

4. How do you publicize or market your designations?

I include the designation and logos in all my correspondence - letters and e-mails. It's also prominently displayed on all our promotional material as well as Spectrum's website and Facebook page. We include them in our press releases and they have given me an opportunity to present myself to the media as the "go to" expert. For example, I've been interviewed by The Star-Ledger and Sparta Independent on the topic of Green Building technology.

5. In what ways do you think having your designations have helped you in the current housing market?

In today's highly competitive environment, it is more important than ever to establish yourself as the expert in your field. With all the information available to consumers at the click of a mouse, I need to be able to provide more answers, bring more knowledge to the table than what they will find on the internet. The CGB and CGP do that and more. In the minds of customers they add professional credibility. They show that that we are committed to learning about the latest trends in our industry and have been recognized for being one step ahead and perhaps a little better than the rest.

6. Do you plan to get any more designations? Which one?

Yes, definitely, the Certified Aging in Place Specialist (CAPS) Designation. We have seen a tremendous increase in the number of multi-generational addition/renovations projects aimed at accommodating older parents or grandparents in the family home. There is also a demand for new homes and renovations that make residences more functional and accessible so owners can remain in their homes as they age, or at least as long as possible. Last spring, we hosted a seminar series called "Where Will Mom and Dad Live" for families who are considering this lifestyle change. We also put together a "Dream Team for Seniors", professionals who will assist families through this transition. Just recently, I was interviewed on the radio and cable television on this very subject. The CAPS designation is definitely in my plans for the future. I just have to find - make the time to do it!

A special thanks to CBRA for their dedication to all the members to further their education. Their extra work makes it so much easier for us.