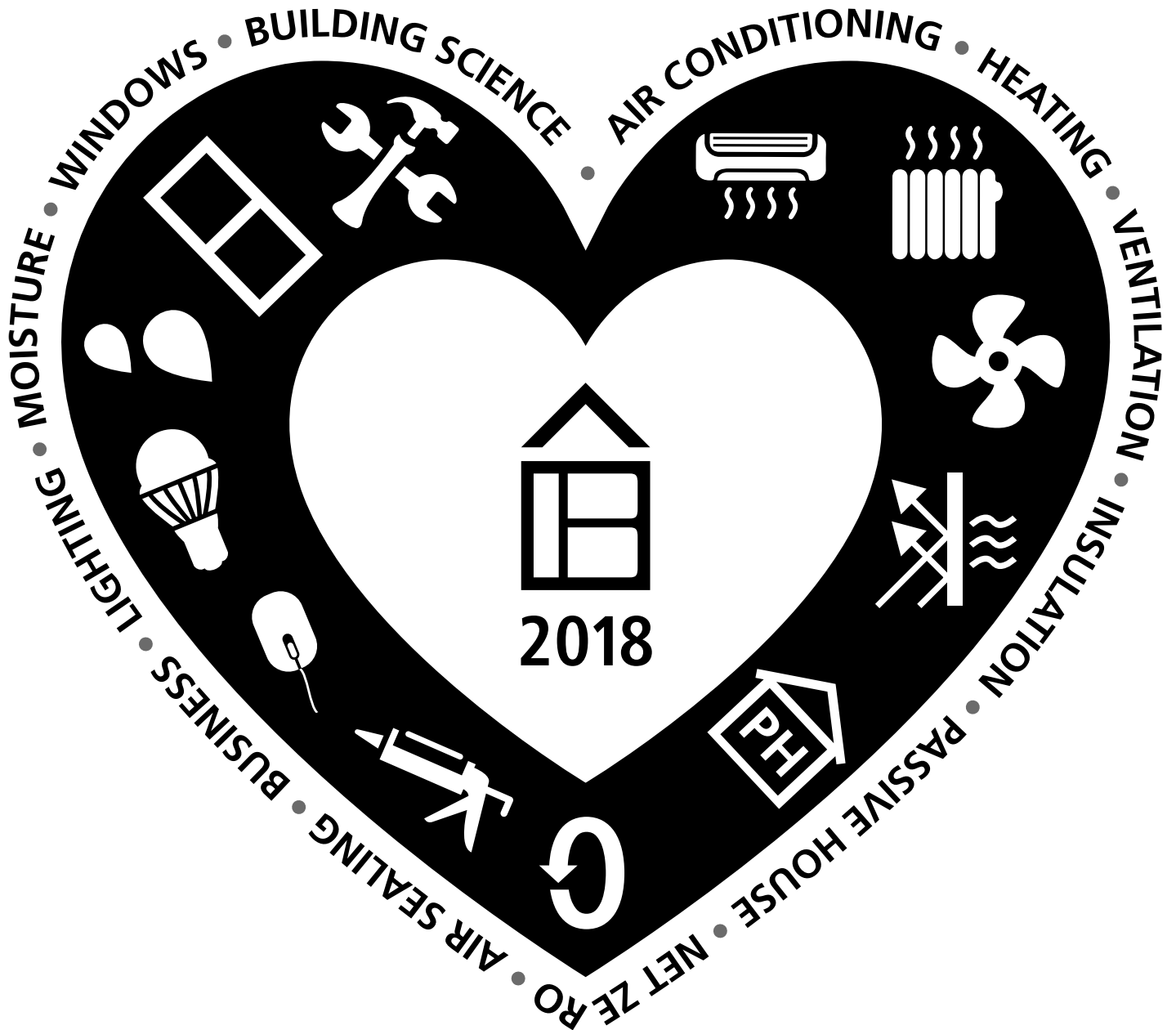




**2018 CONFERENCE**  
February 14–16, Wisconsin Dells

POWERED BY



We ♥ that you're here!

## CONFERENCE INFO AT YOUR FINGER TIPS



Find the most up-to-date conference information through your smart phone. Check it out at [b4wi2018.sched.org/mobile](http://b4wi2018.sched.org/mobile).

## GENERAL INFORMATION

**EMERGENCIES:** In the event of an emergency, dial 0 on the nearest house phone.

**CELL PHONES AND MOBILE DEVICES:** In consideration of speakers and attendees, please silence your cellular phone or mobile device before entering each session.

**NAME BADGES:** Attendees must wear name badges for admission to all conference functions. If you lose your name badge, please visit the registration desk.

## CREDIT INFORMATION

For those seeking credits, make sure to pick up a CEU attendance verification form at the registration desk to complete as you attend sessions throughout the conference. At the end of the conference please return your credit form to the registration desk. If you submit a credit form, we will send a course completion certificate to you by email following the conference. For those applicable (AIA, BPI, GBCI, NATE and WI-DSPS), credits will be submitted on your behalf.

*Please note:* Not all sessions are approved for all credits. In order to receive the maximum amount of credits, you must attend sessions that have been approved for those credits.

**AIA:** You can receive a maximum of 7.5 LUs for attending the core conference.

**ASHI:** You can receive a maximum of 6 CECs for attending the core conference.

**BPI:** You can receive a maximum of 7.5 CEUs for attending the core conference.

## WEDNESDAY, FEBRUARY 14 • PRE-CONFERENCE ACTIVITIES

- 7 am–7 pm **REGISTRATION** • Convention Center Lobby
- 8 am–4:30 pm **HIGH-PERFORMANCE MECHANICAL SYSTEMS FOR HOUSES THAT WORK** *presented by Gord Cooke, Construction Instruction Inc.* • Aralia/Marula  
**SESSION PARTNER EEBA**  
**SPONSORED BY LENNOX AND PANASONIC VENTILATION**
- 8 am–5 pm **SCORE NEW REVENUE OPPORTUNITIES—HOME ENERGY SCORE TRAINING/WORKSHOP** *presented by Focus on Energy staff* • Wisteria  
**SPONSORED BY FOCUS ON ENERGY**
- 10 am–1 pm **FOCUS ON ENERGY NEW HOMES PROGRAM CONSULTANT QUARTERLY MEETING** • Cypress
- 1–5 pm **TOPNOTCH BUILDING PRODUCTS: EXPERTS SHARE PICKS** *presented by Steven Baczek, Steven Baczek Architect and Peter Yost, BuildingGreen, Inc.* • Tamboti/Aloeswood
- 2–5:30 pm **FOCUS ON ENERGY HOME PERFORMANCE WITH ENERGY STAR® MEETING** • Ballroom B/G
- 3–7 pm **BOOTH INSTALLATION/TABLETOP EXHIBIT INSTALLATION** • Expo/Convention Center Lobby
- 5:30–7 pm **NEW HOMES/HOME PERFORMANCE WITH ENERGY STAR® TRADE ALLY NETWORK RECEPTION** • Ballroom B/G

## THURSDAY, FEBRUARY 15

- 7–8:30 am **CONTINENTAL BREAKFAST/EXPO/NETWORKING** • Expo
- 7 am–6:30 pm **EXPO OPEN** • Expo
- 7 am–6:30 pm **REGISTRATION** • Convention Center Lobby
- 8:30–10 am **OPENING GENERAL SESSION** • Ballroom (*doors open at 8 am*) (*see page 6 for details*)  
**SPONSORED BY XCEL ENERGY**
- 10–10:30 am **NETWORKING BREAK/EXPO** • Expo  
**SPONSORED BY WISCONSIN PUBLIC SERVICE CORPORATION**
- 10:30–11:45 am **A SESSIONS**
- 11:45 am–1:30 pm **LUNCH/EXPO/NETWORKING** • Expo  
**SPONSORED BY WE ENERGIES**
- 1:30–2:45 pm **B SESSIONS**
- 2:45–3:15 pm **NETWORKING BREAK/EXPO** • Expo
- 3:15–4:30 pm **C SESSIONS**
- 4:30–6:30 pm **BETTER BEER: BETTER BRATS RECEPTION** • Expo  
**SPONSORED BY EFI, THE ENERGY CONSERVATORY AND CENTRAL WATERS BREWING COMPANY**
- 6:30–9 pm **GAME NIGHT** • Ballroom B  
**SPONSORED BY CENTRAL WATERS BREWING COMPANY**

## FRIDAY, FEBRUARY 16

7–8:30 am	<b>CONTINENTAL BREAKFAST/EXPO/NETWORKING</b> • Expo
7 am–12:45 pm	<b>EXPO OPEN</b> • Expo
7 am–3:45 pm	<b>REGISTRATION</b> • Convention Center Lobby
8:30–9:45 am	<b>D SESSIONS</b>
9:45–10:15 am	<b>NETWORKING BREAK/EXPO</b> • Expo SPONSORED BY CLEARRESULT
10:15–11:30 am	<b>E SESSIONS</b>
11:30 am–12:45 pm	<b>LUNCH/EXPO/NETWORKING</b> • Expo SPONSORED BY ALLIANT ENERGY
12:45–2 pm	<b>F SESSIONS</b>
12:45–3:45 pm	<b>BOOTH/TABLETOP EXHIBIT TEAR DOWN</b> • Expo/Convention Center Lobby
2–2:30 pm	<b>NETWORKING BREAK</b> • Ballroom A/H
2:30–3:45 pm	<b>NEW! CLOSING PLENARY—PIONEERS IN THE HEARTLAND</b> • Ballroom A/H (see page 15 for details)

## CREDIT INFORMATION CONTINUED

**GBCI:** You can receive a maximum of 6 CEHs for attending the core conference.

**IACET:** You can receive a maximum of 0.6 CEUs for attending the core conference.

**NAHB:** You can receive a maximum of 6 hours of continuing education credit for the following NAHB professional designations: CAPS, CGA, CGB, CGP, CGR, GMB, GMR, Master CGP, CSP, Master CSP, CMP and MIRM for attending the full conference (pre and core conference).

**NARI:** You can receive a maximum of 7.5 CEUs for attending the core conference.

**NATE:** You can receive a maximum of 6.25 CEHs for attending the core conference.

**RESNET:** You can receive a maximum of 7.5 PD credits for attending the core conference. In order to obtain credit, you must pass a quiz for each RESNET approved session attended (you cannot receive credit for sessions you don't attend). Quiz links will be available at the conference and will be emailed after the conference.

**RESNET credits sponsored by WECC**

**WI-DSPS:** You can receive a maximum of 6 CEUs for Dwelling Contractor Qualifier Certification, 6 CEUs for UDC-Construction Inspector Certification, and 4 for UDC-HVAC Inspector Certification for attending the core conference.

Certified GreenHome Professionals will also receive credits if they attend sessions that offer AIA (HSW), RESNET or BPI credits (and possibly others, as well).

## CHECK IT OUT

**BOOK SIGNING**—Meet conference presenters **Thomas Feiza**, Mr. Fix-It Inc. and **Dave Molenda**, Positive Polarity in the Expo from 4:30–5:30 pm Thursday. Thomas will sign "How to operate your home" and "Home systems illustrated." Dave will sign "Growing on purpose." Books will be on hand for purchase.

**PLACE YOUR BIDS**—Check out the silent auction at **booth 8** and place your bids by 6 pm Thursday. All proceeds go to the legacy scholarship which supports the growth and development of the conference by increasing its capacity to make the event accessible to a larger number of participants. Winners will be posted during the Better Beer: Better Brats reception on Thursday.



**JOB BOARD**—**Job seekers** stop by NARI Madison's job board located near registration to take a peek at positions available and submit your resume and/or contact information for consideration. **Hiring companies** stop by to post available positions within your company. NARI membership is not required, all conference attendees are encouraged to participate. **SPONSORED BY NARI MADISON CHAPTER**

**GAME NIGHT**—Grab your lucky ping pong paddle (or use those provided) and socialize with fellow conference gamers after the Better Beer: Better Brats reception in Ballroom B. Bean bag toss, euchre tables and more available. *Light snacks and beverages provided.*



## SESSIONS SCHEDULE THURSDAY, FEBRUARY 15

	BETTER BUSINESS		BETTER BUILDINGS		
<b>A</b> SESSIONS  10:30 to 11:45 am	<b>Growing on purpose</b> DAVE MOLENDNA, Positive Polarity, LLC	<b>How to drive results through a culture of accountability</b> JASON FORREST and MARY MARSHALL, Forrest Performance Group	<b>Waterproofing existing basements from the inside</b> PETER YOST, BuildingGreen, Inc. <b>MASTER SPEAKER</b>	<b>Understanding roof system resiliency</b> JAMES KIRBY, GAF	
	WISTERIA	MANGROVE	TAMBOTI / ALOESWOOD ■	CYPRESS	
<b>B</b> SESSIONS  1:30 to 2:45 pm	<b>Getting higher value for high-performance homes</b> JASON LA FLEUR, Eco Achievers	<b>How to become a leader/owner who creates fast growth</b> JASON FORREST and MARY MARSHALL, Forrest Performance Group	<b>The gravity of gravity: water management success</b> STEVEN BACZEK, Steven Baczek Architect	<b>Primary barrier systems: residential versus commercial</b> JOHN BERGMAN, dbIHMS	<b>Improving the performance of concrete flooring</b> JEFF SCOTT, Artisan Design and Finishing
	WISTERIA	MANGROVE	TAMBOTI / ALOESWOOD	CYPRESS	CROWN PALM
<b>C</b> SESSIONS  3:15 to 4:30 pm	<b>Digital marketing: five tactics for performance building contractors</b> PETER TROAST, Energy Circle	<b>Drive profits with increased conversion rates</b> JASON FORREST and MARY MARSHALL, Forrest Performance Group <b>MASTER SPEAKER</b>	<b>Veteran wingnuts! More PSA tape testing</b> PETER YOST, Buildinggreen, Inc.	<b>The OA Awesome House: a case study</b> MICHAEL ANSCHEL, Otogawa-Anschel Design Build	<b>Air sealing difficult framing structures and inaccessible spaces</b> KEITH WILLIAMS, Focus on Energy
	WISTERIA	ARALIA / MARULA	TAMBOTI / ALOESWOOD	MANGROVE	CROWN PALM

## SESSIONS SCHEDULE FRIDAY, FEBRUARY 16

	BETTER BUSINESS		BETTER BUILDINGS		
<b>D</b> SESSIONS  8:30 to 9:45 am	<b>Estimating and job costing for profit</b> MARK ETRHEIM, Mastercraft Homes, Inc.	<b>Leverage social media to increase leads</b> MARY MARSHALL, Forrest Performance Group	<b>The dollars behind the drive for net zero</b> STEVEN BACZEK, Steven Baczek Architect	<b>Moisture and thermal management with continuous insulation</b> BRIAN SHORES, Huber Engineered Woods	
	WISTERIA	MANGROVE	TAMBOTI / ALOESWOOD	CYPRESS	
<b>E</b> SESSIONS  10:15 to 11:30 am	<b>Building a strategy for your small business</b> REBECCA NIEMEYER RENS, Rens Concrete, Inc.	<b>Your website as a business asset</b> BEN LINDBERG, Lion Tree Group	<b>Building science puzzles in large buildings</b> PETER YOST, BuildingGreen, Inc.	<b>Insulating concrete forms for residential construction</b> MANNY UMPIERRE, AMC Foam Technologies Inc. / Logix Insulated Concrete Forms and SAM BONTRAGER, Building Foundry	
	WISTERIA	MANGROVE	TAMBOTI / ALOESWOOD	CYPRESS	
<b>F</b> SESSIONS  12:45 to 2 pm	<b>Addressing the labor shortage epidemic</b> JASON BLENKER, Blenker Building Systems	<b>The buyer-seller dance</b> WAYNE DEHN, 3D Sandler Training	<b>The next steps on the performance ladder</b> STEVEN BACZEK, Steven Baczek Architect <b>MASTER SPEAKER</b>	<b>High-performance enclosures: is the cavity-insulated 2x6 wall dead?</b> PAT HUELTMAN, University of Minnesota	<b>Infrared and weatherization building clinic</b> JAY BOWEN, Bowen & Associates, LLC
	WISTERIA	MANGROVE	ARALIA / MARULA	CYPRESS	BANYAN

**NEW! Closing Plenary—Pioneers In The Heartland • 2:30 to 3:45 pm**

■ Session will be recorded and available following the conference. Watch your email for notification related to its availability.

## THURSDAY, FEBRUARY 15 SESSIONS SCHEDULE

CONSTRUCTION INDUSTRY TRENDS	HVAC	MOISTURE AND INDOOR AIR QUALITY	WEATHERIZATION	DEMONSTRATIONS	
<b>Energy modeling for a net zero tiny house</b> DAVID KINYON, Kinyon Construction and JOHN STEPHANY, Madison Area Technical College  CROWN PALM	<b>Mechanical systems for high-performance enclosures</b> PAT HUELMAN, University of Minnesota  GUAVA	<b>Mold: how, why and so what?</b> MAC PEARCE, Consultant  PORTIA	<b>Working with affordable housing programs</b> AMY KLUSMEIER, Division of Energy, Housing and Community Resources and panel (see page 7 for details)  TAMARIND	<b>High-performance walls and exterior insulation</b> GORD COOKE, Construction Instruction Inc.  ARAIA / MARULA ----- <b>Residential design with structural insulated panels</b> JONATHAN GOLZ, Enercept, Inc. and Golz Enterprises  EXPO	<b>A</b> SESSIONS  10:30 to 11:45 am
<b>Advancements in window and wall technology</b> ROSS DEPAOLA, Integrated Energy Services / WESTLab and JOE NAGAN, Home Building Technology Services <b>MASTER SPEAKER</b> ARAIA / MARULA ■◀	<b>Balanced ventilation: what works for design and performance</b> MIKE WILSON, Dakota Supply Group  GUAVA	<b>Water intrusion into buildings</b> THOMAS FEIZA, Mr. Fix-It, Inc.  PORTIA	<b>Optimizing boilers for efficiency and performance</b> PAUL LEBRECK, Northeast Wisconsin Community Action Program and ROBERT PARKHURST, WECC  TAMARIND	<b>Foundation strategies</b> GORD COOKE, Construction Instruction Inc.  BALLROOM A / H	<b>B</b> SESSIONS  1:30 to 2:45 pm
<b>Energy efficient lighting for a healthy environment</b> TAMARA SONDERGROTH, Emphasis on Energy  PORTIA	<b>Ducted mini splits applications and performance</b> MIKE WILSON, Dakota Supply Group  GUAVA ■◀	<b>How to detect and reduce moisture in slabs during construction</b> CASSIDY KUCHENBECKER, Environmental Initiatives of North America, Inc.  CYPRESS	<b>Sizing heating systems in existing homes</b> JOE NAGAN, Home Building Technology Services and ROBERT PARKHURST, WECC  TAMARIND	<b>Roof system designs</b> GORD COOKE, Construction Instruction Inc.  BALLROOM A / H	<b>C</b> SESSIONS  3:15 to 4:30 pm

## FRIDAY, FEBRUARY 16 SESSIONS SCHEDULE

CONSTRUCTION INDUSTRY TRENDS	BETTER BUSINESS	MOISTURE AND INDOOR AIR QUALITY	WEATHERIZATION	DEMONSTRATIONS	
<b>Resilient building solutions for a changing climate</b> TONY HOLUB, Farr Associates and CONNOR JANSEN, Seventhwave  PORTIA	<b>The healthy homes market opportunity</b> PETER TROAST, Energy Circle <b>MASTER SPEAKER</b>	<b>Moisture in the building envelope. Whose problem is it?</b> MARK PARLEE, The Building Consultant  GUAVA	<b>Forced air heating systems operation and self-diagnostics</b> ADRIAN SCOTT, WECC  TAMARIND	<b>Residential design with structural insulated panels (repeat)</b> JONATHAN GOLZ, Enercept, Inc. and Golz Enterprises  EXPO	<b>D</b> SESSIONS  8:30 to 9:45 am
<b>Solar for homes in Wisconsin</b> TYLER HUEBNER, RENEW Wisconsin  PORTIA	<b>How to turn adversity into opportunity</b> MICHAEL ANSHEL, Otagawa-Anschel Design Build <b>MASTER SPEAKER</b>	<b>Managing moisture in residential construction</b> MIKE HOIUM, Hallmark Building Supplies Inc  GUAVA	<b>Developing work orders that meet multiple expectations</b> ROBERT PARKHURST, WECC and BEN TAYLOR, Southwest Wisconsin Community Action Program  TAMARIND		<b>E</b> SESSIONS  10:15 to 11:30 am
<b>Zero energy trends and market insight</b> SHILPA SANKARAN, Net-Zero Energy Coalition; ANTHONY AEBI, Greenhill Contracting Inc.; and MATT NEUMANN, Neumann Companies Inc.  PORTIA	<b>The future of residential new construction in Wisconsin</b> ANDY KUC, WECC  GUAVA	<b>Mold: a building science approach</b> MAC PEARCE, Consultant  TAMBOTI / ALOESWOOD	<b>Zone pressure diagnostics primer</b> CORY CHOVANEC, WECC  TAMARIND		<b>F</b> SESSIONS  12:45 to 2 pm

**Michael Anschel, Otagawa-Anschel Design Build and panel (see page 15 for details) • Ballroom A / H**

# SESSION DESCRIPTIONS

## GENERAL SESSION

Thursday, February 15 pm, 8:30–10 am  
(Doors open at 8 am)

What does success in life and business look like today?

LOCATION: **BALLROOM A/H**  
PRESENTED BY: **MICHAEL ANSCHEL, OTOGAWA-ANSCHER DESIGN BUILD**

This is the primary question Michael will address during his keynote. This inspirational and data driven talk looks at our industry, trends and human behavior to impart some fascinating insights that will be sure to leave you with plenty to think about. *Warning: outdated ways of thinking will be exposed and poked fun at.*

**SPONSORED BY XCEL ENERGY**

Also featured during the general session

WELCOME/OPENING REMARKS: **MARGE ANDERSON, SEVENTHWAVE; GREG SCHAFFER, WISCONSIN BUILDERS FOUNDATION; AND JASON BLENKER, BLENKER BUILDING SYSTEMS**  
KEYNOTE INTRODUCTION: **LORI DRILLING, XCEL ENERGY**  
EDUCATOR OF THE YEAR INTRO: **TIM O'BRIEN, TIM O'BRIEN HOMES**  
EDUCATOR OF THE YEAR RECIPIENT: **STEVEN OLSON, OCONOMOWOC AREA SCHOOL DISTRICT**

## A SESSIONS

Thursday, February 15, 10:30–11:45 am

### BETTER BUSINESS

Growing on purpose

LOCATION: **WISTERIA**  
PRESENTED BY: **DAVE MOLENDIA, POSITIVE POLARITY, LLC**  
CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

In this fast-paced executive briefing, Dave shows you how to combine team strength and positive customer experiences to achieve a fully engaged business and increase profits. This is a practical and relevant session that can be implemented in your business immediately.

### BETTER BUSINESS

How to drive results through a culture of accountability

LOCATION: **MANGROVE**  
PRESENTED BY: **JASON FORREST AND MARY MARSHALL, FORREST PERFORMANCE GROUP**  
CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

The most profitable companies are the ones in which every single employee has an ownership mindset. Learn how to show each employee that their effort makes a difference and teach them to think and act the way the owner does. This will create a culture where employees hold themselves accountable.

**SPONSORED BY BLENKER BUILDING SYSTEMS**

### BETTER BUILDINGS

Waterproofing existing basements from the inside

LOCATION: **TAMBOTI/ALOESWOOD**  
PRESENTED BY: **PETER YOST, BUILDINGGREEN, INC.**  
CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

For years, the question of waterproofing from the inside has dogged Peter. He kept hearing about all sorts of coatings that could "negative-side" waterproof, but didn't know how to compare the anecdotes to building science. In this session, Peter will help you cut through the hype and the misdirection of standardized testing and figure out what works, what doesn't and why. Bring in your own favorite waterproofing product: we will see if it stands up to the Wingnut Water Test!

*This session will be recorded and available following the conference. Watch your email for notification related to its availability.*

MASTER SPEAKER

### BETTER BUILDINGS

Understanding roof system resiliency

LOCATION: **CYPRESS**  
PRESENTED BY: **JAMES KIRBY, GAF**  
CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Architects, building owners, policymakers and others are talking about the need for resilient buildings that are designed to withstand significant weather events and continue to function after. A significant component of a resilient building is unquestionably the roof system. Protecting a building from everyday weather events is a priority, but new policies are mandating—and owners are starting to demand—resilient roofs and buildings. We will discuss how to design new and upgrade existing roofs to be resilient. Resilient design and enhancements to existing roofs can translate into an improved bottom line.

### CONSTRUCTION INDUSTRY TRENDS

Energy modeling for a net zero tiny house

LOCATION: **CROWN PALM**  
PRESENTED BY: **DAVID KINYON, KINYON CONSTRUCTION AND JOHN STEPHANY, MADISON AREA TECHNICAL COLLEGE**  
CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

This session will look at the challenges of building a tiny house with an energy target of net zero. We will review developer and architect design constraints; identify building practice choices based on solid building science and energy modeling; and share approximate costs.

# SESSION DESCRIPTIONS

## HVAC

### Mechanical systems for high-performance enclosures

LOCATION: **GUAVA**

PRESENTED BY: **PAT HUELMAN, UNIVERSITY OF MINNESOTA**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, 1 CEU TOWARDS UDC-HVAC INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, NATE 1.25 CEHS, RESNET 1.25 PD CREDITS**

High-performance enclosures have significantly changed the demands on mechanical systems. We will begin with a review of the shortcomings of current systems. Then move into the critical components needed to deliver superior, consistent and persistent comfort; efficiency; durability; and indoor environmental quality. Finally, we will zero in on the design and delivery of systems-based, best-practice solutions for heating, cooling, dehumidification, filtration, ventilation, hot water and make-up air for high-performance zero energy ready homes.

## MOISTURE AND INDOOR AIR QUALITY

### Mold: how, why and so what?

LOCATION: **PORTIA**

PRESENTED BY: **MAC PEARCE, CONSULTANT**

CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

A proper response to either preventing or resolving mold issues in the built environment requires an understanding of what mold is and how it grows. Health concerns about mold have spawned legions of newly minted mold experts who use misinformation to create waves of consumer panic, wasting lots of time and money. Attend this session to get the low down on mold, health and indoor air quality.

## WEATHERIZATION

### Working with affordable housing programs

LOCATION: **TAMARIND**

PRESENTED BY: **AMY KLUSMEIER, DIVISION OF ENERGY, HOUSING AND COMMUNITY RESOURCES; PHYLLIS NOVINSKIE, SOUTHWESTERN WISCONSIN COMMUNITY ACTION PROGRAM; TIM MATHER, WEST CENTRAL WISCONSIN COMMUNITY ACTION PROGRAM; AND PATRICK LARKIN, LA CASA DE ESPERANZA**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Contractors wanted! The Wisconsin Division of Energy, Housing and Community Resources administers publicly-funded programs including Home Energy Plus, Community Development Block Grant and Homebuyer and Rehabilitation Program. Local program providers are seeking qualified contractors to perform residential energy efficiency retrofits and home repair work. Hear current program managers' experiences bidding and working with state and federally-funded programs. DEHCR staff will be on-hand to provide an overview of programs, demystify the procurement process and answer questions about how you can submit bids.

Attend this session to learn how your business can earn a share of this rewarding work.

**SPONSORED BY DIVISION OF ENERGY, HOUSING AND COMMUNITY RESOURCES**

## DEMONSTRATIONS

### High-performance walls and exterior insulation

LOCATION: **ARALIA/MARULA**

PRESENTED BY: **GORD COOKE, CONSTRUCTION INSTRUCTION INC.**

CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CEC HOUR, BPI 1.25 CEUS, DSPS 1 DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, NATE 1.25 CEHS, RESNET 1.25 PD CREDITS**

During this session, we will outline the ever increasing challenges presented by changes to building codes and energy programs. We will discuss material and design choices and consumer expectations in creating high-performance buildings. We will focus on the science behind making walls more durable, safer and more energy efficient by utilizing exterior insulation without compromising cost effectiveness and buildability.

**SPONSORED BY HALLMARK BUILDING SUPPLIES, INC.**

## DEMONSTRATIONS

### Residential design with structural insulated panels

LOCATION: **EXPO**

PRESENTED BY: **JONATHAN GOLZ, ENERCEPT, INC. AND GOLZ ENTERPRISES**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Learn the benefits of designing with structural insulated panels (SIPs) for residential applications. Builders, contractors and designers will gain a better understanding of application, assembly and detailing to properly use SIPs for optimal energy efficiency and durability. We will use case studies and share design strategies to give you a better understanding of designing and building with SIPs to current industry standards. *(This session will be repeated on Friday, February 16 from 8:30-9:45 am.)*

**SPONSORED BY ENERCEPT, INC.**

## B SESSIONS

Thursday, February 15, 1:30–2:45 pm

### BETTER BUSINESS

#### Getting higher value for high-performance homes

LOCATION: **WISTERIA**

PRESENTED BY: **JASON LA FLEUR, ECO ACHIEVERS**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

If you've ever been frustrated by the valuation of energy efficient and green real estate, this session is for you. How do real estate appraisers assign value to important energy efficient improvements? This session highlights how energy professionals play an integral role in identifying and quantifying home

# SESSION DESCRIPTIONS

performance. Learn about the tools appraisers use, including the Appraisal Institute's Green and Energy Efficient Addendum (May 2017). Attendees will leave with the resources to support builders and homebuyers through appraisal challenges that can increase borrowing power based on the value of high-performance improvements.

## *BETTER BUSINESS*

How to become a leader/owner who creates fast growth

LOCATION: **MANGROVE**

PRESENTED BY: **JASON FORREST AND MARY MARSHALL, FORREST PERFORMANCE GROUP**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Fast growth is directly correlated to the focus and productivity of a company's employees. As a leader, learn how to keep yourself laser focused and how to stop being the "Chief Distraction Officer" of your organization. You will learn the one thing each employee should be doing, so your coaching doesn't distract them but rather keeps them focused on revenue producing activities.

**SPONSORED BY BLENKER BUILDING SYSTEMS**

## *BETTER BUILDINGS*

The gravity of gravity: water management success

LOCATION: **TAMBOTI/ALOESWOOD**

PRESENTED BY: **STEVEN BACZEK, STEVEN BACZEK ARCHITECT**

CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

Mother Nature can be harsh and relentless. She rains down on us and as a response we build shelters. Our shelters need to successfully protect us from what Mother Nature throws at us. Proper water management is the number one priority for our homes. Discuss how to keep Mother Nature at bay. She is a formidable opponent and we need solid strategies implemented successfully. We will discuss just that—good ideas and good ideas installed well.

## *BETTER BUILDINGS*

Primary barrier systems: residential versus commercial

LOCATION: **CYPRESS**

PRESENTED BY: **JOHN BERGMAN, DBJHMS**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

The programming, operation, materials and means of constructing residential facilities is different than commercial facilities, and the materials that makeup the primary barriers are often different. This session is designed to simplify the primary barriers into three categories (air, thermal and weather barriers) and discuss the similarities. Once this is accomplished, it becomes clear that the

skills required to analyze these systems translates between both types of facilities, which broadens the base of potential projects, clients, scope and revenue. The analysis of various cladding systems, anchoring mechanisms, air barriers and insulation systems will be discussed.

## *BETTER BUILDINGS*

Improving the performance of concrete flooring

LOCATION: **CROWN PALM**

PRESENTED BY: **JEFF SCOTT, ARTISAN DESIGN AND FINISHING**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

This session will address the need for sealing concrete and the different methods and products used to achieve a properly sealed surface. We'll discuss the ways a concrete surface can be negatively impacted; identify performance needs for different environments; and talk about the methods used to assess qualities of cured concrete. We'll use samples of concrete treated with several types of sealers to show their resistance to staining and deterioration when they come in contact with different solutions.

## *CONSTRUCTION INDUSTRY TRENDS*

Advancements in window and wall technology

LOCATION: **ARALIA/MARULA**

PRESENTED BY: **ROSS DEPAOLA, INTEGRATED ENERGY SERVICES /**

**WESTLAB AND JOE NAGAN, HOME BUILDING TECHNOLOGY SERVICES**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, NATE 1.25 CEHS, RESNET 1.25 PD CREDITS**

Windows are one of the most important features of a building envelope, allowing us to maintain a connection with the outdoors while we remain comfortable and safe indoors. The window industry has been challenged to deliver see-through products that provide energy efficiency, occupant comfort, safety, beauty and low maintenance. This session will explore the elements of window design for energy performance and look at advancements that have been made to meet ENERGY STAR® target levels for windows and doors.

*This session will be recorded and available following the conference. Watch your email for notification related to its availability.*

**SPONSORED BY MADISON GAS AND ELECTRIC MASTER SPEAKER**

## *HVAC*

Balanced ventilation: what works for design and performance

LOCATION: **GUAVA**

PRESENTED BY: **MIKE WILSON, DAKOTA SUPPLY GROUP**

CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-HVAC INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, NATE 1.25 CEHS**



# SESSION DESCRIPTIONS

In this session, we will discuss heat recovery ventilation and energy recovery ventilation duct design. We'll look at field findings on how design and installation details apply to performance and call back and service issues. Humidity control and energy and indoor air quality details will be discussed. We'll demonstrate industry accepted methods of testing air flow on different models of balanced systems. And, we'll cover controls, operation and homeowner perspectives on ventilation.

## MOISTURE AND INDOOR AIR QUALITY

### Water intrusion into buildings

LOCATION: **PORTIA**

PRESENTED BY: **THOMAS FEIZA, MR. FIX-IT, INC.**

CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

How does water flow? Let's count the ways. We all know that the three major causes of home structural and operational failures are water, water and water. We often identify these moisture and water problems. How does a professional engineer approach water intrusion and analyze the problems? How does water really flow? How do engineers explain these problems to insurance companies, attorneys, and irate homeowners? Who is at fault when water damage occurs? How do you avoid these issues? Learn how a professional engineer, legal consultant and home inspector approaches water problems and traces the causes and solutions.

## WEATHERIZATION

### Optimizing boilers for efficiency and performance

LOCATION: **TAMARIND**

PRESENTED BY: **PAUL LEBRECK, NORTHEAST WISCONSIN COMMUNITY ACTION PROGRAM AND ROBERT PARKHURST, WECC**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-HVAC INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, NATE 1.25 CEHS, RESNET 1.25 PD CREDITS**

Modulating boilers throttle back output to gain efficiency by operating at lower temperatures. Though the factory setup will work, the installer should change the data points to meet the heating curve for greater efficiency. Learn how to calculate the heating curve and determine the turn down ratio for sizing by considering the output capacity of the emitters and the outdoor temperature range. We will discuss conditions that compromise system performance, including water quality.

**SPONSORED BY DIVISION OF ENERGY, HOUSING AND COMMUNITY RESOURCES**

## DEMONSTRATIONS

### Foundation strategies

LOCATION: **BALLROOM A/H**

PRESENTED BY: **GORD COOKE, CONSTRUCTION INSTRUCTION INC.**

CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

Because all soils are wet and cool and concrete wicks water, all foundations need effective water, air and heat flow management strategies. Pests and soil gases are an issue, too. In this session, we will share state-of-the-art strategies for a variety of foundation systems (including full basements, crawlspaces and frost-protected shallow foundation systems) to help maintain a dry comfortable home.

**SPONSORED BY HALLMARK BUILDING SUPPLIES, INC.**

## C SESSIONS

Thursday, February 15, 3:15–4:30 pm

### BETTER BUSINESS

#### Digital marketing: five tactics for performance building contractors

LOCATION: **WISTERIA**

PRESENTED BY: **PETER TROAST, ENERGY CIRCLE**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

This past year has again brought change to digital advertising and lead generation for home performance, HVAC and efficiency businesses. Google launched new products, paid search continues to grow more complex, third-party review is changing, and Facebook continues to dominate our daily lives. This presents opportunities for contractors to improve their lead generation activities and lower marketing costs while growing the business. In this session, we'll bring clarity to this confusing landscape, and show you ways to take advantage of online advertising, review management, Facebook, local search and content marketing.

### BETTER BUSINESS

#### Drive profits with increased conversion rates

LOCATION: **ARALIA/MARULA**

PRESENTED BY: **JASON FORREST AND MARY MARSHALL, FORREST PERFORMANCE GROUP**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

One thing that separates the top sales professionals from everyone else is their ability to start strong with every prospect. What happens in the first 10 minutes with every prospect controls the outcome of winning or losing the sale. We have all been told that sales is a numbers game; it is not. Sales is a conversion game.

**SPONSORED BY BLENKER BUILDING SYSTEMS**  
MASTER SPEAKER

### BETTER BUILDINGS

#### Veteran wingnuts! More PSA tape testing

LOCATION: **TAMBOTI/ALOESWOOD**

PRESENTED BY: **PETER YOST, BUILDINGGREEN, INC.**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU**

# SESSION DESCRIPTIONS

## **TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

Since the last conference, Peter's done some new head-to-head testing on Huber ZIP/ZIP tape and Georgia-Pacific ForceField sheathing and tape; worked more with both the Durability Lab in Austin and UMass-Amherst Building Construction Technology on adult supervision of Wingnuts; and kept his ear to the ground on issues such as PSA tape leading-edge modifications and tape shelf life. Come see some of the latest testing, bring your own tapes and approaches to testing, and become the latest certified Wingnut. You will get your own wingnut hat!

### *BETTER BUILDINGS*

#### The OA Awesome House: a case study

LOCATION: **MANGROVE**

PRESENTED BY: **MICHAEL ANSHEL, OTOGAWA-ANSHEL DESIGN BUILD**  
CREDITS: **AIA 1.25 LU, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Turning a 1927 1,200 sf home into a 3,500 sf home in under four months is no easy feat, let alone in the dead of winter. Achieving 1 ACH with over half the home intact and certifying GreenStar Gold, upped the ante. The house boasts no-VOC finishes, cutting-edge smart home technology, cabinetry from Finland that uses 49% less material and a wall that is so resilient we dubbed it "The Awesome Wall." This session will review the materials, systems and process used to achieve our goals. Drawings and specifications for wall sections included, because they are... awesome!

### *BETTER BUILDINGS*

#### Air sealing difficult framing structures and inaccessible spaces

LOCATION: **CROWN PALM**

PRESENTED BY: **KEITH WILLIAMS, FOCUS ON ENERGY**  
CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

This session will focus on unique methods for air sealing the difficult and challenging framing cavities presented in many residential homes, primarily through the process of dense pack insulation techniques. Keith will provide many visual examples of air sealing often hard to reach, yet critical junctures. This session will provide both photo and technical drawings depicting the pressure boundaries and the solutions for ensuring a long lasting air tight seal.

### *CONSTRUCTION INDUSTRY TRENDS*

#### Energy efficient lighting for a healthy environment

LOCATION: **PORTIA**

PRESENTED BY: **TAMARA SONDGEROTH, EMPHASIS ON ENERGY**  
CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

There are so many choices when it comes to lighting buildings. How can you choose lighting that lights the space, is aesthetically appealing, saves energy, and has a positive influence on human health? Midwest Lighting Institute is constantly working to research and teach others best practices. We have lowered fall rates in nursing homes, reduced medical errors in hospitals, and had positive results with special needs students in classrooms.  
**SPONSORED BY WPPI ENERGY**

### *HVAC*

#### Ducted mini splits applications and performance

LOCATION: **GUAVA**

PRESENTED BY: **MIKE WILSON, DAKOTA SUPPLY GROUP**  
CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, 1 CEU TOWARDS UDC-HVAC INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, NATE 1.25 CEHS, RESNET 1.25 PD CREDITS**

This session will explore both ductless and ducted mini splits, with a focus on the latter. Performance and operation for cooling and heating will be discussed, with a focus on cold climate heat pump operation. Case studies on basic installations for older homes and on inverter-driven ducted mini-split systems will be shared, highlighting the impact they have on low load, high-performance homes.

*This session will be recorded and available following the conference. Watch your email for notification related to its availability.*

### *MOISTURE AND INDOOR AIR QUALITY*

#### How to detect and reduce moisture in slabs during construction

LOCATION: **CYPRESS**

PRESENTED BY: **CASSIDY KUCHENBECKER, ENVIRONMENTAL INITIATIVES OF NORTH AMERICA, INC.**  
CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

No matter how fast you construct a building, the concrete slab needs time to cure and dry. Closing a building and installing flooring over damp slabs often results in mold growth, loss of profits and a damaged reputation. This session will show you how to monitor moisture in the concrete slab and framing that's in contact with the slab and offer tips to hasten the drying of the slab. This is a solid learning opportunity for project supervisors and company owners.

### *WEATHERIZATION*

#### Sizing heating systems in existing homes

LOCATION: **TAMARIND**

PRESENTED BY: **JOE NAGAN, HOME BUILDING TECHNOLOGY SERVICES AND ROBERT PARKHURST, WECC**  
CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU**

# SESSION DESCRIPTIONS

## **TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, 1 CEU TOWARDS UDC-HVAC INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, NATE 1.25 CEHS**

There are many tools available to size a heating system for an existing home: REScheck, Manual J, National Energy Audit Tool, and your basic heating design load spreadsheet. How do you know if the inputs are realistic, reasonable or just a guess? In this session, we will walk through several different methods and explain the pros and cons of each tool, as well as how errors and assumptions affect the size of the proposed heating system. A comparison of the results from each tool will be highlighted for an existing home to include practical parameters for inputs to ensure the contractor is proposing a reasonable size for the home.

**SPONSORED BY DIVISION OF ENERGY, HOUSING AND COMMUNITY RESOURCES**

### *DEMONSTRATIONS*

#### Roof system designs

**LOCATION: BALLROOM A/H**  
**PRESENTED BY: GORD COOKE, CONSTRUCTION INSTRUCTION INC.**  
**CREDITS: AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

Roof designs must manage water, the load of the roof, air leakage and thermal performance. Many options exist and new products regularly enter the market. Come to this session to learn tricks of the trade that will ensure a long lasting roof on your next high-performance home. We will discuss how hot or compact roof assemblies are often viable options during a remodel and make sure you walk away knowing what needs to be done right to ensure a roof system that keeps the rain out while creating a comfortable living space.

**SPONSORED BY HALLMARK BUILDING SUPPLIES, INC.**

## **D SESSIONS**

Friday, February 16, 8:30–9:45 am

### *BETTER BUSINESS*

#### Estimating and job costing for profit

**LOCATION: WISTERIA**  
**PRESENTED BY: MARK ETRHEIM, MASTERCRAFT HOMES, INC.**  
**CREDITS: AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Estimating is 75% math and 25% art. Each new job has to be looked at through the lens of past jobs and current costs. You need to consider the customer. You need to go back and look at every job to see where you were right and where you were wrong and then adjust the next estimate to reflect your new-found knowledge. You can use square-foot estimating effectively in some circumstances, unit pricing in others, but there is really no substitute for getting prices on the job. We'll talk about the best approaches to help ensure a profit on every job.

### *BETTER BUSINESS*

#### Leverage social media to increase leads

**LOCATION: MANGROVE**  
**PRESENTED BY: MARY MARSHALL, FORREST PERFORMANCE GROUP**  
**CREDITS: AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Today buyers search both your company and your employees on social media before they ever contact you. Learn how to control social media messages to enhance your company brand and your personal brand. Learn what turns buyers off about social media sites and what motivates them to act on their interest and contact you.

**SPONSORED BY BLENKER BUILDING SYSTEMS**

### *BETTER BUILDINGS*

#### The dollars behind the drive for net zero

**LOCATION: TAMBOTI/ALOESWOOD**  
**PRESENTED BY: STEVEN BACZEK, STEVEN BACZEK ARCHITECT**  
**CREDITS: AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

We've all heard about net zero energy homes and that we should be doing it. This session will provide a platform for the discussion on how to get to net zero and what kind of a budget is required to get there. Various case studies from new construction and renovations will aid in our discussion. Wrangle the concept of net zero into daily reality and attempt to take it to more than just something we should do to something we do.

### *BETTER BUILDINGS*

#### Moisture and thermal management with continuous insulation

**LOCATION: CYPRESS**  
**PRESENTED BY: BRIAN SHORES, HUBER ENGINEERED WOODS**  
**CREDITS: AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

Building codes and green building standards are continuing to raise the bar on energy efficiency and high performance in buildings. In wood framed buildings, thermal and moisture management in wall cavities and the air tightness of the enclosure are core components to create advanced building enclosures. We will discuss the need for exterior insulation to manage heat transfer and reduce condensation in exterior walls. Step by step examples will show how to determine the amount of continuous insulation required to meet prescriptive code requirements, depending on climate zone.

# SESSION DESCRIPTIONS

## CONSTRUCTION INDUSTRY TRENDS

### Resilient building solutions for a changing climate

LOCATION: **PORTIA**

PRESENTED BY: **TONY HOLUB, FARR ASSOCIATES AND CONNOR JANSEN, SEVENTHWAVE**

CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, NATE 1.25 CEHS**

In Wisconsin, the effects of climate change will likely impact the systems that heat and cool our homes. Taking into account future climate impacts as we design and construct buildings for the next 50 to 100 years will help occupants be better prepared. Passive Buildings play a key role in resilient design by maintaining livable conditions during emergencies, reducing operational costs, and serving as 'thermal batteries' that limit strain on the electrical grid. In this session, we'll share impact studies and discuss building resiliency, Passive Building design and peak load savings as a benefit to the electrical grid.

## BETTER BUSINESS

### The healthy homes market opportunity

LOCATION: **ARALIA/MARULA**

PRESENTED BY: **PETER TROAST, ENERGY CIRCLE**

CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Is "healthy building" a more inclusive, broader-reaching term than "green building"? Many in the high-performance building sector believe that healthy homes can become an important new market driver for both new construction and retrofits. In this session, Peter will present his three-year deep dive into the healthy homes opportunity. We will look at what data exists on market demand, see examples of how new construction and retrofit contractors are taking advantage of the demand, and explore what healthy means for your building practices and services.

**SPONSORED BY AMERICAN HOME CONSULTANTS, LLC**  
MASTER SPEAKER

## MOISTURE AND INDOOR AIR QUALITY

### Moisture in the building envelope. Whose problem is it?

LOCATION: **GUAVA**

PRESENTED BY: **MARK PARLEE, THE BUILDING CONSULTANT**

CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

This is a photo-driven workshop on real-world failures in the building envelope. You will see documentation of what has failed and how to do it right. Attendees will gain an understanding of several types of cladding and the problems associated with each. We will look at how to identify inadequate installation details and diagnose the subsequent failure of the building envelope. We will discuss application details that meet requirements of

manufacturers and building codes. Greater accuracy in identifying potential problems and knowing how to avoid them will reduce potential liability for the home builder.

## WEATHERIZATION

### Forced air heating systems operation and self-diagnostics

LOCATION: **TAMARIND**

PRESENTED BY: **ADRIAN SCOTT, WECC**

CREDITS: **AIA 1.25 LU/HSWS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, 1 CEU TOWARDS UDC-HVAC INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, NATE 1.25 CEHS, RESNET 1.25 PD CREDITS**

Join us to talk about high efficiency forced-air heating systems and to identify the different components and their functions. Participants will have the opportunity to view the system components and ask questions about them. Knowing the sequence of operation and self-diagnostic features of the system will aid in troubleshooting operating issues.

**SPONSORED BY DIVISION OF ENERGY HOUSING, AND COMMUNITY RESOURCES**

## DEMONSTRATIONS

### Residential design with structural insulated panels (repeat)

LOCATION: **EXPO**

PRESENTED BY: **JONATHAN GOLZ, ENERCEPT, INC. AND GOLZ ENTERPRISES**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Learn the benefits of designing with structural insulated panels (SIPs) for residential applications. Builders, contractors and designers will gain a better understanding of application, assembly and detailing to properly use SIPs for optimal energy efficiency and durability. We will use case studies and share design strategies to give you a better understanding of designing and building with SIPs to current industry standards.

**SPONSORED BY ENERCEPT, INC.**

## E SESSIONS

Friday, February 16, 10:15–11:30 am

## BETTER BUSINESS

### Building a strategy for your small business

LOCATION: **WISTERIA**

PRESENTED BY: **REBECCA NIEMEYER RENS, RENS CONCRETE, INC.**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

This session will help those involved in the development of a small business to step back and evaluate the organization. Attendees

# SESSION DESCRIPTIONS

will be asked to identify core competencies and understand their company's current state of development. They will be challenged to create more depth through diversification and to consider opportunities for stretching their organizations into the future. Participants will be better equipped to achieve and sustain success.

## BETTER BUSINESS

### Your website as a business asset

LOCATION: **MANGROVE**  
PRESENTED BY: **BEN LINDBERG, LION TREE GROUP**  
CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

Many businesses consider a website as no more than a modern yellow pages ad. However, a website can be an enormous asset for building value in a business. We'll look at real-world examples of websites that compete against themselves, learn how lead aggregators control online reputation for builders and contractors, discuss the influence of design on user engagement, and monetize the value of a website. We'll conclude with a list of do-first tips.

## BETTER BUILDINGS

### Building science puzzles in large buildings

LOCATION: **TAMBOTI/ALOESWOOD**  
PRESENTED BY: **PETER YOST, BUILDINGGREEN, INC.**  
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As a former high school science teacher, Peter often told his students that the difference between magic and science is understanding. Same is true for building science puzzles. In this new round of puzzles, we will focus on larger buildings Peter's worked on over the years. It's interesting to apply the same building science principles to a whole new slate of buildings!

## BETTER BUILDINGS

### Insulating concrete forms for residential construction

LOCATION: **CYPRESS**  
PRESENTED BY: **MANNY UMPIERRE, AMC FOAM TECHNOLOGIES INC. / LOGIX INSULATED CONCRETE FORMS AND SAM BONTRAGER, BUILDING FOUNDRY**  
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With the aid of construction detail drawings and site images of past and current projects, this session will show that building with ICFs is just as cost effective as wood construction but with higher benefits. It will also show that ICF construction can meet or exceed minimum state requirements for energy code compliance. We'll look at actual construction costs of a recently completed home and show how ICFs can compete with wood framing.

## CONSTRUCTION INDUSTRY TRENDS

### Solar for homes in Wisconsin

LOCATION: **PORTIA**  
PRESENTED BY: **TYLER HUEBNER, RENEW WISCONSIN**  
CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

This session will showcase solar energy for homes in Wisconsin and make the case that now is the time for builders, contractors and the public to take a new look at solar. The cost of installed solar has declined more than 70% in the past decade, and 600 to 1,000 homes annually are getting solar electric systems in Wisconsin. When incorporated during new construction, the cost can be even lower, and can be financed with the mortgage. We will de-mystify state rebates and federal tax credits that help reduce up-front expenses.

## BETTER BUSINESS

### How to turn adversity into opportunity

LOCATION: **ARALIA/MARULA**  
PRESENTED BY: **MICHAEL ANSCHEL, OTOGAWA-ANSCHER DESIGN BUILD**  
CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Anyone in this industry who tells you they've never struggled is lying. There are times when owning and running a business can be terrifying. There are mistakes made along the way—hiring, accounting, margins, project selection and everything in between. There are parts of the business that work and parts that don't. So you wait for them to fail, and then react? Do you burn down the parts that are weak and replace them? How do you make your business resilient? What are the strategies you employ to assess, set the course and make the change required to keep your business healthy?

MASTER SPEAKER

## MOISTURE AND INDOOR AIR QUALITY

### Managing moisture in residential construction

LOCATION: **GUAVA**  
PRESENTED BY: **MIKE HOIUM, HALLMARK BUILDING SUPPLIES INC**  
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Our industry is increasing the energy efficiency of buildings, but a building cannot be efficient unless it's durable. In this session we'll discuss challenges in moisture management and durability posed by energy efficient wall systems. A significant amount of research has been conducted on traditional wall systems, leading to water-resistant barrier, drainage, window installation and flashing recommendations. We will review water management code requirements and how these relate to highly insulated and airtight walls. We'll also discuss the implications of air barriers and vapor retarders on wall system moisture management and building durability.

# SESSION DESCRIPTIONS

## WEATHERIZATION

Developing work orders that meet multiple expectations

LOCATION: **TAMARIND**

PRESENTED BY: **ROBERT PARKHURST, WECC AND BEN TAYLOR, SOUTHWEST WISCONSIN COMMUNITY ACTION PROGRAM**

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Call it a work order, punch list or materials list. What is the information needed to successfully complete a project, including budget concerns? For the crew, the work order needs to itemize all materials to ensure that job tasks can be completed. For a contractor, the work order may only be a list of job tasks to complete. For an accountant, the work order may need to itemize actual materials used and the time spent to complete job tasks. Several work order examples will be presented with a discussion of what should be included, pitfalls of including estimates, and ease of creating a work order that helps the crew.

**SPONSORED BY DIVISION OF ENERGY, HOUSING AND COMMUNITY RESOURCES**

## F SESSIONS

Friday, February 16, 12:45–2 pm

### BETTER BUSINESS

Addressing the labor shortage epidemic

LOCATION: **WISTERIA**

PRESENTED BY: **JASON BLENKER, BLENKER BUILDING SYSTEMS**

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With the construction industry heating up, we are faced with a new challenge—how do we get more done with fewer skilled workers? In this session, we will explore alternatives and discuss ways to grow the next generation of talent in the industry. We'll look at products and methods that create efficiencies and allow us to get more done with the labor we have. We'll also discuss how to engage and attract new talent.

### BETTER BUSINESS

The buyer-seller dance

LOCATION: **MANGROVE**

PRESENTED BY: **WAYNE DEHN, 3D SANDLER TRAINING**

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In the buyer-seller dance, one party has to lead and one has to follow. As a salesperson, you want to lead the process. The alternative is that the buyer leads you through their buying process, which means you're reacting. Sandler trained salespeople are different; they know how to lead. The Sandler methodology enables salespeople to engage prospects and exchange information with them in an honest, organized and non-manipulative manner that serves the best interests of both parties. In this session, you will learn the seven-step Sandler Selling System and role play techniques you can practice at home.

### BETTER BUILDINGS

The next steps on the performance ladder

LOCATION: **ARALIA/MARULA**

PRESENTED BY: **STEVEN BACZEK, STEVEN BACZEK ARCHITECT**

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We all work on projects with clients. All our clients have budgets and dreams. As we develop projects from the common baseline of the code, we look to understand the next steps available to take the project to the next level. We'll discuss the next rung on the ladder of performance and take a look at some case studies, as well as local studies to help gain a better understanding of what those next steps are.

MASTER SPEAKER

### BETTER BUILDINGS

High-performance enclosures: is the cavity-insulated 2x6 wall dead?

LOCATION: **CYPRESS**

PRESENTED BY: **PAT HUELMAN, UNIVERSITY OF MINNESOTA**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

The theory and motivation for the perfect enclosure are clear and simple—place structural elements to the interior where they remain warm and dry, then place the four control layers to the exterior in a way that will be robust, durable and repairable. We'll cover principles and best practices for building enclosures that go beyond codes for superior comfort, efficiency, durability and indoor air quality. We'll look at a project that uses a cost-effective "perfect wall" system to deliver zero energy ready home performance and discuss a structural system that simplifies and speeds construction, saving enough money to invest in high-performing exterior control layers.

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### BETTER BUILDINGS

Infrared and weatherization building clinic

LOCATION: **BANYAN**

PRESENTED BY: **JAY BOWEN, BOWEN & ASSOCIATES, LLC**

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Thermal imaging cameras have become common for commercial and residential building inspection. Buildings often exhibit quality and performance problems during construction, remodel and over time that can impact energy performance. Infrared imaging provides remarkable, nondestructive information about construction details and building performance. Applying infrared cameras to the diagnostics of building applications brings opportunities and advantages. We will review some building inspection standards and the implications for thermal imaging.

# SESSION DESCRIPTIONS

## CONSTRUCTION INDUSTRY TRENDS

### Zero energy trends and market insight

LOCATION: **PORTIA**

PRESENTED BY: **SHILPA SANKARAN, NET-ZERO ENERGY COALITION; ANTHONY AEBI, GREENHILL CONTRACTING INC.; AND MATT NEUMANN, NEUMANN COMPANIES INC.**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, RESNET 1.25 PD CREDITS**

The Net-Zero Energy Coalition's latest survey on residential zero energy in Canada and the U.S., reports major movement toward this high-performance standard and signs of a growing market. This session will provide an update on zero energy residential construction volumes, regional trends and future market projections. Two leading zero energy builders who will share project examples, business insights and marketing tools.

## BETTER BUSINESS

### The future of residential new construction in Wisconsin

LOCATION: **GUAVA**

PRESENTED BY: **ANDY KUC, WECC**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS**

Since 1999, Focus on Energy's residential new construction programs have helped transform the way homes are built in Wisconsin. This session will look at the next generation of residential new construction homes that are safer and more durable, comfortable and energy efficient than homes typically built in Wisconsin.

## MOISTURE AND INDOOR AIR QUALITY

### Mold: a building science approach

LOCATION: **TAMBOTI/ALOESWOOD**

PRESENTED BY: **MAC PEARCE, CONSULTANT**

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When mold problems are discovered in a property, its valuation begins plunging towards zero. A proper diagnosis and appropriate repairs and modifications are urgently needed. Waves of public concern have spawned a lucrative mold abatement industry that has fleeced the public and the insurance companies for big bucks. Ridiculous diagnoses and expensive and often ineffective repairs have been the result. This session will take a building science approach. Case studies will demonstrate some common indoor mold problems and dos and don'ts in dealing with them safely, effectively and affordably.

## WEATHERIZATION

### Zone pressure diagnostics primer

LOCATION: **TAMARIND**

PRESENTED BY: **CORY CHOVANEC, WECC**

CREDITS: **AIA 1.25 LUS, ASHI 1 CE CREDIT, BPI 1.25 CEUS, DSPS 1 CEU TOWARDS DWELLING CONTRACTOR QUALIFIER CERTIFICATION, 1 CEU TOWARDS UDC-CONSTRUCTION INSPECTOR CERTIFICATION, GBCI 1 CE HOUR, IACET 0.1 CEU, NAHB, NARI 1.25 CEUS, NATE 1.25 CEHS, RESNET 1.25 PD CREDITS**

Zone pressure diagnostics are used in many energy efficiency programs, especially for testing of attached garages. During this session you'll gain insight about ZPD testing and take a close look at how it's done and why. We'll cover the fundamentals of how ZPD testing is completed in residential homes and discuss how ZPD can be used as a tool to prioritize air sealing work and ensure the quality of completed work. We'll outline the steps required to obtain ZPD test data and share tips on how to interpret zone pressure readings and test results.

**SPONSORED BY DIVISION OF ENERGY, HOUSING AND COMMUNITY RESOURCES**

## CLOSING PLENARY SESSION

Friday, February 16, 2:30–3:45 pm

### Pioneers in the Heartland

LOCATION: **BALLROOM A/H**

PRESENTED BY: **MICHAEL ANSCHEL, OTOGAWA-ANSCHER DESIGN BUILD (MODERATOR); KELLY CAIN, ST. CROIX INSTITUTE LLC; TONY HOLUB, FARR ASSOCIATES; ELDEN LINDAMOOD, WAGNER ZAUN ARCHITECTURE; BRYANT MORODER, BAUM REVISION; AND MATT NEUMANN, NEUMANN COMPANIES INC.**

How are regional home developers, builders, architects and high-performance consultants redefining quality construction and communities? Find out during fast-paced presentations that will showcase progressive housing projects completed by forward-thinkers in the Midwest. Real-world examples will be recognized and shared. After brief presentations, keynote presenter Michael Anschel will lead moderated discussion that will incorporate audience participation.

*Snacks and beverages will be provided during this closing plenary.*

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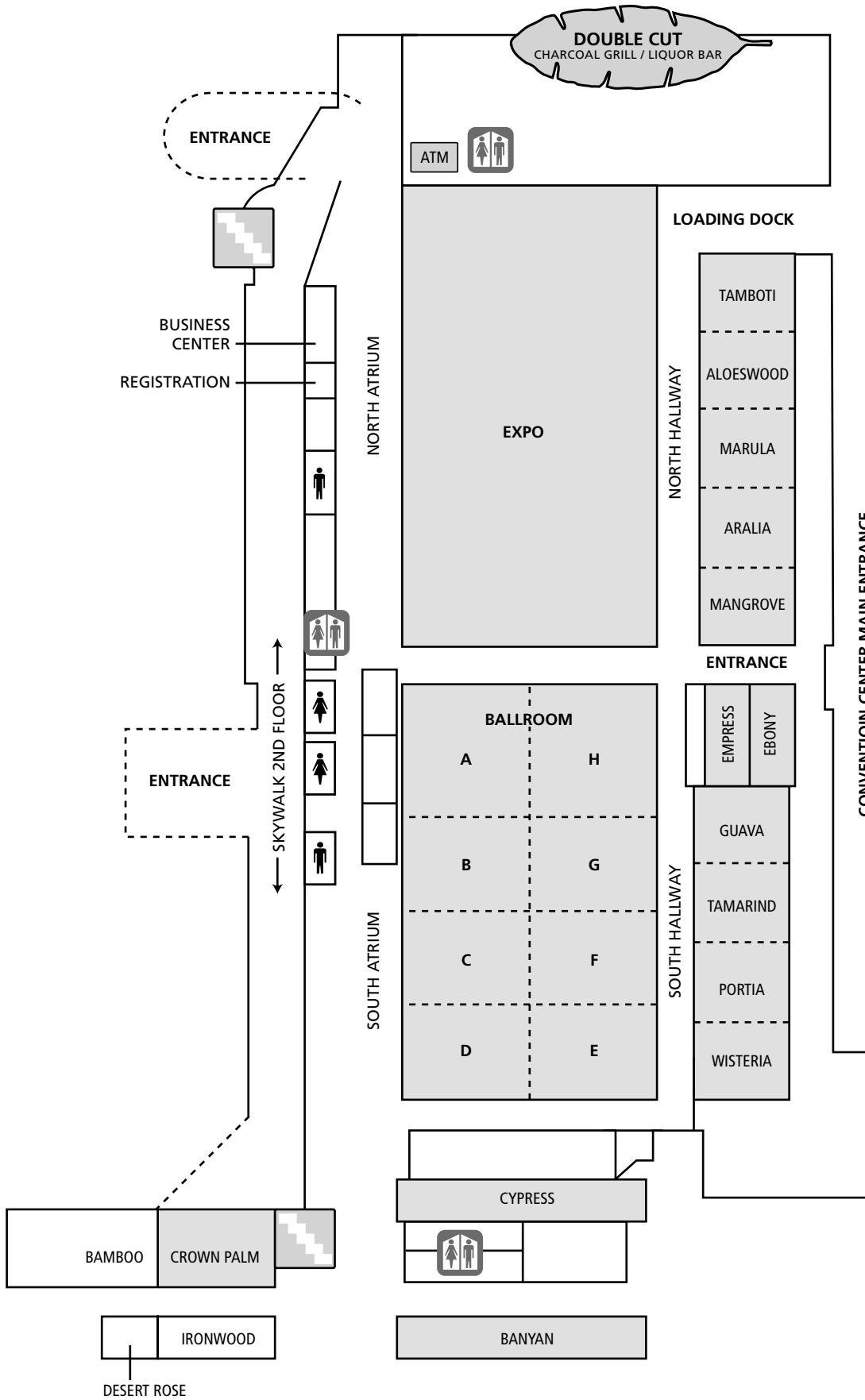
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# KALAHARI MAP



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