



Education Sessions

all Education Sessions are held on the trade show floor

Wednesday, August 3

11 – 11:45 a.m.

“Custom Builders and Remodelers Guide to Creating Raving Fans”

Presented by: Beverly Koehn, Beverly Koehn & Associates
Scott Whisenant, StrucSure Home Warranty

This education session is sponsored by GE Appliances

Custom Builders and Remodelers wear many hats: salesperson, designer, estimator and production manager to name a few. Rarely worn is the “Chief Experience Officer” hat, which can result in beautiful homes but unhappy clients. In other words: lost referrals. This session will cover essential elements for developing a raving fan base, including creating value during the customer’s online research or lead phase, making your company the obvious choice to the buyer or homeowner. You’ll leave with a plan for creating an over-the-top positive building experience for your clients.

1 – 1:45 p.m.

“Leads Are People Too! Tracking & Responding to Digital Leads”

Presented by: Ryan Bohn, Contractor Marketing Pros

With all the talk about lead conversion, it’s easy to forget that buyers are not numbers – they are people who want a personal touch. If you don’t provide it, that may cost you the sale. But how is a salesperson supposed to keep up with dozens of email notifications and conversations, via multiple channels, over a long buying cycle? In this session, you’ll learn how to use technology more effectively to better track and respond to buyers and to develop a marketing automation strategy so that you don’t miss a client who is waiting for you to respond immediately to their digital inquiry.

2 – 3 p.m.

“Energy Code Training – Easing and Improving State Energy Code Mandates on Builders and Consumers”

Presented by: James Rodriguez, Fox Energy Specialists

The Texas Association of Builders won a significant victory during the 2015 Legislative Session by working to pass HB 1736 into law. This legislation implements intelligent and rational energy code policy that will result in significantly better compliance rates and allow for more cost effective implementation of the state energy code. Learn about the new law and the paths to 2015 Energy Code compliance in this important session – a must-attend for every builder and remodeler.

3:15 – 4:15 p.m.

“Capitalizing on Your Business Knowledge for New Opportunities”

Presented by: Allen Griffin, CGR, GMB, CGP, Gryphon Builders

Jeff Hunt, CGR, GMB, CGP, CAPS, GMR, Heritage Construction

This interactive session will explore the many possibilities for you to consider for expanding your building business: consulting, design, remodeling, new home construction or mixed use properties. Whatever your current business model, we will take an in depth look at the difference between the building and remodeling business structures and projects to help you walk away with a fresh outlook on how to make use of your many talents to expand your client base and diversify your business portfolio.

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Thursday, August 4

11 – 11:45 a.m.

“It’s not sexy, but it’s the law: update on EPA and OSHA regulations that affect the home building industry.”

Presented by: Dave Yelovich, Tilson Home Corporation

Compliance with federal regulatory agencies is the law, and it’s often difficult to keep up with regulatory changes and new mandates that affect the building industry. This session will bring you up-to-date on storm water compliance and lead-based paint removal certification (EPA), fall protection and confined spaces standard (OSHA) and other recently enacted regulations that builders and remodelers must know in order to comply with federal laws.

1 – 1:45 p.m.

“Set Yourself Apart as a Cutting-Edge Builder: Save water, save money and save your landscape.”

Presented by: Paul James, Water ReNu LLC

Michael Biggerstaff, Biggerstaff Homes, Inc.

Large sections of Texas are recovering from exceptional or extreme drought. Weather patterns and demand on supplies vary dramatically across the state, and prolonged, dry conditions put a strain on water supplies for all uses. Although conditions in the State of Texas are improving, it is important that we continue to plan for the future. In this session, you will learn about using water as efficiently as possible by re-using graywater for landscape and turf in residential, multifamily and commercial settings.

2 – 3:15 p.m.

"Smart Home Technology: What are the latest trends and why does it matter to builders?"

Presented by: Gene LaNois, Head of Professional Channel, Nest

Derek Richardson, CEO, Deako

Other Tech Company - TBD

Home Builder - TBD

In the next two years, over 18 million new homes in the U.S. will be adopting smart technology for the first time. What are home buyers asking for, what technology is out there, and how do builders make sense of all of the noise? Topics discussed will be the adoption trends of smart home technology by new home buyers; choosing from the many different competing platforms out there; controlling costs; and reducing complexity for both the installers and the users!