



TEXAS ASSOCIATION OF BUILDERS

**SUNBELT**

CONFERENCE | TRADE SHOW | GRAPEVINE, TEXAS

## Diversification: Capitalizing on New Business Opportunities

Presented by Michael Biggerstaff, Biggerstaff Homes, Inc. and Steve Sorrells, Sorrells and Company

Wednesday, Aug. 7

**11 - 11:45 AM**

**In today's economic environment, homebuilding firms may encounter many opportunities to diversify. Commercial development, remodeling, special use structures, light industrial or institutional projects - all may tempt a builder to seek new market niches. This course will help you to assess the possibilities and to decide whether diversification is the right strategy for your company.**

Michael Biggerstaff is a third-generation custom homebuilder and remodeler. In 1984, he began building homes in San Angelo, Texas and expanded to multiple markets throughout West Texas. In 1991, Michael Biggerstaff Homes, Inc. began developing residential subdivisions in the San Angelo area. The company has built over 800 custom homes throughout West Texas and continues to grow. In 2015, the company became Biggerstaff Homes, Inc. when Colby, Michael's son, became an owner. In 1990, Biggerstaff opened his own custom cabinet manufacturing and millworks facility and in 1998 partnered with a wholesale sawmill operation and began purchasing, shipping, and retailing custom milled heavy timber. Michael is also involved in commercial construction and remodeling and in 2018 co-founded a production homebuilding company, NuHome Constructors, LLC that builds affordable, entry-level homes.

Steve Sorrells, a real estate developer and custom home builder in the Central Texas area, began his career in real estate with Lincoln Property Company in Dallas and served as Vice President/Director of Fee Management for the central U.S. region. Steve is a Certified Property Manager (CPM) of the Institute of Real Estate Management and holds a Bachelor of Business Administration from Abilene Christian University. In 2010, Sorrells moved its corporate headquarters from the suburbs to downtown Waco and began a history of investing in key pioneering urban developments. While the renaissance of downtown Waco is the result of the teamwork of many people in the community, Sorrells was among the first to relocate into and invest in this vital area. His successful urban track record includes developments such as Cameron Heights, the Cottages at Cameron Heights, Cloister in Cameron Park, Belmont, and the 714 Lofts - noted for its iconic 'hobbit door' next to the Hippodrome Theater. These success stories were done in full cooperation with the City's Imagine Waco plan, and many utilized available public TIF grants. His affinity for historic downtown revitalization started immediately after college working with the Texas Historic Commission as a Main Street Project Manager for the City of Belton. Elsewhere in Waco, he has developed master planned communities such as Badger Ranch and Riverside, and has built over 350 homes, condominiums, and lofts.

# EDUCATION SESSIONS

on the Trade Show Floor

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# From Seed to Sustainability: Creating Better Fenestration for the Built Environment

Presented by: Sierra Pacific Windows | Booth #: 925

Wednesday, Aug. 7  
**11:30 - Noon**

Come along on a journey from today's timberland to the job site and explore how wood, clad wood, and hybrid windows and doors offer innovative solutions for tomorrow's built environment. Learn how sustainable fenestration concepts, such as wood treatments, timber curtain walls, and powder coatings offer health & safety enhancements for residential and commercial projects while improving the occupant's overall well-being.



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WINDOWS

## DEMONSTRATION SESSIONS

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# Property Claims 101: Tips and Insights on the Claims Process

Presented by Greg Patterson and Matt Beaver,  
Great American Insurance Group

Wednesday, Aug. 7  
**1:15 - 2 PM**

While almost everyone has insurance, many do not know what to do when they experience a loss or what information they may need to provide. This session is intended to provide basic information about the claims process, parties involved in the process and tips on what the insured can do to assist. The following will be discussed in this session:

- An overview of the claims process
- Identify various parties that are involved
- Explain what information the insurance company may request and why
- What the insured can do to assist in the claims process

Greg Patterson, CPCU, ARM, AMIM, AIC, is a Senior Claims Manager for the Property and Inland Marine Division of Great American Insurance. His knowledge of claims consists mostly of first-party Builder's Risk, Commercial Property, Construction Equipment, Motor Truck Cargo, Trucking Physical Damage, and a host of other Inland Marine coverages. Greg has held various claims positions throughout his 20 years of claims experience.

Matt Beaver, AIC, AIC-M, AMIM, AINS, PTC 1, PTC 2, PTC 3, is a Claims Manager for the Property and Inland Marine Division of Great American Insurance. Matt has over 15 years of adjustment experience and he has held various positions from entry-level claims representative to his current management position. He has a wealth of knowledge on Builder's Risk, Commercial Property, Contractor's Equipment and other Inland Marine coverage forms. Matt also received a Property & Liability Resource Bureau (PLRB) award for Outstanding Claims Professional of 2018.

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# Energy Efficient and Resilient Construction

Presented by: Fox Blocks ICF by Airlite Plastics

Booth #: 1324

Wednesday, Aug. 7

**1:30 – 2 PM**

Insulated concrete forms are precision manufactured, double-insulated, steel-reinforced concrete forming wall systems. ICF's reduce construction time while improving quality, reducing energy costs, enhancing resiliency against extreme weather events, creating occupant comfort and providing many other benefits. Will have forms in hand and will demonstrate features, ease of installation and benefits of building with this type of construction.



# DEMONSTRATION SESSIONS

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## Smart Home Technologies

Presented by Michael Biggerstaff, Biggerstaff Homes, Inc. and  
Steve Sorrells, Sorrells and Company

Wednesday, Aug. 7

**2 - 3:15 PM**

Over the last several years, the demand has grown for whole home audio/video, home security systems, voice control, and programmable lighting and window shading. Imagine listening to your favorite music or watching your favorite movie in any room of your home, or even outside, with only a TV and virtually invisible in-wall or in-ceiling speakers. This is a favorite trick of interior designers and is typically found in multi-million dollar homes. Learn how this can be done in any home at a reasonable cost. Learn about easy-to-operate user interface that provides one-touch control over the entire system and is simple and intuitive by means of a touch panel, keypad, handheld RF remote, tablet or smart phone.

Keith Brown is the Marketing Manager for Audio Video Innovations, a Dallas-based custom technology integrator specializing in high-end home automation. Keith holds a B.B.A. from Baylor University. He currently serves as First Vice President of the Dallas Executives Association, the Industry Partner Liaison for the DFW Interior Design Society and serves on the Education Committee of the Dallas Builders Association.

Michael Dodson has 25+ years in consumer electronics, specializing in Lutron Homeworks, Lutron Shades, Control 4 and custom integration and has authored multiple articles for various publications. Michael's experience includes installation, programming, design, sales and marketing, and management and ownership. He is CAD, LAN and VISIO fluent. His certifications include ISF, HAA, PARA and he is security licensed. Michael also serves on the Dallas Builders Association's Board of Directors and chairs the BA's Education Committee.

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## The Importance of Rainscreens

Presented by: DuPont

Booth #: 604

As Building Codes call for moisture management requirements, rainscreen solutions are an excellent method of protecting the exterior wall from the elements. Learn tips on what to look for in a rainscreen product, important characteristics of drainage mats, and wall details for installing brick cavities with insulation and an airspace. The demo will also outline rainscreen details for fiber cement siding, stucco, or stone wall cavities while also improving a home's thermal performance.



# DEMONSTRATION SESSIONS

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# Horrible Houses Like the One You are Building Right Now and the Terrible Clients who Live in Them - Building Forensic Stories and Lessons to Learn from Them

Presented by Toner Kersting, TONER Home Matters

Wednesday, Aug. 7

**3:15 - 4:15 PM**

An animated and fun – yes, fun – review of Texas homes with building forensic issues and how their owners, builders and designers reacted to them. Attendees will also learn about the building science and behaviors that led to the issues and how the ultimate resolution was found. Presented in the style of a 1970s Drivers Education class, not only will you learn a lot about building science but will have a great time with Toner’s innovative approach to teaching.

Toner Kersting graduated from Stephen F. Austin State University and is a published journalist turned building professional. He went from working as a production builder superintendent to a specialist in energy, sustainability, and forensics of structures ranging from those built in Texas in the 1800s to new development. He focuses only on Texas and its unique climates, markets, and building history. He has offices in Houston and Galveston and maintains a presence in boutique building communities around the state. Toner’s business style is the direct opposite of most in the field of Building Science/Forensics and he maintains a positive and pragmatic approach to applying complex solutions in a simple manner.

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# Innovative Building Solutions for every Outdoor Living Space

Presented by: Fortress Building Products | Booth #: 1112

Wednesday, Aug. 7

## 3:30 - 4:15 PM

As daily demands for our time grow, we increasingly look for a relaxing, worry-free space to retreat with family and friends. An oasis built with security and safety first, offering unobstructed views, clean lines, and quality modern materials, is within reach. Join us to learn a simple way to improve your outdoor living space that has a lasting contribution to improving your quality of life. We will demonstrate new innovations in deck framing and modern railing systems, their simple installation requirements and integration as a unit. Together they will provide years of safety and virtually maintenance-free enjoyment for all those much-needed rejuvenating retreats you deserve.



# DEMONSTRATION SESSIONS

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# Digital Marketing 101: Leveraging Online Media for Your Business

Presented by Joe Macaluso, Sr. Director of Media Sales, MultiView

Thursday, Aug. 8  
**11 - 11:45 AM**

Builders, remodelers, and developers have functioned for decades using traditional marketing channels, such as print advertising and trade shows. Perhaps you've dabbled in digital marketing, but do you truly understand how to efficiently leverage online media to target specific consumers and businesses looking for what your company offers? From social media and search engine marketing, to leveraging the power of programmatic advertising, Joe will explain common strategies and real-world industry use cases to show you how the Internet can be the vehicle for your highly-targeted marketing efforts. Joe presents each marketing tactic by using an interactive and engaging PowerPoint presentation, complete with video and demonstrations. He'll use real-world examples of how others are currently using these tactics to show up at the top of search engines, engage customers on social media, and programmatically serve ads to consumers across the Web.

Joe Macaluso is MultiView's Sr. Director of Media Sales. In this role, he is responsible for working with some of its largest business and agency accounts, as well as leading trade associations, to help them define their strategies and achieve their overall marketing goals. During his MultiView career, Joe has developed deep expertise in B2B digital strategy, behavioral marketing, consultative selling, premium account management, content marketing and programmatic advertising through helping hundreds of companies and associations in a wide variety of verticals make their marketing the best it can be.

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## Improved Home Performance Through Innovative Plumbing Design

Presented by: FlowGuard Gold Plumbing Systems | Booth #: 626

Thursday, Aug. 8

**11:30 – Noon**

Modern plumbing system design must consider installed cost, water efficiency and long-term reliability to ensure peak home performance. This demonstration will review both design principles and differences in material chemistry which can have a significant impact on the performance of your homes' plumbing systems and your bottom line.

***FLOWGUARD GOLD***<sup>®</sup>  
***PIPE & FITTINGS***

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**HERS 101:**

# Understanding a Home Energy Rating System

Presented by: RESNET | Booth #: 421

Thursday, Aug. 8

**12:30 – 1 PM**

With more than 2 million homes being HERS Rated and the addition of more than 200,000 rated homes each year; the HERS Index Score is the gold standard for rating a home's energy use. Participants will be introduced to RESNET's Home Energy Rating System (HERS), learn how a home energy rating works and the process for conducting one. In addition, attendees will learn how the system is used to support green building, energy efficiency and utility programs as well as building energy codes through the Energy Rating Index compliance path. The session will also cover the requirements for becoming a HERS Rater and the quality assurance standards that apply to HERS Ratings.



# DEMONSTRATION SESSIONS

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# TAB's 2017 - 2019 Texas Residential Construction Contracts

Thursday, Aug. 8

# 1 - 2:30 PM

Presented by James Rudnicki and Don Shelton, Bush Rudnicki Shelton, P.C.

**With the 2019 Regular Session of the Texas Legislature under our belts, TAB will release its contracts package for the 2019-2021 cycle on September 1, 2019. This is your opportunity to learn about revisions to the contracts package and to talk with two of the attorneys who have been instrumental in the writing and updating of TAB's form contracts.**

James Rudnicki is a shareholder of Bush Rudnicki Shelton P.C. He serves on the TAB Contracts Committee and at the National Association of Home Builders. His expertise includes representing residential contractors, land developers, and design professionals in challenges related to construction defect claims, job-site injuries, code violations, regulatory oversight, contract negotiation, document drafting, and real property transactions. He represents many well-known homebuilding and development companies in Texas.

Donald Shelton is a managing shareholder of the firm and concentrates his practice in the trial and arbitration of commercial and residential construction law disputes, insurance defense, mechanic's lien laws, bond claims, commercial landlord/tenant disputes, homeowner association disputes, and title insurance defense. Mr. Shelton also devotes a significant amount of his practice to transaction events associated with his clients such as construction contracts, leases, liens, purchase/sales contracts, independent contractor agreements, subcontracts, bonds, deeds, deed restrictions, and first and third-party warranty review. Mr. Shelton primarily represents developers, insurance carriers, third-party warranty companies, volume and custom homebuilders, remodelers, commercial contractors and subcontractors, engineers and architects throughout Texas in various aspects of their businesses.

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