



NAHB NATIONAL
GREEN BUILDING
CONFERENCE

May 11 – 13, 2008 • Sheraton New Orleans Hotel • New Orleans, LA



go... GREEN

www.nahb.org/GreenBuildingConference



NAHB
NATIONAL ASSOCIATION
OF HOME BUILDERS



NAHB National Green Building Conference 10th Anniversary

Green Building is Here to Stay

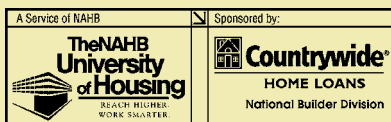
Since the NAHB National Green Building Conference began in 1999, green building has developed from a niche market to a formidable movement. By 2010, 5-10 percent of the residential construction market will be built green.* That could translates to a \$38 billion dollar industry for the residential new construction marketplace alone. Residential remodeling will add even greater market opportunities.

As acceptance and demand for green building grows, its methods, techniques and products are becoming smarter and more sophisticated. The NAHB National Green Building Conference takes the mystery out of green building and provides the best education, speakers and exhibits to give you a leading edge. Attend and you will:

- Learn about the new National Green Building Standard™ and NAHB's National Green Building Program™
- See the most up-to-date innovations in green products and practices
- Leave with contacts, knowledge and ideas you can apply right away

NAHB is Greening The American Dream. Build Green With Us.

*From the 2006 McGraw-Hill Residential Green Building Smart Market Report, produced in conjunction with the National Association of Home Builders.



ABOUT THE NAHB UNIVERSITY OF HOUSING: The NAHB University of Housing serves as a facilitator for all of NAHB's educational offerings, including educational seminars at The International Builders' Show®, all courses and professional designations, conferences and tours. Through NAHB and its state and local affiliates, members and non-members receive the information and preparation that allow them to gain the competitive edge needed in our thriving industry. Whether members are new to the industry, are seeking their next career move or want to improve their bottom lines, The NAHB University of Housing can assist them in all their educational pursuits. The NAHB University of Housing and our sponsor, Countrywide Home Loans, National Builder Division, are committed to helping our members and the building industry "Reach Higher. Work Smarter."



New for the 10th Anniversary Conference!

To celebrate the 10th anniversary of the NAHB National Green Building Conference, we've put together our best program yet. With nine education tracks, a brand-new plan review program, exhibit halls, lively new networking opportunities and the new Certified Green Professional designation, the NGBC lineup offers everything you need to go green. Join us as we honor this milestone in style at our many special events, like the Exhibit Preview Party and the National Green Building Awards Dinner. And we hope to see you as we give back to our host city by partnering with Rebuilding Together New Orleans for a green community service project.

Rebuilding Together New Orleans: Make A Difference! (Free; Registration Required)

Saturday, May 10

8:00 AM – 4:30 PM



The NAHB National Green Building Conference is proud to partner with Rebuilding Together New Orleans and the NAHB 50+ Housing Council on a special community service project. Join forces to rehabilitate a special "NAHB House" in New Orleans. We have teamed with NAHB's Building for Boomers and Beyond: 50+ Housing Symposium, whose attendee volunteers will work on the NAHB House May 17–18. This is an extraordinary opportunity to be a part of the ongoing rebuilding effort in one of America's most beloved cities.

Since Hurricane Katrina landed in August 2005, more than 1,700 volunteers have worked with Rebuilding Together New Orleans to bring 51 low-income, elderly or disabled residents back to their homes. These volunteers have provided over 40,000 hours of labor worth nearly \$1.3 million in market value.

Conference attendee volunteers will start the NAHB House project on Saturday, May 10. We encourage all attendees to volunteer their time. In order to maximize the impact of our effort.

Sponsorship Opportunities Available!

Sponsor the project at one of three levels: Party, \$1,500; Carnival, \$2,500; or Mardi Gras, \$5,000. You can donate building materials and/or cash. For more information contact Julie Mines at 800-368-5242 x8053. You can also make a donation to this project by going to www.nahb.org/GreenBuildingConference, clicking on Special Events and then on the Rebuilding Together link.

All skill levels welcome. Participants must be 18 years of age or older. Participants will be provided with transportation from the Sheraton New Orleans Hotel to the building sites, all tools and building materials, lunch, water and commemorative t-shirts. While there is no cost to participate, all participants must register in advance.

Expanded Exhibit Hall with Emerald Lounges and Drawings

Sunday, May 11

5:00 PM – 7:00 PM

Monday, May 12

9:30 AM – 7:00 PM

Tuesday, May 13

7:30 AM – 2:00 PM

You'll experience two floors of exhibit space with over 100 exhibitors. Get the buzz in the exhibit hall as you meet with providers of green products and services, have your building plans reviewed by experts.

Boot Camp for HBA Green Building Programs

Sunday, May 11

1:00 PM – 5:00 PM

This special pre-conference session is for HBA staff and members who are involved in the administration of local green building programs (or are looking to launch a new program in their area). An intensive opening session will focus on the new NAHB National Green Building Program, answering questions such as: How does the program work?; How do local programs join?; How do builders certify projects?; and Who's already on board? After this introduction, participants will break into topic tables to discuss the nuts and bolts of running local green building programs. Attendees will hear from other program administrators on their successes and lessons learned tackling issues like recruiting members, marketing the program to consumers, promoting the program to local policymakers, providing educational opportunities and securing program sponsors.

Plan Reviews

Monday, May 12

10:15 AM – 11:45 AM and 1:15 PM – 3:30 PM

Tuesday, May 13

10:15 AM – 12:30 PM

Meet one-on-one with a nationally recognized green building expert to review and discuss your green housing plans. He or she will illustrate how they can be improved to meet the needs of today's home buyers. Plan reviews will be held in the Emerald Lounges. Bring your plans and arrive early! Sign up for plan reviews when you're registering for the conference.



This house will be remodeled by National Green Building Conference and 50+ Housing Symposium attendees.



SPECIAL EVENTS

Green Homes Tour

Sunday, May 11

9:00 AM – 3:00 PM

Join the Greater New Orleans HBA on a tour of green-built and remodeled homes in and around New Orleans, including the 2008 Vision Houses.™ This is also a unique opportunity to learn about the ongoing rebuilding efforts in the Crescent City and challenges faced by local builders. In addition to seeing new products and green building techniques firsthand, you'll have a chance to talk to the builders about the processes they use. You'll also learn about how Crescent City Green, the HBA's green building program, is encouraging sustainable and affordable rebuilding. A boxed lunch and beverages will be provided.

OPTIONAL EVENT; FEE: \$70

Preview Party

Sunday, May 11

5:00 PM – 7:00 PM

Start the conference off with a true New Orleans-style celebration! Get a sneak peek at the exhibit hall while you enjoy regional cuisine and authentic New Orleans jazz and zydeco from two live bands. Reconnect with friends and colleagues and network with your peers as we kick off the 10th anniversary conference!

National Green Building Awards Dinner

Sunday, May 11

7:00 PM – 9:00 PM

Each year, the National Association of Home Builders recognizes individuals, companies and organizations that are "bringing green to the mainstream," by transforming green design and construction practices. Join fellow attendees as we honor excellence in residential green design and construction practices; and for green building program administration and advocacy efforts.

OPTIONAL EVENT; FEE: \$85

For more information about the National Green Building Awards, visit www.nahb.org/GreenBuildingAwards.

Networking Reception

Monday, May 12

5:00 PM – 7:00 PM

Visit with exhibitors and check out the hottest products for the green building market. Make valuable business contacts that could translate into larger profits for your company.

Highlighted Speakers



Michael A. Todman, President, Whirlpool North America

Todman has served Whirlpool in various capacities since 1993. He became controller of North America in 1995; vice president, Product Management in 1996; and vice president, Sears Sales and Marketing in 1997 before being named senior vice president, Sales and Marketing, North America in 1999. In March 2001, he was named executive vice president, North America, and a member of the executive committee of Whirlpool Corporation.



Dane L. Parker, Dell Global EHS Director

Parker currently serves as the Director of Global Environment, Health, Safety (EHS) and Facilities Sustainability for Dell Inc. In this role he is responsible for all aspects of EHS and Sustainability related to Dell's operations and real estate portfolio. Prior to Dell, Parker was GM and Director of Worldwide Environment, Health and Safety for Intel Corporation. Previous positions at Intel include Site Operations Manager in Arizona and Costa Rica, Operations Manager for Intel's Cable Products Division and Manager of Contracts and Materials for semiconductor fabrication plant construction and manufacturing equipment installation projects.



Patrick Moore, Ph.D., Green Building—Can Science Trump Activist Agendas?

Known as "The Sensible Environmentalist," Dr. Patrick Moore focuses on the promotion of sustainability and consensus building among competing concerns. A Greenpeace co-founder, he has served as President of Greenpeace Canada and Director of Greenpeace International. He currently serves as Chair and Chief Scientist of Greenspirit Strategies, a consultancy focusing on environmental policy and communications.



EDUCATION

New Green Designation!

Certified Green Professional (CGP)

The Certified Green Professional designation teaches builders, remodelers and other industry professionals strategies for incorporating green building principles into homes without driving up the cost of construction. It provides a solid background in green building methods and the tools to reach consumers from an organization that is leading the charge to provide market-driven green building solutions to the home building industry.

The first graduating class of CGPs will be recognized during the conference. Start earning your CGP by taking one of these courses:

- **Green Building for Building Professionals**

Friday, May 9 and Saturday, May 10 (Two-day course)

9:00 AM – 5:00 PM

Learn how green homes provide buyers with lower energy costs and higher value. This two-day course for building professionals discusses strategies for incorporating green-building principles into homes without driving up the cost of construction. You will learn how green homes provide buyers lower maintenance, improved indoor air quality and greater long-term value. Techniques are also discussed for competitively differentiating your home products with increased indoor environmental quality as well as energy and resource efficiency.

DESIGNATION CREDIT: CGA, CGB, CGP, CGR

CONTINUING EDUCATION CREDIT: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

OPTIONAL EVENT; FEES: Council \$370, NAHB Member \$395, Non-member \$445

- **Business Management for Building Professionals**

Wednesday, May 14

9:00 AM – 5:00 PM

Learn the management skills that give industry leaders the edge. This course will give you a solid foundation in those best business practices that are so valuable to smaller businesses: planning, organizing, staffing/directing and controlling. By using case studies and sample forms, your instructors give you practical and applicable tools for management success.

DESIGNATION CREDIT: CAPS, CGA, CGB, CGP, CGR

CONTINUING EDUCATION CREDIT: CAPS, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

OPTIONAL EVENT; FEES: Council \$170, NAHB Member \$195, Non-member \$245

Whether you're just getting started with green building or remodeling or are a "pioneer," nearly 60 educational sessions are planned in the following categories:

LUMINARY

Take advantage of this opportunity to spend time with nationally recognized leaders of the green building industry.

GOING GREEN

Learn how to change your business plan to meet today's marketplace.

BUILDING SCIENCE

Take a look at the technology behind green-built (and remodeled) homes.

LOCAL CHANGE

Learn how green is becoming part of public policy rhetoric and how zoning, code, land development and other public policy issues affect green building practices.

REMODELING

Discover the best in green remodeling practices.

DESIGN

Explore architectural and interior design trends.

SURVEYS

Hear the latest facts and figures about the growing green marketplace.

COMMUNITY DEVELOPMENT

Learn how green is being incorporated into lot design and community development.

SALES & MARKETING

Hear strategies for promoting green building services and succeeding in the green building market.

In addition to the education sessions, you'll also have an opportunity to have your building plans reviewed by industry experts. (see description on page 4)



LUMINARY

The Green and Sustainable High Performance Home

This informative double length seminar provides cost effective construction techniques and sorts out the facts from fiction with regards to green building. Construction Science expert Steve Easley will discuss the house as a system and the results of building green and healthy, as well as identify the components to a high performance home. The primary focus of this class is to help builders identify ways to affordably “green” their homes while getting biggest bang for their buck. The course will give builders the knowledge to build truly high performance homes that are sustainable, durable, safe, healthy, energy efficient and comfortable to live in. The mindset of this class is: “The greenest building you can build is the one you don’t have to rebuild.”

SPEAKER: Steve Easley

Steve Easley is an internationally recognized construction consultant specializing in solving building-science related problems and educating building industry professionals and their trade partners. His work focuses on increasing quality of construction, sustainability and reducing costly mistakes that lead to construction defects and callbacks. Easley is nationally known for his cost-effective, practical approaches to building high-performance structures and quality assurance. He has more than 30 years of industry experience. Easley has performed thousands of job site quality surveys and presented numerous building science seminars around the world with an annual audience of 8,000 – 10,000 industry professionals.

Building a Better Home: Indoor Air Quality—How It Affects You and Your Homeowners

Topics of this beneficial double-length seminar will include: factors affecting indoor air quality; design and construction methods that lead to problems; standards and guidelines; proper ventilation and air exchange; HVAC systems and strategies; filtration systems; common callbacks due to HVAC systems; heating and air-conditioning equipment, sizing and installation; impacts of duct leakage on energy costs and comfort; and duct-work installation defects and effects on system.

SPEAKER: Susan M. Raterman

Susan M. Raterman, CIH is the founder and President of The Raterman Group, Ltd., an industrial hygiene and environmental hazard consulting firm established in 1987. She provides management and technical expertise in industrial hygiene and environmental health. She develops and implements proactive indoor air quality (IAQ) programs for building owners and managers that include IAQ policies, operations and maintenance programs, interior materials selection, monitoring effectiveness of ventilation control strategies, and IAQ control during construction and renovation activities. In the areas of IAQ/mold investigations, she provides diagnostic consultations, contaminant sampling strategies and remediation oversight. Additionally, she provides compliance program development and training, and expert testimony and litigation support to clients on environmental issues.

Green Building 101

This session takes you inside and outside the house to demonstrate techniques to ensure energy and resource efficiency, better water conservation, improved indoor air quality and environmentally sensitive site design. Get your questions answered by an NAHB Green Builder Advocate of the Year and get ready to go green.

SPEAKER: Don Ferrier, Ferrier Custom Homes

Don Ferrier is president of Ferrier Builders, Inc. and Ferrier Custom Homes, represents the third generation of the Ferrier family in the quality construction business. Since 1984 Don has built all types of buildings, but his focus has been energy efficient construction with SIPs (Structural Insulated Panels). Don's knowledge and experience in constructing High Performance homes (extremely energy efficient, comfortable, healthy and durable) makes him a leader in his field. Ferrier Custom Homes is the 2006 Energy Value Housing Award silver medal recipient and the 2005 gold medal recipient for the construction of the most energy efficient elite homes in a hot climate by the National Association of Home Builders' Research Center, U. S. Department of Energy, and the National Renewable Energy Laboratory.

Green by Design: Real, Relevant and “Doable” Green Building

A two-part program (two 90-minute sessions) that delves into the heart of applied green building. Reality check 101: Will the way you are designing and building still be relevant next year—or in five or ten years? Learn how to grow beyond the present green building paradigm in this unique program. Ninety percent of effective green building strategies occur within the first ten percent of the design process. Effective and affordable high-performance green building depends more on client education, thoughtful programming, siting and sound design decisions than on sustainable material choices—although these will be addressed as well.

SPEAKER: Peter Pfeiffer, FAIA, Barley & Pfeiffer Architects

Peter Pfeiffer is an architect and building scientist practicing throughout North America. He is the founding principal of Austin-based Barley + Pfeiffer Architects. Founded in 1987, the firm is a national leader in the fields of energy and natural resource-conserving design, healthy living environments and “high-performance” building methods. Fine Homebuilding magazine recognized the firm for having designed one of the top nine most noteworthy homes in America in 1993, as well as “the Greenest Home in America” in 2003. The Energy Efficient Building Association awarded Pfeiffer the Conference Chair's Award in 1994 for his career accomplishments pioneering environmentally sensitive architecture. The National Association of Home Builders honored him as the “National Green Advocate of the Year” in 2003 for his “life-long achievements in mainstreaming green building.” In 2004, he was named a Fellow of the American Institute of Architects for his life-long commitment to “mainstreaming green building in North America.” In June of 2006, Residential Architect cited him as one of the ten most influential practitioners in American residential architecture of the past decade.

EDUCATION SESSIONS *continued*

GOING GREEN

Greening your Business Plan: Sustainable Business Practices for Green Builders and Associates

Sustainable business practices that value environmental sustainability and social equity on an equal basis with profitability are a natural fit for green builders. The session presenters will build a business case for this by discussing specific practices they have tried—and why they have chosen to hold onto some and move beyond others over the last thirty years. The presenters will discuss the success of their efforts to operate within a sustainable business value system and discuss which exit strategy is most aligned with these values.

SPEAKERS: Michael Chandler, Chandler Design Build; Bob Kingery, Southern Energy Management

Building Green: A Large Volume Builder's Perspective

Production builders will discuss their companies' commitments to building green and strategies for going green, while sharing real-world ideas that work—and the costs or cost savings associated with them.

Moderator: David Cohen, K. Hovnanian Homes

Everything You Need to Know About Building Multifamily Green

Learn from a multifamily green expert who will share lessons learned in designing and building environmentally-friendly, low-maintenance, durable multifamily units within project budgets. This session will provide you with design advice and other valuable resources that will allow you to set sustainability goals and build townhouses, condominiums or apartment homes that are energy, water and resource efficient. You'll also learn practical advice for developer, designer, owner and builder coordination on green projects.

SPEAKER: Ed Hord, Hord Coplan Macht Inc.

Going Green at the Beach: Anatomy of a Green Demonstration Project

Discover the science and art of building an educational demonstration home and how to market it correctly. Learn the steps in determining what your green message is, how to market it, ways to involve sponsors and how to bring the project to the industry and the public. Green certification programs will be compared, including overlaps and gaps. The latest in green financing will be reviewed, and how to weave green living practices into the home.

SPEAKERS: Dave Porter, Countrywide Home Loans; Pam Worner, Green Dog Enterprises

Green Building Defined—An Introduction to the National Green Building Program

The International Code Council and the National Association of Home Builders recently published the first and only residential green building standard. Get a crash course in the new national benchmark for sustainable home building, land development and remodeling, which is likely to transform residential home building in the years to come.

MODERATOR: Emily English, NAHB

SPEAKERS: Vladimir Kochkin, NAHB Research Center; Members of the National Green Building Standard Consensus Committee

How to Prepare for and Handle Green Disputes and Keep Yourself Out of Court

Green building disputes are usually based on performance issues as opposed to prescriptive issues—which is what most construction disputes involve today. Insurance companies are already indicating that they may not insure green builders and remodelers or may exclude green building from insurance policies due to the complexity and special expertise required by arbitrators and judges. With proper contract language, green builders and remodelers will be able to ensure that they will have green-knowledgeable construction individuals providing both mediation and arbitration services if a dispute should develop between a home owner and a green builder/remodeler.

SPEAKERS: Matthew Belcher, Belcher Homes; Peter Merrill, Construction Dispute Resolution Services, LLC; Donald Pratt, Wake Pratt Construction Co

The Sustainability Landscape: Green Beyond the Building Industry

In today's market, there is an application for sustainability in just about every sector of our economy. This session focuses on how sustainability is transforming our society and affecting areas beyond homebuilding such as transportation, agriculture, energy, business, medicine and travel. Attendees will learn not only about how to incorporate greater levels of sustainability into their own lifestyles and businesses, but also how to better understand home buyer behaviors and purchasing decisions.

SPEAKER: Sara Gutterman, Green Builder Media

Training Your Trade Contractor: Effective Performance Based Management Systems

Most contractors use trade contractors for the majority of work on their projects. Effectively managed trade contractors ensure higher performance, minimize rework and reduce warranty callbacks. Learn how to create performance-based management systems focusing on the major components of green building.

SPEAKER: Carl Seville, Seville Consulting

Understanding the ANSI National Green Building Program for Lot and Subdivision Development

Learn from individuals who actually helped develop the criteria and process for the two chapters dealing with community and lot green development. Learn how to apply, navigate and best design a project in the hopes of achieving the various green thresholds.

SPEAKERS: Bruce Boncke, BME Associates; Edward Tombari, NAHB

Understanding the ANSI National Green Building Program for Multifamily

This session is for everyone involved in today's multifamily construction industry. Developers can use the newly released National Green Building Standard to differentiate themselves in the marketplace, while protecting our environment. Affordable housing providers can use it to lower their operating costs, while improving the quality of life for residents.

SPEAKERS: Ron Burton, BOMA International; Ron Nickson and Paula Cino, National Multifamily Housing Council

Understanding the ANSI National Green Building Program for Remodeling

Green remodeling is no longer a gray area. The renovation chapter of the new ANSI National Green Building Standard provides guidance on greening existing housing—from kitchen and bath projects to additions and major gut-rehabs. Come learn about this new tool from members of the consensus committee that developed it.

SPEAKERS: Dona Stankus, North Carolina Solar Center; Therese Crahan, NAHB

An Introduction to the National Green Building Program

This session will provide an overview of the new NAHB National Green Building Program. NGBP resources include a web-based green home scoring tool that allows builders to design, build and measure green features. Home builders all over the country can take advantage of this voluntary, market-driven and cost-effective way to build green.

MODERATOR: Emily English, NAHB

SPEAKERS: NAHB National Green Building Program Pilot Participants



BUILDING SCIENCE

The Vital Circulation Systems of Green Buildings

Discover several water- and energy-saving sustainable systems that depend specifically on piping to function. You'll learn the basics of each of these "plumbing systems," their increased efficiencies and how they give life to green and sustainable buildings while saving energy and water.

SPEAKER: Mike Cudahy, Plastic Pipe and Fittings Association

Building Green in Hot, Humid Climates

In hot and humid climates, elevated indoor humidity and building moisture problems are common and represent a major threat to a property's durability and the occupant's health. In this session, contributing factors and new approaches to building healthy, sustainable homes in hot, humid climates will be examined. New Orleans case studies will be used to demonstrate how common problems can be avoided.

SPEAKERS: Will Bradshaw and Reuben Teague, Green Coast Enterprises

Building Green with Engineered Wood Composites

This presentation will address common questions and issues related to the use of structural engineered wood products in green building design and construction. Topics will include: engineered wood product manufacturing and resource use; understanding adhesives and formaldehyde; using engineered wood to reduce job site waste; engineered wood as a component in energy efficient systems; and engineered wood and life cycle assessment.

SPEAKERS: Marilyn LeMoine and Thomas Williamson, APA-The Engineered Wood Association

Building Science with Structural Insulated Panels (SIPs)

Learn how to maximize energy savings with structural insulated panels (SIPs) through the application of building science and best installation practices. Using examples from different climate zones, including New Orleans, this session will cover ventilation solutions, moisture detailing and critical installation details unique to SIP construction that will help builders construct high performance and healthy homes.

SPEAKERS: Alex Lukachko, Building Science Corporation; Al Cobb, Panelwrights

Concrete Residential Homebuilding: Disaster Resistance and Sustainability

This panel discussion will provide an overview of the durable green building features of various concrete homebuilding technologies available in Greater New Orleans. Projects will be discussed within the context of local adaptation of NAHB's National Green Building Program. Hear local contractors describe their successes in rebuilding permanent, disaster-resistant, environmentally-sensitive communities in New Orleans.

MODERATOR: Donn Thompson, Portland Cement Association

EDUCATION SESSIONS *continued*

Going Green with Steel Framing

This dynamic team will walk you through some of the latest advancements in design and construction techniques for projects that are impervious to environmental issues like mold, insects and off-gassing. Find out how to meet energy codes without breaking the bank, using products that are durable and readily available. Make informed decisions about using steel to accomplish green building goals.

SPEAKERS: Don Allen, Steel Framing Alliance; Maribeth Rizzuto, Steel Framing Alliance; Danny Feazell, Premium Steel Building Systems

Use of Permeable Interlocking Concrete Pavement to Improve Storm Water Quality and Quantity Control

A panel discussion on sustainable site design using permeable interlocking concrete pavements as a best management practice for water quality and quantity control. Learn how PICP and other types of permeable pavement can meet local and state requirements for reduced runoff and reduced impervious cover. Gain a basic understanding of the design process for hydrologic and structural requirements.

SPEAKERS: David Smith, Interlocking Concrete Pavement; Chuck Taylor, Advanced Pavement Technology; George Bialecki, Jr., Alternative Energy Builders, Inc.

Using Life Cycle Assessment Tools to Make Material Choices

The NAHB National Green Building Program award points for using Life Cycle Assessment (LCA) to select building products and assemblies. Explore the free LCA tools that are available to assist you and understand the environmental impacts that are considered in the development of a life cycle assessment. This session will illustrate through examples that wood products and wood assemblies, when compared to other materials, are the most environmentally preferable building material. Lastly, the program will provide techniques for attendees to consider when attempting to gain LCA points in Green Globes or the NAHB National Green Building Program™.

MODERATOR: Kenneth Bland, American Forest and Paper Association

How to Get the Thermal Envelope Right for All the Green Reasons

Energy-efficient, green homes depend on getting the thermal envelope right. This session demonstrates how to combine principles, materials and practices into wall, foundation and roof systems that result in energy-efficient, green homes. Builders will understand how to build thermal envelopes that help homes perform 50 percent better than the energy code and qualify for the Energy Tax Credit.

SPEAKER: Doug Bibee, Dow Chemical

Introduction to Insulating Concrete Form Technology

Explore the basics of ICF technology, one of the fastest growing sustainable concrete choices. Learn variations between products, integration of other trades and acceptance by codes. Acquire resources for more information about manufacturers design tools, and research. Gain a basic understanding of the ICF construction process and the benefits of ICFs—energy efficiency, disaster resistance, sound mitigation and sustainability.

SPEAKER: Donn Thompson and Jim Niehoff, Portland Cement Association

Modular Construction: Inherently Green

With the growing interest and demand around green construction, builders and developers can learn how modular construction can assist in earning accreditation. Modular excels at material resources use, material recycling and energy conservation. Hear how builders and developers can increase the green content of their projects by using modular construction.

SPEAKERS: Kevin Flahery, Genesis Homes; Randall Lanou, BuildSense Inc.

LOCAL CHANGE

Green Building Defined—An Introduction to the National Green Building Standard

(See description under “Going Green”)

An Introduction to the National Green Building Program

(See description under “Going Green”)

Green Building Guidelines Start at the Ballot Box

This presentation will focus on the importance of being politically active at the local level. By helping to elect city council members and mayors who understand green building and its impact on the economy, industry, citizens and government can flourish. NAHB staff will discuss how political campaigns work and how to get involved, including candidate recruitment, media, Political Action Committees and voter contact. A panel discussion will follow, with experts from across the country who will detail their experience with each step in the political and legislative process. They'll discuss how education of the voter, candidate and office holder is the best way to success.

MODERATOR: Karl Eckhart, NAHB

New Orleans: Then and Now

Despite widespread challenges stemming from Hurricane Katrina, many New Orleans residents are determined to rebuild—and many are rebuilding green. Various interests groups have battled over how the city should be rebuilt, causing confusion and skepticism in the marketplace. Representatives from the Greater New Orleans HBA and NAHB will provide insight into rebuilding initiatives underway in New Orleans, as well as techniques for building green affordably. Discussion will focus on sustainable and affordable rebuilding, new environmental protection measures and how historic resources are being preserved.

SPEAKERS: Jon Luther and Hampton Barclay, HBA of Greater New Orleans; Toni Wendel, Olde World Remodeling; Kenneth Ford, NAHB

Over the Hedge: Overcoming Regulatory Barriers to Green Building

(See description under “Community Development”)

Sustainable Partnerships: Builders and Communities Working Together for Green Infrastructure, Development and Design

This session will focus primarily on public-private partnerships that have been formed in the past to implement sustainable green development. The emphasis will be on case studies, to provide the audience with real world examples of projects that could not have gotten off the ground without the partnering of the public and private sector.

SPEAKERS: Dr. Jay Exum, Glatting Jackson Community Planning & Design; Deborah L. Myerson and Aaron Adelstein, Built Green

The Future of Affordable Housing Is Looking Green

Sustainable living should not be a privilege just for the wealthy. Because most households are of moderate income and lower, affordable housing and green development are vital parts of building any large scale sustainable community. This session will examine the organizations and programs that are bringing the benefits of green building to households of all income levels, as well as case studies of products and communities that best exemplify affordable green building.

SPEAKERS: William Kreager, MIRM, FAIA, MITHUN; Neal Payton, Torti Gallas and Partners

REMODELING

Anatomy of a Green Bath Remodel

Michael Strong, a nationally recognized remodeler, will present to you the “Good, Better and Best” green practices you can incorporate into your next kitchen remodeling project. A well-designed, attractive kitchen can be the focal point of a home. At the same time, it may very well be the single biggest energy drain. Remodeling the kitchen presents a big opportunity to improve not only energy performance, but water use, ventilation and overall health, safety and comfort.

SPEAKER: Michael Strong, Brothers Strong

Selling Green: How Remodelers Are Taking Green to the Streets

Join Remodelers Advantage president Victoria Downing as she leads a panel of top remodelers in a lively discussion on how they “green” their projects. By incorporating creative marketing, new production procedures, a knowledge of products that consumers will buy and inspired sales techniques, these remodelers are changing the playing field and helping the earth at the same time. Learn how you can educate your customers, establish your company as the remodeling expert in your market and attract prospects who are willing to invest to conserve energy, lower consumption and save money.

MODERATOR: Victoria Downing, Remodelers Advantage

Anatomy of a Green Kitchen Remodel

A well-designed, attractive kitchen can be the focal point of a home. At the same time, it may very well be the single biggest energy drain. This session will focus on the “good, better and best” green practices you can incorporate into your next kitchen remodeling project. Remodeling the kitchen presents a big opportunity to improve not only energy performance, but water use, ventilation and overall health, safety and comfort.

SPEAKER: Michael Strong, Brothers Strong

Understanding the ANSI National Green Building Program for Remodeling

(See description under “Going Green”)

The Quest for Green

A typical remodel involves a dizzying array of choices—what are consumers looking for? What materials and strategies are remodelers using? Michael Morris, Editor-in-Chief of *Professional Remodeler* magazine will present results of their latest green remodeling survey. He will also lead a panel discussion on the various issues (best practices, education, marketing, sales, etc.) related to the survey results.

MODERATOR: Michael Morris, Professional Remodeler Magazine

DESIGN

Creating Natural Spaces that are Psychologically “Green”

One of the primary goals of green and sustainable design is to reduce toxins that have a negative effect on people and the environment. However, stress caused by the design of a space often isn’t taken into consideration. This stress is one of the most significant toxins affecting people’s health. Using principles of environmental psychology and incorporating related principles from ancient Greece, Feng Shui, Vastu and other cultures, we can create environments that reduce stress and make a space truly green and sustainable.

SPEAKERS: Heather Christensen and David Fraser, Panergetics

Design Tools for Sustainable Homes

Do you keep hearing about the “green” movement and wonder what you can do as a builder to get involved, without having to spend a ton of green? If you answered “yes” to this question, then this is the presentation for you! This session will give developers and builders the design tools they need to create successful and sustainable homes from home design to the smallest construction details, while still being budget conscious.

SPEAKERS: John Williams, KEPHART; William Kreager, MITHUN; Jay Griffin, American Society of Landscape Architects

EDUCATION SESSIONS *continued*

SURVEYS

Environmental Impacts of Homes Built to the NAHB Model Green Home Building Guidelines

In 2007/2008 the Green Building Initiative commissioned a study detailing the environmental impact of homes built to the NAHB Model Green Home Building Guidelines. Ward Hubbell, president of the Green Building Initiative, will present the findings and outline the positive economic, technical and environmental effects of building to the NAHB Guidelines.

SPEAKER: Ward Hubbell, The Green Building Initiative

The Green Residential Marketplace: Evolving Trends and Opportunities

As the awareness of green building benefits and practices grows in the consumer and builder communities, the green residential marketplace continues to expand rapidly. McGraw-Hill Construction will present the results from their latest research study, in conjunction with NAHB, on the drivers and scope of the green residential marketplace—and some of the challenges the industry faces in moving ahead. Participants will be able to quantify the market opportunities for green building in the residential sector and develop a strategic plan for their market involvement.

SPEAKER: Harvey Bernstein, McGraw-Hill Construction

Understanding Green Consumers

Consumer research firm Yankelovich examines how green attitudes affect specific business categories. From home building to energy, “Going Green” study helps marketers discover who is green and the green attitudes that are most likely to lead to specific shopping behaviors. Concern about environmental issues is running high in the country today, but people are notorious for espousing pro-environmental attitudes and intentions that never translate into changes in lifestyle or purchasing patterns. In this session, Yankelovich will present the results from their latest research study, “Going Green” that examines this disconnect and explores the impact of the current green movement in the marketplace.

SPEAKER: Yankelovich

Behind the Numbers—Measuring the Market Demand for Green Homes

Green building may be going mainstream, but residential real estate, which represents fifty percent of all new construction on an annual basis, comprises less than five percent of all green building activity. This session discusses the motivations of the green homebuyer and explores demand for green homes—showcasing what the demand for the green home looks like today and what it will look like going forward.

SPEAKER Shyam Kannan, RCLCO

Professional Remodeler Magazine Green Remodeling Survey

(See description under “Remodeling”)

COMMUNITY DEVELOPMENT

From Gray and Brown to Green: Developing Grayfields and Brownfields into Eco-Friendly Development

As development interest in previously developed areas continues to grow, how do we transform underutilized and even contaminated sites from environmental wastelands into eco-friendly urban oases? This session seeks to showcase real world examples of projects that have done just that, as well as strategies those communities may adopt to encourage green redevelopment in their communities.

SPEAKERS: Tom Kopf, DTJ DESIGN, Inc.; Hank Baker, Forest City Development

From the Ground Up—The Basic Techniques of Green Development

The old saying goes “the devil is in the details.” This adage is particularly true when trying to plan and construct green development. Want street trees? They will conflict with underground utilities. Want development outside water and sewer service area? Septic systems contaminate well water supplies. This program will include speakers with years of experience in resolving the many technical issues that bedevil the development industry and offer sensible solutions that can more easily make sustainable green development happen.

SPEAKERS: Glenn Acomb, ASLA, University of Gainesville; Curtis Sparks, PE, North American Wetland Engineering LLC; Neil Weinstein, Center for Low Impact Development

Over the Hedge: Overcoming Regulatory Barriers to Green Building

As is the case with many land development issues, local governments often don’t even permit what, in theory, they say they are interested in providing in their community. This session seeks to provide the audience with strategies and real world examples of how to overcome this Catch-22. This session will also present reasonable solutions that can be adopted by local governments to remove regulations that otherwise prevent the construction of green development.

SPEAKERS: Don Fielding, Greengard Inc; Jim Constantine, Looney, Ricks & Kiss

Understanding the ANSI Green Building Standard for Lot and Subdivision Development

(See description under “Going Green”)

SALES & MARKETING

Full Service Green Financing

This green home financing educational session will detail how home builders can tap into financial services institutions to help build their green homes. Executives from across the Wells Fargo enterprise will detail how their business lines can support green home building. These representatives will be from Home Mortgage, Bank, Consumer Card Services, Home Equity, Renovation Lending, Commercial Real Estate, Insurance and Community Development.

SPEAKERS: TBA

Green Real Estate Agents Can Increase Your Business

Properly trained real estate agents can bring you qualified buyers for green homes and green remodeling services. These agents are distinguishing themselves by learning how to push clients' "hot buttons" with green features—the true benefits as perceived by the buyer. This session describes the training real estate agents should have to describe your products accurately without over-promising. Hear from actual trained agents how they are assisting green builders and contractors in their market.

MODERATOR: John Beldock, PhD, EcoBroker International

How Green is that Product? Determining the Parameters of Sustainability

With the exploding interest in green building, it can be difficult to decipher between authentic green messaging and "green washing." This session will explore the aspects of what makes a product green, including product certification, embodied energy, life cycle analysis, manufacturing processes and other important factors that contribute to a product's sustainability.

MODERATOR: Sara Gutterman, Green Builder Media

Spin the Green Wheel of Fortune!

You'll be a winner no matter where the wheel stops, when your company's center is made of the right green values. Begin by identifying the right level of "green" for your market and price point. Include cost-effective green design and products that deliver value without adding significant cost. Breathe new life into the hearts and hands of your trades with strategies that will make them feel part of something important! Charge up your sales team or local real estate agents with pride in their ability to sell your superior green homes. Share your green builder story, passion and commitment with buyers—and watch the green wheel bring fortune to you!

SPEAKER: Sara Lamia, Home Building Coach, Inc.

The Language of Green—Learning from Master Marketers

Green building is one of the most dynamic stories in today's market—yet many home builders complain buyers don't care. The reality is that few home builders understand how to communicate the benefits of building green in a compelling fashion. See how the masters of Madison Avenue are effectively tapping into the tremendous interest in green, and how home builders can do the same. Green home builders and their sales staff will learn how to more effectively tell their own story to attract additional customers and gain greater media coverage.

SPEAKER: James Hackler

Understanding Green Consumers

(See description under "Surveys.")

Read All About It—at BuilderBooks

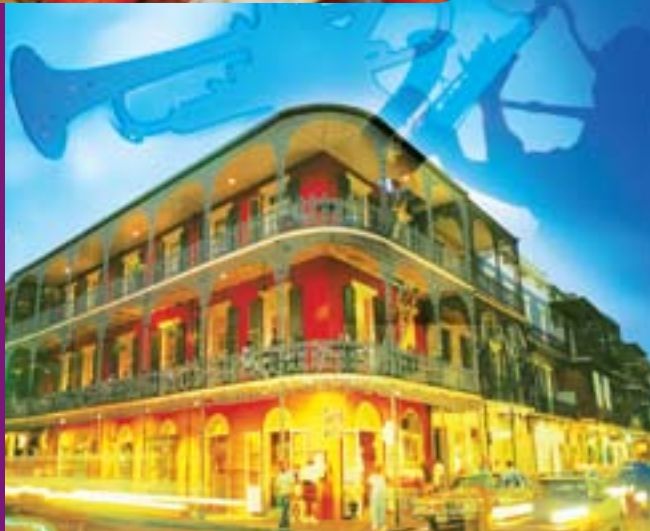
Want to learn more? BuilderBooks, the publishing arm of NAHB, provides the straightforward, no-nonsense tools and resources that builders and associates are looking for. At BuilderBooks.com you can find everything from business forms and contracts to guides on business management and legal issues—all at significant discounts.



CONFERENCE LOCATION

New Orleans

Whether you're in Faubourg Marigny, the French Quarter, the Warehouse and Arts District or St. Charles Avenue, you'll experience cultural riches and sensory indulgences throughout your stay in New Orleans. Jazz streams out into the moonlight and French doors open to the night breezes of the Big Easy. You'll be tempted at every turn by Cajun and Creole dishes at the city's more than 1,500 restaurants offering the most diverse cuisine in the world. To learn more about the Crescent City, visit the New Orleans Visitors Bureau at www.neworleanscvb.com.



Hotel



Sheraton New Orleans

500 Canal Street
New Orleans, LA 70130
Phone: 888-625-5144

The Sheraton New Orleans Hotel is at the footsteps of the French Quarter, close to unforgettable dining, music and entertainment and all that the Crescent City has to offer. The

hotel features a fitness center, outdoor swimming pool, restaurant and lounge among many other amenities.

- **Rate:** \$159 per night, single or double occupancy, plus applicable taxes.
- **Reservations:** 800-433-1790, and mention the National Association of Home Builders group rate.
- **Cut-off date:** Wednesday, April 9, 2008, to receive the discounted rate.

Travel

Airport

New Orleans is served by New Orleans Louis Armstrong International Airport (MSY). The airport is approximately 16 miles and 25-30 minutes from the Sheraton New Orleans.

Ground Transportation

Cabs from the airport are approximately \$30 one-way for one to two passengers, or \$12 per person for three or more passengers. Shared ride shuttle options are available for \$13 per person one-way and \$26 per person round-trip. Go to www.flymsy.com and click on "Ground Transportation" for details. (Prices current at time of publishing and subject to change without notice.)

Travel Discounts

American Airlines

For reservations and ticketing information, call American Airlines Meeting Services Desk or have your travel professional call 800-433-1790 from anywhere in the United States or Canada, seven days a week from 5:00 AM to 12:00 AM Central Time, and refer to the authorization number A1438SS. Reservations for the hearing and speech impaired are available at 800-543-1586.

Car Rental Discount

Hertz

Save \$5 a day and up to \$25 on your NAHB meeting rental with Hertz. Plus, you receive your NAHB member discount as well as all other Hertz benefits. This special offer is valid one week before through one week after the designated NAHB event dates. You can make reservations by calling 800-654-2240 in the U.S. or in Canada call 800-263-0600 (in Toronto 416-620-9620) go online to www.hertz.com. Be sure to include the NAHB CDP #51046 and meeting PC #113260 to take advantage of this special offer.

