

Jerry Howard: Welcome to Housing Development. I'm Jerry Howard.

Jim Tobin: And I'm Jim Tobin. Well, Jerry welcome back stateside. Last week was an international podcast. So, welcome back from Scotland. How was your trip?

Jerry Howard: Well, Jim, it was whirlwind trip, to be sure. A great deal of traveling. I took the opportunity while I was there to go London and met with our IBS consult. The one whose helping us really modernize IBS. Some of which I think will be apparent to attendees this year. And we'll talk about that in a few minutes with our guests, but I also obviously went to Scotland to the Global Climate Change Summit. And I got to tell you what those people want for our civilization as a whole, is a dramatic change in the way everybody lives and does business. And we can get into that at another time, but I can tell you it was eyeopening and frightening for me.

Jim Tobin: Well, I certainly look forward to hearing your reports on it, but kudos for you for going over there. I think it's important for us to be represented. Like you said, given everything that may eventually make its way to our shores. Well, while you were gone I want to give you props. Before you left our podcast, we were talking about the upcoming elections in New Jersey and Virginia. And you struck out a tone and you picked Glen Youngkin to win the Virginia race, so kudos to you. We were both... I stayed neutral in that race, and then we both of course called for the democratic incumbent to win in New Jersey. But that win in Virginia that really shepherded in what happened yesterday on Monday with President Biden signing the infrastructure bill into law after many fits and starts. I know you've been following it. And was there any talk... what you've heard in Scotland about the infrastructure bill or President Biden's agenda, or you think this is just kind of a one off, an infrastructure check the box and move on the next issues?

Jerry Howard: No, there really wasn't much talk about the infrastructure bill over there. I think that clearly is more of something that we focus on here domestically. Over there, the conversations are solely about the United States and China as the two largest polluters getting together and trying to do something.

Jim Tobin: Yeah, I can't wait to hear more of these great ideas that came out of this thing. Well, domestically here, I just said that the president signed the infrastructure bill, something that NHB supported, over a trillion dollars in infrastructure funding, which we think will benefit the home building industry by more roads, more bridges, ports infrastructure that will help move goods and services to our job sites faster. So that's a good thing, but now we're awaiting the long slow slog to see if the \$1.75 trillion social spending package actually gets through president's between now and the Christmas holidays. So that's the new parlor game in D.C. now, is what the heck happens with Senator Manchin and Senator Sinema and the Senate, if they try to trim this back even further, given inflationary pressures and budgetary pressures.

Jerry Howard: And you hit the nail right on the head there, Jim. I think that our country, our citizens as a whole are becoming more and more aware and attuned to the problems that we're experiencing with inflation, which we haven't had in many years. I think that the inflation issue is probably going to really make it difficult for them to spend more money than, than Manchin and Sinema want them to. And maybe even it'll make it difficult for them to even spend that much. So, we're facing some real issues here that I think maybe Congress ought to look away from the beltway for a change, look out to the hinterlands and address the needs of the American people.

Jim Tobin: Yeah. Agreed. Prices are through the roof on groceries, gas, like you said, inflation's eating every dollar that an American makes right now. Home prices, that's been a popular one to talk about as far as the inflation in home prices. And we know that first hand of course, but I agree with you that maybe we need to hit the pause button here and let the economy start to cool down a little bit and get back to some normalcy for Americans.

Jerry Howard: I agree. And speaking of normalcy, we are going to have a live IBS in February, which I think we're all thrilled about. And here to talk to us about that is your friend and mine Jim, former chairman of NHB and chairman of the Conventions Committee this year, Rick Judson. Rick, welcome.

Jim Tobin: Welcome, Rick. Good to see you.

Rick Judson: How do you do?

Jim Tobin: Rick, why don't you tell us how things are shaping up for IBS this year?

Rick Judson: Well, actually they look pretty good, especially considering where we were and what we had experienced last year. It looks quite good, actually. We have opened registration for the housing and registration itself. As I've said, number one, we've been consistently pacing, very close to just behind, but close to the 2020 schedule, which is better than we had anticipated. We expect to be just under 40,000 attendees in February, so that's a good move. That's an attainable number. We're now 13 weeks out from the show. We've got good exhibit participation. We've got over 700 brands, covering more than 470,000 square feet thus far. Our sales and marketing team are just continuing to pull out all the stops and doing a great job with not only the selling, but the rental of exhibit space. When you throw KBIS into the mix, we should have an excess of 60,000 attendees traversing over 850,000 square feet of exhibit space and more than 1100 exhibitors. So that's quite a benchmark for us. I could ramble on for hours about this, but let me just answer specific questions you may have.

Jerry Howard: Well, you spearheaded the effort for us on what we should and need to do to protect the health and safety of our exhibitors and our attendees. Can you comment on that a little bit?

Rick Judson: Yes. And as you know, I think it's important to disclose the fact that we're having this thing monitored in a sort of a joint effort with KBIS to make sure that we are on the cutting edge of health and safety. That is actually a number one priority for the IBS show in total for our exhibitors, for the attendees, for our members, to make sure that they are protected and have the opportunity to visit and learn from the show in a safety conscious manner. So, we're really excited about the way it's trending. Anything can happen between now and then, but right now, everything looks as though it's on the positive and very much of an upbeat.

Jim Tobin: Well, Rick, this is great news. And I appreciate everything you've done and Jerry have done to make sure this is the safe... certainly the safest show we've ever had. But for show veterans like ourselves, we've been to many over our years. A lot of things you described, that's the tip of the iceberg. Tell us what else we're going to have. Are there any new features that are going to be at the 2022 show, that's something we haven't seen before?

Rick Judson: One of our objectives is to make this show fresh and new. We all had a tough experience and disappointment with last year because we all look forward to going. And it was just not the most logical and practical thing to do, but there's some good things that are happening that are different this year and that was a primary focus. Let me go to some of the specific things that are happening. We've got a very exciting opening ceremonies with Magic Johnson as a keynote speaker. Very energetic, high flying guy. He's a lot of fun to watch in here. We've got the IBS House Party. We've got the Young Pro Event sponsored by Pfister, starring Craig Morgan, who is a... be the second night of the show. We've got the IBS Closing Concert, which will be Trace Adkins. All these things are available for all the attendees, especially with all access pass. That's important when people register and try to get that all access pass, it gives you access to not only the show and all the energy associated there, but you've got over 120 education programs over the three day period.

So it's about 70% or so of the programs that we're having are new in content. And when you think about the fact that we didn't have a show last year, you've really got two years of technology and ideas and things that are going to be available this year, that we didn't have last year because we didn't have a show. So, I think it's a good opportunity to experience some new things. The new product zone, which is right at the entrance of IBS. They're at the south concourse, is exactly the name implies. Is to give people a sort of a down and dirty look at what's new to the show. It'll help new companies get exposure. It'll help you get an orientation for what is at the show. We've got a home technology solutions pavilion that is new. It's a new stage in the pavilion, and it'll be featuring technology specific programming, the entire three day period. So, there's a lot of new things that I think are pretty high energy, and people will enjoy seeing, especially if you haven't been there before, it gives you a good overview.

Jerry Howard: And you sort of glanced over something that I think most of our attendees are looking forward to, that is I understand that you challenged Magic Johnson to a one-on-one basketball game in the parking lot.

Rick Judson: Well, I asked him about that, and I asked him to the other way, when I get the ball, because I think I sneak around if I could hit a layup, we'll be good.

Jerry Howard: As you point out Rick, the real meat and potatoes of the IBS is going to be the live in-person education and networking that our members haven't had for two years.

Rick Judson: I totally agree with that. And not to... that just can't be overstressed. There are so many new things that are happening. We all know in our businesses what it's like, and things change daily and weekly, but when you go two years, there's so many new things that can happen and it will make us more efficient, proficient, and profitable in what we do, delivering a better product to our customers. And we'll be learning at the same time. So, it's a really good opportunity and we've tried to organize it in such a fashion that it's easy to manage, it's not intimidating, it's not overwhelming. And I think with all the technological opportunities we're trying to offer in terms of the apps and there's a show app that we didn't mention, Jerry.

Put it right on your phone, so you can go between that and the printed show guides and the ambassadors that will be on the floor, sort of helping with general information about where things are. I think you'll have all the information you need to navigate 850,000 square feet in a very efficient fashion. So, I would stress anyone as you're registering, get the all inclusive pass, register by December 10th. There's a housing block that will be released after December 10th. And I think it's important to make sure that you can get access to hotels that will have free shuttles back and forth to the convention center, because there's so much to see there, so much opportunity.

Jerry Howard: I agree Rick, and I can't tell you how excited I am to be back in person with all of our members, all of the friends we haven't seen for a couple years. And on behalf of the staff, I want to thank you for your leadership as convention and chairman this year. You've been an outstanding leader for us, and we really appreciate it. And looking forward to just an unbelievable reentry back into the world of a live trade show. So Rick, thanks for being with us. Want to wish you and Kathy, a happy Thanksgiving and to all of our listeners out there, anyone who comes to IBS and goes up to Rick Judson and mentions this podcast, Rick will let you buy him a drink.

Rick Judson: It'll be two drinks or all you can drink, whichever is your preference.

Jerry Howard: So, look for Rick at the IBS and everybody have a great Thanksgiving. Rick, thanks for being with us.

Jim Tobin: Thanks, Rick.

Rick Judson: Thanks to you, and thanks to staff. I think that goes understated sometimes. This was a difficult paradigm we're going through and everybody pulled together on it, made it happen, and I can assure you, it'll be one of the most energetic and exciting events that we've had in years for a lot of reasons. So, I look forward to seeing everyone there and buying everyone drinks.

Jim Tobin: Got it. Thanks Rick.

Rick Judson: See you guys later.

Jerry Howard: All right.

Jim Tobin: Bye-bye.

Jerry Howard: So Jim, once we get through Thanksgiving and the Christmas season, you and I'll be looking forward to this IBS, that Rick just described to everybody. I think it's going to be a great show and a great time.

Jim Tobin: Couldn't agree more. I'm looking forward to it, especially coming out of the Houston Leadership meeting and seeing everybody. I can't wait for IBS when we've got, as Rick said, 60,000 people in Orlando and having a good time and improving their businesses.

Jerry Howard: Yep. So, to all of our listeners, please register for the IBS. We look forward to seeing you there. It's going to be a great show, but for now, that wraps up this episode of Housing Developments. I'm Jerry Howard.

Jim Tobin: And I'm Jim Tobin. Happy Thanksgiving.

Jerry Howard: Take care.