



March 2017

Association News

NAHB Celebrates Global Home Building Industry, Honors 3 Innovative Products

Three creative new products are the NAHB Global Innovation Award winners for 2016: an online educational series by [Wellness Within Your Walls](#), an exterior-wall insulation technology by [Timber Block](#), and an electric fireplace replacement product by [Dimplex](#).

The annual award — announced during Global Industry Day at the [NAHB International Builders' Show](#) — recognizes cutting-edge, advanced and original products or marketing strategies by global or domestic NAHB member companies: developers, builders, subcontractors, remodelers and lenders that offer products or services to consumers.

Congratulations to this year's winners! [Read the full release here.](#)

Industry Focuses on Home Technology & Energy at 2017 IBS

The throngs were thick and the booths were bustling on the exhibit hall floor in Orlando, Fla., for the NAHB International Builders' Show in January. Exhibit space was nearly 20% larger than last year—with more than 1,500 exhibitors on the show floor and in the outdoor exhibition areas. About 80,000 home builders, remodelers, developers, designers and their trade partners networked with one another and witnessed countless demonstrations from leading suppliers during a show that spanned the Orange County Convention Center. If you missed IBS this year, [read a recap here.](#)

Member Focus: Jillian Pritchard Cooke, Founder, Wellness Within Your Walls

NAHB membership has helped connect a winning indoor air quality education firm with builders, manufacturers, architects, designers, specifiers and consumers nationally and internationally through its network.

Wellness Within Your Walls (WWYW) offers education and certification for people, places, products and programs. One of three 2016 Global Innovation Award winners, WWYW is a four-part education series

that teaches home building and design professionals from around the globe how to reduce harmful toxins during and after the building process.

The courses focus on types of toxins, levels of toxicity and safe alternatives and address transparency and accountability.

Founder Jillian Pritchard Cooke has been in the home building industry since 1980 and a member of NAHB since 1987. She founded WWYW in 2006 when she discovered the need to simplify overwhelming information on toxins in the interior environment.

Like many companies in the industry, advances in technology have provided WWYW with more opportunities for growth.

"Technology is helping grow our business by being able to offer classes online this year," said Cooke. "In addition, it is technology that will ultimately help us detect harmful toxins in the home environment and flush them out."

Looking toward the future of the home building industry, she anticipates a connection between energy conservation and health.

"The building industry inadvertently created an issue with air quality by creating the 'tight box syndrome: the tighter the box,' or building envelope, 'the harder it is for toxins to escape," said Cooke, "Even with a balanced ventilation system, it's difficult to have completely clean air in the home, **and with** so many toxins in home furnishings and household products it's virtually impossible to accomplish a toxic free environment.

"I do believe, however, that the industry will find balance between net zero [homes] and healthy housing. Education and the development of new technology that can detect toxins and flush them out of the home are key. Transparency and proper labeling is also important. And finally, the consumer must participate in the effort to reduce," and keep toxic products from entering the home, she said.

Learn more about [Wellness Within Your Walls](#).

NAHB Gives Free 2018 IBS Pass to Lucky Global Member

Out of more than 100 entries that were submitted by global attendees at the IBS International Central, Grant Galvin of Master Builders in Brisbane, Australia's name was drawn. He has won an 2018 IBS Pass and an [NAHB BuilderBooks](#) eBook Collection. Congratulations and we will see you in Orlando, Fla. Jan. 9-11, 2018!

Welcome New NAHB Members!

NAHB would like to give a warm welcome to our latest group of new members from around the world:

- Kayode (Alex) Akinbola, LEKKI Realty (Lagos, Nigeria)
- Caroline Auger, Structures Barrette Inc. (Quebec, Canada)
- Troy Burke, Heritage Holdings Ltd. (West Bay, Cayman Islands)
- Narinobu Fujishin, Nissho Industrial Corp. (Kasuya-Gun, Japan)
- Urbain Frederic Ongouya, Serru-Top (Ouenze, Congo)
- Chris Ramirez, Gush & Emy GTD (Corozal Town, Belize)
- Yachun Xu, Building Materials (Chang Zhou, China)

If you would like to share information about NAHB Global Membership with an industry colleague, please send them the following link to learn more – nahb.org/globalmemberbenefits.

Building Trends Around the Globe

- [Meet the South African Inventor Making Bricks Out of Paper](#)
- [Minha Casa Minha Vida Housing Program to Expand in Brazil](#)
- [How Accessibility-Focused Housing Design Benefits Everyone](#)
- [Mexico City will Invest in 20,000 New Homes for Low Income, Middle Class](#)

Global Membership Quick Tips

NAHB Global eNews strives to cover topics that help support business growth and development. Have a story idea or news release? Email it to lwallace@nahb.org to be considered for the next issue.

NAHB Members get discounts on books, online courses, webinars and more. Take advantage of the savings to advance your [knowledge in key industry areas](#).

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