



STAND APART, BE THERE.



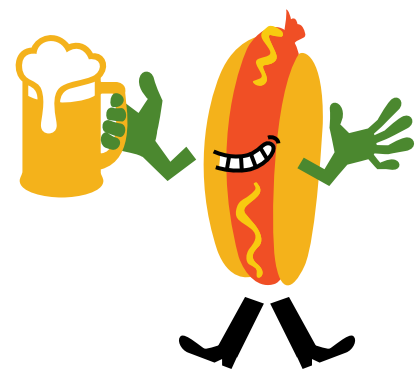
### Why attend?

**GROW WHAT YOU KNOW.** Embark on a thorough exploration of the latest trends in high performance home strategies and practices guided by local and national presenters.

**GET CONNECTED.** Generate good ideas and identify practical solutions through collaboration with like-minded colleagues from various disciplines within the industry.

**EARN A BUNCH OF CEUs.** Fulfill most of your continuing education requirements in two days. More than seven hours of CEUs are available for builders, remodelers, contractors, architects, building performance consultants, HVAC/R technicians, home inspectors, raters, LEED APs and LEED Green Associates.

**UNWIND.** Enjoy a casual, comfortable conference experience. From the networking breaks to the **Better Beer: Better Brats** reception; you'll feel right at home.



### Keynote promises serious fun



**TECHNOLOGY IS NOT THE END-ALL-BE-ALL SOLUTION WHEN IT COMES TO EFFICIENCY AND RENEWABLES PROGRAMS.** Comedian and energy efficiency expert **BILL LEBLANC** will discuss how the customer needs to be the focus moving forward. He'll share eye opening research results and reveal some new marketing techniques that promise success.

### Master speakers

**MASTER SPEAKERS** share info geared toward the experienced building professional. Mastered standard practices and procedures and seek high level information and instruction?

**You're in luck. Meet our master speakers:**

- ROBERT BEAN**, Journal of Indoor Environmental Quality
- HENRI FENNELL**, H C Fennell Consulting
- PATRICK HUELMAN**, University of Minnesota
- DON HYNEK**, Chen Properties
- JOE NAGAN**, Home Building Technology Services
- JOHN PORTERFIELD**, eZing, Inc.
- WILLIAM TURNER**, Turner Building Science and Design, LLC



### What, when, where, how

- WHAT?** Not-to-be-missed conference
- WHEN?** March 5-7, 2014
- WHERE?** Kalahari Resort
- HOW?** Register now

register at [betterbuildingswi.org](http://betterbuildingswi.org), or call 608.210.7176

### Live demos and hands-on workshop

**BUILDING CLINIC BACK BY POPULAR DEMAND** Looking for some action? Industry experts will demonstrate insulation, air sealing and lead-safe remodeling techniques live. They'll discuss their process along the way, as well as the tools and materials that help them get the job done right. Now's your chance to see and hear how the latest tools and materials actually perform while learning best practices.



**NEW! WORKING MODEL HOME HANDS-ON WORKSHOP** Learn best by doing? Bring your hand tools and prepare to work. You and a team of colleagues will actually construct a model home while learning exterior moisture management tips and techniques from industry experts. The assembled home will be open for all conference participants to tour at designated times during the conference. Space is extremely limited to participate in this workshop. *Pre-registration is required.* Visit [betterbuildingswi.org/modelhome](http://betterbuildingswi.org/modelhome) to learn more.

Committed to high performance residential buildings? You're not going to want to miss this.



**BETTER BUILDINGS: BETTER BUSINESS CONFERENCE WISCONSIN**  
March 5-7, 2014  
Kalahari Resort, Wisconsin Dells



**Number one reason to attend**  
You cannot afford to get behind in the latest trends in the industry.

**Who should attend?** Builders • remodelers • architects • building performance consultants • code officials • contractors • designers • educators • government officials • home inspectors • HVAC contractors • realtors • renewable energy contractors • manufacturers • multifamily owners and managers • researchers • students • suppliers • utility representatives • weatherization specialists...and anyone involved in the residential building community

Energy Center of Wisconsin  
749 University Row, Suite 320  
Madison, Wisconsin 53705



join us, register at  
[betterbuildingswi.org](http://betterbuildingswi.org)

# BETTER BUILDINGS: BETTER BUSINESS® CONFERENCE



**WISCONSIN**

**FEATURING**

Kalahari Resort Wisconsin Dells

**MORE THAN 50 SESSIONS UNDER ONE ROOF**

Explore a perfect mix of topics presented by reputable industry experts.

**SERIOUSLY FUN KEYNOTE**

Meet comedian and energy efficiency expert Bill LeBlanc.

**REALITY-BASED LEARNING**

Check out live insulating, air sealing and lead-safe remodeling demos and more at the building clinic.

**NEW! HANDS-ON EXPERIENCE**

Learn best by doing? Get your hands dirty. Help construct a working model home. (Participants must register in advance.)

**WET AND WILD INDOOR ENTERTAINMENT**

After a full day of learning, meet your family at the waterpark.

**AND MORE...JOIN US**

**STAND APART, BE THERE.**

Capture the relevant information you need faster, take your residential building knowledge to the next level, produce a better product, enhance customer relations, expand your business opportunities and gain new perspectives.

**JOIN US.**

LOOK INSIDE FOR DETAILS

REGISTER AT  
[betterbuildingswi.org](http://betterbuildingswi.org)

## FREQUENTLY ASKED QUESTIONS

**What pre-con session will be held in conjunction with the conference?** William Turner and David Johnston will present a full-day pre-conference session, **Energy efficiency and indoor air quality in residential renovations and new construction**, on March 5 from 8 am–4 pm. (*Separate \$129 registration fee required.*)

**What credits are available?** AIA | ALA | ASHI | BPI | GBCI | IACET | NAHB | NAHI | NARI | NATE | RESNET | WI-DSPS (RESNET credits sponsored by WECC)

**What meals are provided?** Lunch, continental breakfast and networking breaks will be provided for those registered for the core conference on March 6 and 7. Food will also be provided during the Better Beer: Better Brats reception on March 6.

**Will sessions be recorded?** Yes, some of the sessions will be recorded for on-demand viewing following the conference. Recorded sessions will be announced during the conference.

**What to wear?** Most participants dress casual or business casual during the conference. Meeting room temperatures may vary so we recommend that you bring a sweater or jacket to ensure comfort. (**And, don't forget to pack your swimming suit** so that you can enjoy America's largest indoor waterpark.)

## WHO TO THANK

**OUR SPONSORS** help to bring this incredible learning and networking experience together for you. This conference would not be possible without the demonstrated leadership and support of our sponsors.

**Diamond** Xcel Energy

**Platinum** Energy Center of Wisconsin • Focus on Energy • We Energies

**Gold** Alliant Energy

**Emerald** The Energy Conservatory

**Silver** Blenker Building Systems • Milwaukee Millwork • Wisconsin Public Service Corporation

**Bronze** Alliance for Environmental Sustainability • Conservation Services Group • EFI • Home Energy Magazine • Madison Gas and Electric • Midwest Renewable Energy Association • National Association of Remodeling Industry–Madison Chapter • National Association of Women in Construction–Region 13 • PHAUS and PHIUS • WECC • Wisconsin Geothermal Association • Wisconsin Green Building Alliance • Wisconsin Perspective • WPPI Energy

**Product sponsors** DuPont Tyvek–Hallmark Building Supplies, Inc. • GAF • Huber Engineered Wood • Kolbe Windows & Doors • Lumber Dealers Supply, Inc. • VELUX • Wausau Supply Company • Western Building Products

# sessions

For complete session descriptions, visit [betterbuildingswi.org](http://betterbuildingswi.org).

## THURSDAY, MARCH 6 (75-MINUTE SESSIONS)

SESSIONS	BUILDING DIAGNOSTICS	BUSINESS DEVELOPMENT	ENVIRONMENTAL AIR QUALITY	NEW CONSTRUCTION	REMODELING	MECHANICAL SYSTEMS	ELECTRIC SYSTEMS	BUILDING CLINIC
10:30 am to 11:45 am <b>A</b>	Air sealing: priorities and practices for existing homes KEITH WILLIAMS, Building Services and Consultant, LLC	Leveraging Focus on Energy to help your business grow PAUL GRIMYSER, Focus on Energy	Perfect homes for sensitive people CASSIDY KUCHENBECKER, Environmental Initiatives LLC	Residential energy use: modeling versus performance—early results from River Falls eco-village JAMES COOPER, St. Croix Valley Habitat for Humanity	<b>MASTER SPEAKER</b> Fixing basements and crawlspaces WILLIAM TURNER, Turner Building Science and Design, LLC	The role and viability of third-party residential HVAC design, and the path to performance CHRIS LAUMER-GIDDENS, LG Squared, Inc.	Efficient residential lighting strategies LIESEL WHITNEY-SCHULTE, Franklin Energy Services	
	Blower door diagnostics with the house of pressure ANTHONY COX, Community Housing Partners	Marketing boot camp part 1: making your website perform PETER TROAST, Energy Circle	Healthy home building and renovation practices JESSICA MALONEY and DANIEL MCCLUNG, Wisconsin Department of Health Services	Building failures: wall moisture issues with masonry and other claddings JOE NAGAN, Home Building Technology Services		Human factors in HVAC: thermal comfort and IAQ for lifetime housing ROBERT BEAN, Journal of Indoor Environmental Quality	Photovoltaic systems overview CLAY STERLING, Midwest Renewable Energy Association	Demonstrating insulating and air sealing techniques BOB PFEIFFER, WECC
1:30 pm to 2:45 pm <b>B</b>								
3:15 pm to 4:30 pm <b>C</b>	Advanced zone pressure diagnostics with technology ANTHONY COX, Community Housing Partners	Marketing boot camp part 2: low cost lead generation that works PETER TROAST, Energy Circle	The toxin free building ERIC COREY FREED, organicARCHITECT	Applying the science of comfort analysis to window design and selection JIM LARSEN, Cardinal Glass Industries	Roof venting and ice dams PETER YOST, BuildingGreen, Inc.	<b>MASTER SPEAKER</b> Buildings, HVAC system and IEQ: interactions and connections ROBERT BEAN, Journal of Indoor Environmental Quality	Electrical aspects of energy auditing TOM BABINSKI, EnergyLink, LLC	Practical methods for ensuring lead-safe remodeling, repairs, and painting BOB MASSEY and BOB ROGALLA, Lake States Environmental, Ltd.

## FRIDAY, MARCH 7 (75-MINUTE SESSIONS)

SESSIONS	INSULATION SYSTEMS	BUSINESS DEVELOPMENT	AIR SEALING	NEW CONSTRUCTION	NEW TECHNOLOGIES	MECHANICAL SYSTEMS	BUILDING DESIGN	BUILDING CLINIC
8:30 am to 9:45 am <b>D</b>	<b>MASTER SPEAKER</b> Best practices for avoiding problems in foam plastic installations HENRI FENNELL, H C Fennell Consulting	The SAVE Act, or how energy raters play a crucial role in updating our housing stock MIKE COLLIGNON and WILLIAM FAY, Green Builder Coalition	Complex houses: beyond the triangle over the rectangle CHERYL POMEROY, eZing, Inc.	Incorporating home performance with Energy Star into your business model CARTER DEDOLPH, Conservation Services Group and panel	New Energy Star window requirements = new products ROSS DEPAOLA, Integrated Energy Services/WESTLab	Geothermal solar hybrid mechanical WILLIAM TURNER, Turner Building Science and Design, LLC	Missed opportunities in green homes ERIC COREY FREED, organicARCHITECT	Troubleshooting forced air heating systems ADRIAN SCOTT, WECC
10:15 am to 11:30 am <b>E</b>	Remediating problems in foam plastic installations HENRI FENNELL, H C Fennell Consulting	Building a fit: opportunities for raters beyond energy audits LAUREEN BLISSARD, Green Builder Coalition	<b>MASTER SPEAKER</b> How is multifamily building air leakage different from single family homes? DON HYNEK, Chen Properties and JOHN PORTERFIELD, eZing, Inc.	Energy efficient myth busters—upgrades that make sense, and those that don't STEVE ROMME, eFree Homes, LLC	Wifi enabled pressure gauges: how technology is changing blower door and duct testing JOE MEDOSCH, Retrotec Inc.	Inverter technology: a new generation of heat pumps KEVIN JOHNSTON, Conservation Services Group	Building a truly successful building—a Feng Shui perspective JOHN FERGUS, John Fergus Design	Asbestos—yes, it's still around BOB MASSEY and BOB ROGALLA, Lake States Environmental, Ltd.
12:45 pm to 2:00 pm <b>F</b>	<b>MASTER SPEAKER</b> Foundation (basement and crawlspace) insulation options for existing homes PATRICK HUELMAN, University of Minnesota	Real estate appraisal boot camp for green builders JASON LA FLEUR, Alliance for Environmental Sustainability and MICHAEL HOBBS, PahRo Appraisal & Consultancy	Common home performance installation issues: identification and practical solutions CARTER DEDOLPH, Conservation Services Group	The almost passive house: cost-effective techniques from Passive House construction DAVID ROMARY, Hearth and Sol Construction and DAN JOHNSON, Midwest Earth Builders	DCV and conditioned energy recovery: active control for passive living TY NEWELL, Build Equinox	Geothermal done right MARK FLOCK, Wisconsin Geothermal Association	Simply radiant RANA BELSHE, Conservation Connection Consulting	Demonstrating insulating and air sealing techniques BOB PFEIFFER, WECC
2:30 pm to 3:45 pm <b>G</b>	Project overcoat STEVE SCHIRBER, Cocoon		<b>MASTER SPEAKER</b> Air sealing for new homes JOE NAGAN, Home Building Technology Services	Moisture management of building assemblies: vapor profiling vs WUFI modeling PETER YOST, BuildingGreen, Inc.	Got LEDs, now what? Best practices for integrating evolving lighting technology STEVEN KLEIN, Klein Lighting	Comparing features and performance of heat recovery and energy recovery ventilators DOUG STEEGE, RenewAire LLC	Better building through learning from nature JOSEPH CLAIR, Prairie Lab, LLC	Troubleshooting forced air heating systems ADRIAN SCOTT, WECC

## registration form ONE FORM PER PERSON

First name \_\_\_\_\_ (as you would like it to appear on your name badge)  
Last name \_\_\_\_\_  
Title \_\_\_\_\_ Company \_\_\_\_\_  
Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email address \_\_\_\_\_  
Please specify special dietary or accessibility needs: \_\_\_\_\_

### CONFERENCE RATE OPTIONS

**CORE CONFERENCE RATE**—Mar 6–7

Now through Feb 25  \$320  
Feb 26 through Mar 6  \$375

**ONE-DAY RATE**  \$265  
 Mar 6 or  Mar 7

**CORE CONFERENCE STUDENT RATE**  \$250  
Mar 6–7 (Must display valid student ID onsite)

**WORKING MODEL HOME HANDS-ON WORKSHOP RATE**—Mar 6–7

Complete exterior moisture management  
Now through Feb 25  \$320  
Feb 26 through Mar 6  \$375

**PRE-CONFERENCE SESSION RATE**

Mar 5  
Energy efficiency and indoor air quality in residential renovations and new construction (optional)  \$129

**CANCELLATIONS AND REFUNDS** Cancellations received on or before Feb 26, 2014 will be refunded less a \$125 cancellation fee. As of Feb 27, 2014 registration fees are non-refundable. If this program is not held for any reason, the Energy Center of Wisconsin's liability is limited to the refund of the program fee.

**PHOTO AND VIDEO RIGHTS** The Energy Center of Wisconsin reserves the right to use photos and audio and video clips taken during the conference for promotional purposes.

**HOW DID YOU HEAR ABOUT THIS CONFERENCE?**

**WHAT IS YOUR ROLE IN THE INDUSTRY?**

- Air sealing/insulation
- Architect
- Builder
- Code official
- Educator
- Energy auditor
- Home inspector
- HVAC
- Low income weatherization
- Manufacturer/supplier
- Program delivery
- Remodeler
- Student
- Utility
- Other (please specify): \_\_\_\_\_

### PAYMENT

**Amount due** \$ \_\_\_\_\_

Check enclosed (please make check payable to Energy Center of Wisconsin)

Visa  Mastercard  Amex  Discover

Credit card # \_\_\_\_\_

Exp. date \_\_\_\_ / \_\_\_\_ Credit card v-code \_\_\_\_\_

Your credit card v-code can be found on the back of your card near the signature line.

Name on card \_\_\_\_\_

Billing address \_\_\_\_\_ (if different from registration address at top)

Signature \_\_\_\_\_

"Energy Center of Wisconsin" will appear on your credit card statement. The federal identification number is 39-1656021.

### HOW TO REGISTER

**Online** at [betterbuildingswi.org](http://betterbuildingswi.org)  
**Mail** completed form with payment (check or credit card) to: Better Buildings: Better Business Conference Energy Center of Wisconsin, 749 University Row, Suite 320, Madison, WI 53705

**Call** 608.210.7176

### ACCOMMODATIONS

Call the Kalahari Resort at 877.253.5466 and mention the "2014 Wisconsin Better Buildings: Better Business Conference" to receive a discounted rate of \$120/night. The discounted rate is only available through Feb 1, 2014.

**ARE YOU A FIRST-TIME ATTENDEE?**

- Yes
- No

**ARE YOU A MEMBER OF A TRADE ASSOCIATION OR UNION? (check all that apply)**

- American Institute of Architects Wisconsin
- National Association of the Remodeling Industry
- Wisconsin Builders Association
- Wisconsin Geothermal Association
- Other (please specify): \_\_\_\_\_