



CANADIAN
HOME BUILDERS' ASSOCIATION
BRITISH COLUMBIA

BUILDERS' EDUCATION

SUMMIT

RECEIVE UP TO 22.5 CPD CREDITS OVER 3 DAYS

SEPTEMBER 24 - 26 - HYATT REGENCY HOTEL
VANCOUVER



ADVANCED BUILDING SCIENCE

Einar Halbig 8:00am – 5:00pm Group A 7.5

This interactive session will include ample visual aides, including photographs and video. The initial half of the session will identify future issues and solutions to common building science questions, including insulation, airtightness, solar heat gain, reduced floor area, and right-sized mechanical systems.

The second half of the session will focus on how to “do more with less” for design, systems, and equipment. The house-as-a-system concept and simplified processes, to maximize performance and budgets, will be explored using discussions and case studies.

DIGITAL MARKETING

Darian Kovacs 8:00am – 12:00pm Group A 1.8, Group B 1.95

Social media is a powerful and free tool that can be a key element of your marketing plan. Learn the basics of this medium, and how to find the right combination of creativity and planning, in this exciting half-day course.

Topics will include:

- How to integrate basic social media into your marketing plan;
- Identifying your target market and how to best capture their attention with various social media platforms;
- Using market research to have your company seen and heard;
- How to position and sell your business effectively when you reach your target market;
- Measuring the success of your efforts and investment as part of your marketing plan.

PUBLIC RELATIONS AND SALES

Darian Kovacs 1:00pm – 5:00pm Group B 3.75

A successful public relations strategy is an often-overlooked element of marketing planning and sales to help tell your business story. The trick is deciding how to pursue this in the most cost-effective way for your business.

This session includes:

- Tips and tricks on various forms of public relations, such as advertorials, events, traditional media and online publications;
- How to build public relations into your existing marketing and sales strategies;
- Using public relations to reach your target market and position yourself in a tech-forward world;
- How public relations can help develop your customer service and build trust; and
- How public relations can improve your human resources and overall business goals.
- Professional Selling

TRADESHOW 7:30AM - 5:00PM

BUILDING ENVELOPE

Einar Halbig 8:00am – 5:00pm Group A 7.5

This hands-on and interactive workshop will cover building science fundamentals, benefits to improving the building envelope, and strategies to reduce risk and future issues.

This session includes:

- How to control heat and moisture flow with proper mechanisms;
- Identifying potential future issues with an improve building envelope;
- Climate-specific design and how it can impact residential construction;
- Discussions on selected thermal and air barriers to consider in construction;
- Airtightness testing and locating air leakage points; and
- Considerations for meeting energy-efficiency targets, while also mitigating costs.

IMPROVING THE CULTURE OF SAFETY IN RESIDENTIAL CONSTRUCTION – A FOCUS ON YOUR RESPONSIBILITIES

Mike Benz 8:00am – 12:00pm Group A 3.75

This session will take you on a “safety” journey through “planning your work, and working to your plan” in order to keep all workers at your site safe and injury-free. Learn about your responsibilities as an owner, employer and supervisor, and what “due diligence” really means. You’ll also hear first-hand about WorkSafeBC’s prevention and enforcement focus in residential construction for 2018-2020 – important knowledge that will help you ensure the safety of your workers, and help your business to remain profitable.

PROPOSAL WRITING

Katya Wilson 1:00pm – 5:00pm Group A 2.75 Group B 1.00

Writing proposals is an important skill in converting promising business leads into successful business. If you’ve often struggled with what to write, how to write it and how to respond to formal and informal requests for proposals you’re not alone. A lack of a proposal letter or a poorly worded or structured one can mean a lost opportunity.

Objectives:

- Components of a proposal – scope, schedule, budget, payments and others.
- What to ask clients in a pre-proposal meeting to get the information you need.
- How to prepare changes or extensions to proposals.
- Common proposal terms.
- Types of proposals – letter proposals, responses to structured requests.
- How to write clearly and prevent errors.
- This course will be for anyone who writes proposals in the course of their work. You will learn how to approach proposal preparation in a more organized and less stressful way.

GETTING RESULTS, EMPOWERING OTHERS

Sue Wazny 8:00am – 5:00pm Group B 7.5

Participants will learn how to motivate and empower others through strategies that help to reduce resistance, set clear goals and provide effective feedback. Participants will learn tips on how to create engagement in employees to have them performing at their best. Participants will leave the training with practical tools they can start using right away.

Topics include:

- Empowerment and Motivation
- Situational Leadership
- The Magic of Delegation
- Goals & Motivation
- The 4 Critical Empowerment Skills
- Coaching & Mentoring for Success

LAW VS. THE BUILDER

Andrew Delmonico 8:00am – 12:00pm Group A 3.75

As a builder, it is important to be up to date on all legal aspects that can affect your business at any time. This session will cover some of the major topics for builders and their businesses, including:

Legal requirements for contracts with different types of parties and a proper bidding process;

- Your liability as it relates to topics like negligence, employment standards, and the environment;
- Enforcement and requirements of the Builders Lien Act; and
- Dispute resolution mechanisms such as mediation and arbitration.

BUILDING SMART WITH SITE AND FOUNDATION DRAINAGE

BC Housing 1:00pm – 5:00pm Group A 3.75

Foundation drainage problems and moisture problems can have various consequences, ranging from being a minor nuisance to resulting in serious structural damage and/or health issues. The causes of such moisture can be difficult to diagnose, and challenging and expensive to remediate due to access limitations and the invasive nature of some repairs. However, these problems can be prevented by incorporating best practices into the original design, construction and site grading of the building.

This half-day seminar will be of interest to builders, developers, designers and building officials, and will cover

- drainage design considerations
- details and workmanship required for drainage elements
- design and installation of building enclosure systems
- maintenance of site and foundation drainage
- post-construction remedial measures

As the availability and quality of developable land decreases, and land values increase, there is a trend towards maximizing the habitable square footage of new developments, including more (and deeper) finished basements. This, in combination with ongoing climate change and a resulting increase of intense storm events, means that proper drainage for below-grade spaces is becoming more important to protect the investments of owners.

REGISTRATION FORM

PRICING

Please select the type of registration you would like.

Member 1 Day	\$499 + txs	Non-member 1 Day	\$699 + txs
Member 2 Day	\$599 + txs	Non-member 2 Day	\$799 + txs
Member 3 Day	\$699 + txs	Non-member 3 Day	\$899 + txs

All prices include hot breakfast, lunch and coffee breaks

REGISTRANT INFORMATION

First Name _____

Last Name _____

Company _____

CHBA Member # _____

Address _____

City _____ Province _____ Postal Code _____

E-mail _____

Phone Number _____

DIETARY NEEDS

- Vegetarian
- Vegan
- Dairy-free
- Gluten-free
- Kosher

COURSE SELECTION

Advanced Building Science
Digital Marketing
Public Relations and Sales

Building Envelope
Improving the Culture of Safety
in Residential Construction -
A Focus on Your Responsibilities
Proposal Writing

Getting Results, Empowering Others
Law vs. The Builder
Building Smart with Site
and Foundation Drainage

PAYMENT INFORMATION

VISA MasterCard

Cardholder _____

Card Number

_____ CVV _____

Signature _____

Expiry Date _____