

Utah Builders Conference & Trade Show

April 7 & 8, 2011

Davis Conference Center ~ 1651 North 700 West ~ Layton, Utah

Enter to Win a Vacation to



Earn up to **14 CONTINUING EDUCATION CREDITS** for: **GENERAL CONTRACTORS, REMODELERS, SUB-CONTRACTORS, ELECTRICIANS, PLUMBERS, HVAC, REALTORS**

Thursday Keynote Speaker:

William H. (Bill) Child R.C. Willey went from \$250,000 in sales in 1954 and in serious debt, to \$250 million in sales in 1994 and no debt. "We built probably 15 buildings and stores and distribution centers, and never financed one of them". In 1995 Bill sold R.C. Willey to Warren Buffett for \$175 million in stock. How do you build a business that's so good, so rock solid, that Warren Buffett would buy it? In his keynote Bill will address the simple management principles and "**How to Build a Business Warren Buffet Would Buy**".

Friday Keynote Speaker:

Jim Wood is the director of the Bureau of Economic and Business Research (BEBR), David Eccles School of Business, University of Utah 2002 to present, Senior Research Analyst from 1975 to 2002. His research interests are Economic development, real estate, housing and construction. In his Friday Keynote he will discuss the "**Utah Economy: A Review and Outlook of Affordable Housing, New Construction and the Real Estate Market**".

Thursday Featured Speakers

Sam Rashkin has managed ENERGY STAR for Homes since its start in 1996. Under his leadership, ENERGY STAR for Homes has grown exponentially to more than 6,000 builder partners and over 860,000 labeled homes. In his Thursday morning session he will introduce the latest "**Energy Star Program 3.0**".

Meredith Oliver aka, "The Digital Diva" is a nationally recognized Internet sales and marketing expert, a professional speaker, and consultant. When Meredith speaks at national and International trade shows and conferences her seminars are consistently standing room only and rated by attendees among the most popular, entertaining and educational. Meredith will present: "**What Makes a Website Work**", "**Click Power: How to Develop an Internet Marketing Strategy**", "**Social Media Boot Camp**", "**Rock Your Sales: Close More Sales & Make More Money**".

Friday Featured Speaker

Mark LaLiberte is a nationally distinguished trainer, author and consultant, who has devoted two decades to educating the homebuilding industry about the benefits of constructing durable, energy efficient, healthier, and more sustainable homes. Mark will present "**Building Better Homes**" and "**Marketing the Better Built Homes**".

Thursday, April 7 – Break Out Sessions

- **Top 10 Actions That Create Profit**
- **Energy Star Program 3.0**
- **What Makes a Website Work?**
- **Smarter Home Designs That Save You Money**
- **Venting for Residential Plumbing**
- **2009 IRC Update to include: General Construction, Electrical, Plumbing, & Mechanical**
- **Exterior Codes**
- **Where Did Housing Go & When Will It Return**
- **Proper Insulation Installation & Air Barriers**
- **Performance Approach to the Energy Code**
- **Click Power – Internet Marketing**
- **Social Media Boot Camp – Bring Your Laptop**
- **Remodeling Myths, Mistakes, & Misconceptions**
- **Utah State Plumbing Code Amendments**
- **Changes to the Residential Electrical Code**

Friday, April 8 – Break Out Sessions

- **Building Better Homes**
- **Rock Your Sales: Close More Sales & Make More Money**
- **OSHA Fall Protection & Controlling Work Comp Costs**
- **How to Build to Code with Engineered & Non-Engineered Plans**
- **Electrical Code for Remodeling**
- **Marketing the Better Built Home**
- **Storm Water Regulations**
- **Proper Sizing of A/C Equipment & Proper Sizing of Duct Systems**
- **Increase Your Sales in 90 Days**
- **She-Economics: Principles of Success**
- **10 Best Practices of Remodeling**
- **The General and The Sub...Working as a Team**
- **Electrical Grounding Systems & Equipment**
- **Common Electrical Code Violations**

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For more information on Classes & Speakers go to:

www.utahhba.com

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CONFERENCE REGISTRATION INFORMATION

Complete a separate registration form for each attendee other than your spouse.

Registration fee includes classes & meals for both days however in order to plan for food & space we ask that you Mark the X in the box of each event you are planning to attend.

Conference Thursday April 7 Dinner Thursday Night April 7 Conference Friday April 8

NAME:

SPOUSE NAME (If Attending):

COMPANY NAME:

LOCAL HBA:

UTAH CONTRACTOR LICENSE #:

COMPANY ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

EMAIL:

REGISTRATION TYPE: (Check all applicable boxes)

Hotel Accommodations

Individual Utah Builders Conference Registration		\$ 185	Hilton Garden Inn:	801.416.8899
Spouse UBC Registration (Non CE Credit)		\$ 100	Fairfield Inn:	801.444.1600
Group Rate for 5 or more from the Same Company		\$ 175 ea	Hampton Inn	801.775.8800
All registrations after March 25 th Add late fee		\$ 50	TownPlace Suites	801.779.2422
Total Registration Payment	\$ _____		Holiday Inn Express	801.773.3773

METHOD OF PAYMENT: VISA MC AM/EX DISCOVER CHECK

NAME ON CARD:

CCV #:

CARD #:

EXP DATE:

AUTHORIZED SIGNATURE:

All cancellations on or before March 25, 2011 will be charged a \$25 processing fee.
NO REFUNDS AFTER ~ March 25, 2011 ~ Substitutions Only.

Please make payment payable to: **HBA OF UTAH**

9069 South 1300 West – West Jordan, Utah 84088 – P. 801-352-8266 – F. 801-352-8277 – E. info@utahhba.com