

Houses That Work
July 23, 2007
8:00 a.m. – 4:00 p.m.
Embassy Suites, Columbia
HBA of Greater Columbia
CEU: 8 hours CMB (2 Business/4 Technical)

Offered in collaboration with the Energy & Environmental Building Association, Houses That Work is a concise look at the house-as-a-system and the re-engineering process for improved building performance. Learn from the thousands of homes successfully built using Building America practices and view case studies that demonstrate improved performance and efficiency by as much as 50% more energy efficiency with minimal increase in cost. Regional examples and case studies will provide you with concepts and applications that you can immediately apply to your business. Registration required. For more information, contact Nancy or Dona at 952-881-1098. Cost: \$125.

EDUCATION AT THE CONVENTION!

Green Building for Building Professionals
August 15-16, 2007
8:00 a.m. – 5:00 p.m.
The Marriott Grande Dunes Resort, Myrtle Beach
HBA of South Carolina
CEU: 16 hours CMB (Business/Technical 50/50), CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Learn how green homes provide buyers with lower energy costs and higher value. This course for building professionals discusses strategies for incorporating green-building principles into homes without driving up the cost of construction. Students will learn how green homes provide buyers lower maintenance, better indoor air quality and better long-term value. Techniques are also discussed for competitively differentiating your home products with increased indoor environmental quality as well as energy and resource efficiency. Registration Required. For more information, contact Brandie Freeman at 803-771-7408 or bfreeman@hbaofsc.com. Cost: \$225 NAHB Members; \$275 Non-members. Course cost is NOT included in the convention registration fee.

Opening Session Speaker: Jeanne Robertson
August 17, 2007
10:00 a.m. – 11:00 a.m.
The Marriott Grande Dunes Resort, Myrtle Beach
HBA of South Carolina
CEU: 1 hour CMB (Business)

Learn leadership skills by attending this fun and humorous seminar presented by Jeanne Robertson, a nationally-known speaker.

Risk Control and Claims Management

August 17, 2007

3:00 p.m. – 5:00 p.m.

The Marriott Grande Dunes Resort, Myrtle Beach

HBA of South Carolina

CEU: 2 hours CMB (Business)

This seminar will include information on fall protection, ladders and scaffolding, personal protective equipment, and hand/power tool safety. Cost: Convention registration fee.

The System Approach to Thermal Performance: Control of Condensation and Mold in Buildings

August 17, 2007

8:00 a.m. – 9:00 a.m.

The Marriott Grande Dunes Resort, Myrtle Beach

HBA of South Carolina

CEU: 1 hour CMB (Business)

Participants will develop a clear understanding of heat, air, and moisture flows and of the importance of air leakage in thermal building performance. The course will also give participants an understanding of how a building's performance affects health, and it will provide an introduction to mold remediation strategies and how to guard against mold in buildings. Cost: Convention registration fee.

Overall Construction Law: Protecting Your Company

August 18, 2007

10:00 a.m. – 12:00 p.m.

The Marriott Grande Dunes Resort, Myrtle Beach

HBA of South Carolina

CEU: 2 hours CMB (Business)

Lawsuits involving construction are a reality that a contractor must be prepared for because simply doing good work fails to insulate you from liability. With some planning before you get your first or next job, you can better protect yourself from financial hardships. Topics discussed in this session will include corporate structures, personal liabilities, insurance, and other topics concerning the construction practitioner. Cost: Convention registration fee.

An Ounce of Prevention is Worth 10 Cubic Yards of Cure: Best Practices for Residential Concrete Foundations

August 18, 2007

10:00 a.m. – 12:00 p.m.

The Marriott Grande Dunes Resort, Myrtle Beach

HBA of South Carolina

CEU: 2 hours CMB (Technical)

This seminar will focus on practical aspects and real world problems of residential concrete foundations. Speakers will discuss foundation design considerations to include foundation loads and stability, basic soil types, foundation types, foundation components, and foundation materials. The seminar will also present information on best practices and real world solutions, including site and foundation drainage, soil/sub-base preparation, footing placement, stability of basement walls, poured concrete vs. masonry walls, anchorage of floor framing to foundations, bonding piers to walls, and seismic considerations. Cost: Convention registration fee.

How to Retire Rich

August 18, 2007

1:00 p.m. – 5:00 p.m.

The Marriott Grande Dunes Resort, Myrtle Beach

HBA of South Carolina

CEU: 4 hours CMB (Business)

Cost: Convention registration fee.

Immigration Laws

August 18, 2007

1:00 p.m. – 3:00 p.m.

The Marriott Grande Dunes Resort, Myrtle Beach

HBA of South Carolina

CEU: 2 hours CMB (Business)

The presentation will be tailored to the day-to-day immigration issues faced by those in the construction industry. The primary focus will be on the growing Hispanic population in South Carolina. A review of pertinent legislation will include the I-9 procedure and the proposed “No Match” letter procedure. The proposed increase in Homeland Security and Equal Employment Opportunity Commission monitoring, as well as the need for bilingual policies and notices will also be discussed. Cost: Convention registration fee.

OSHA Compliance and Residential Fall Protection

August 18, 2007

3:00 p.m. – 5:00 p.m.

The Marriott Grande Dunes Resort, Myrtle Beach

HBA of South Carolina

CEU: 2 hours CMB (Technical)

Get an update on OSHA compliance issues (what are the field inspectors finding on the job sites), fall hazards on residential sites and how to correct them. This course will also include a discussion of alternative fall protection systems for the residential construction industry and how to combat against other common safety and health issues on the jobsite. Cost: Convention registration fee.

Home Modifications

September 10, 2007

8:30 a.m. – 5:00 p.m.

Seawell's, Columbia

HBA of Greater Columbia

CEU: 8 hours CMB (Technical), ASID, CGA, CGB, CGR, GMB

Most older adults would prefer to remain in their own homes for the rest of their lives. You can help your customers achieve that goal. Physical limitations often force older people out of their homes when sensible remodeling could preserve a cherished way of life. This course teaches you the relevant codes and standards, depicts common barriers, and demonstrates how to redesign living areas for safety and comfort. Registration required. For more information, contact Heather McDonald at 803-256-6238 or heather@columbiabuilders.com. Cost: \$155 NAHB Members; \$255 Non-members.

IRM II: Marketing Strategies, Plans and Budgets

September 13-14, 2007

Quality Inn Suites, North Charleston

HBA of Charleston-Trident

CEU: 16 hours CMB (Business), CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Do you want to find and take advantage of market opportunities for your company? Designed for mid- to large-volume builders, this course will show you how to maximize results from every dollar you spend on marketing. With optimum product placement, pricing, and promotional tactics, you can plan future results with confidence.

As a graduate of this course, you will be able to:

- Understand the key relationships that should exist among company strategy, finance, and marketing.
- Define marketing and its three levels of detail from promotion through company strategy.
- Apply the key relationships among company vision, value, and volume as related to key drivers of company strategy.
- Use three competitive strategies and understand their impact on company marketing strategy.
- Connect the contributions of place, product, price, and promotion to marketing strategy.
- Identify the financial results of marketing decisions.
- Distinguish the challenges of growth to marketing management.
- Implement a complete system of reports with which to control marketing management.

IRM III: Lifestyle Merchandising, Advertising, and Promotion Strategies

October 4-5, 2007

Myrtle Beach

HBA of Horry-Georgetown

CEU: 16 hours CMB (Business), CAPS, CGA, CGB, CGR, GMB

A merchandised model is more than a sales tool: it's a showcase for the lifestyle a buyer can expect to enjoy in a new home. This course offers you an array of advertising, public relations and marketing ideas, including the design of models and sales centers that appeal to a target

market, optimize traffic flow and impress prospective customers. Registration required. For more information, call 843-347-7311.

IRM III: Lifestyle Merchandising, Advertising, and Promotion Strategies

October 22-23, 2007

8:30 a.m. – 5:00 p.m.

Seawell's, Columbia

HBA of Greater Columbia

CEU: 16 hours CMB (Business), CAPS, CGA, CGB, CGR, GMB

A merchandised model is more than a sales tool: it's a showcase for the lifestyle a buyer can expect to enjoy in a new home. This course offers you an array of advertising, public relations and marketing ideas, including the design of models and sales centers that appeal to a target market, optimize traffic flow and impress prospective customers. Registration required. For more information, contact Heather McDonald at 803-256-6238 or heather@columbiabuilders.com. Cost: \$275 NAHB Members; \$375 Non-members.

IRM IV: The Challenge of New Home Sales

November 5-6, 2007

8:30 a.m. – 5:00 p.m.

Seawell's, Columbia

HBA of Greater Columbia

CEU: 16 hours CMB (Business), CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Improve your business operations, REALTOR® relations, and customer follow-up by integrating your sales force into an overall marketing plan. This course emphasizes five basic principles of strategic sales management. Learn how to get the most from every member of your team. Registration required. For more information, contact Heather McDonald at 803-256-6238 or heather@columbiabuilders.com. Cost: \$275 NAHB Members; \$375 Non-members.

House Construction as a Selling Tool

November 8-9, 2007

Myrtle Beach

HBA of Horry-Georgetown

CEU: 16 hours CMB (Business), CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Use the construction details of homes as a powerful selling tool. Designed with sales in mind, this course provides an overview of the process of planning developments and individual homes. It also reviews types and methods of construction, expanding your knowledge of the building process to enhance your future effectiveness in your sales career. Registration required. For more information, call 843-347-7311.

Other Education Courses:

Working with and Marketing to Older Adults

September 11, 2007

HBA of Greater Columbia

CEU: 8 hours CMB (Business)

For more information: 803-256-6238

ABC's of Building I

October 2, 2007

HBA of Greater Columbia

For more information: 803-256-6238

ABC's of Building II

October 9, 2007

HBA of Greater Columbia

For more information: 803-256-6238