

21st Century Building Expo & Conference



Passport to Excellence

The 21st Century Building Expo & Conference



Educational Conference: September 12-14, 2007

Exposition: September 13-14, 2007

Charlotte Convention Center, Charlotte, NC

www.21buildingexpo.com

Pre-Register before September 7, 2007 to be entered in the drawing for a two-night stay at the Daufuskie Island Resort & Breathe Spa on Hilton Head Island, South Carolina.



Presented by the North Carolina Home Builders Association

\$10,000 CASH GIVEAWAY
each day of the expo!



21st Century Building
Expo & Conference
P.O. Box 99090
Raleigh, NC 27624

Phone: 919.676.9090
Fax 919.676.0402
www.21buildingexpo.com

Educational Conference:
September 12-14, 2007
Exposition:
September 13-14, 2007

Charlotte Convention Center
Charlotte, NC



Passport to Excellence

The 21st Century Building Expo & Conference

Attendees and Exhibitors,

You are invited to attend our annual 2007 21st Century Building Expo & Conference, presented by the North Carolina Home Builders Association. The Conference dates are September 12-14, and the Expo Floor will be open September 13-14 at the Charlotte Convention Center in Charlotte, North Carolina.

As one of the largest home builders associations in the country, it is our privilege to bring to you the most innovative products, services and programs in today's building industry. This year's Expo promises to be one of the premier events in the country.

Over 400 booths will display cutting-edge building products and services, and eight system-built homes will be on display, along with a \$10,000 Grand Prize drawing to be given away each day on the Expo floor.

- Educational seminars will be offered on a range of topics from "Building Codes" to "Reverse Rigor Mortis – Selling in Challenging Times." In addition, there will be North Carolina Builder Institute courses and NAHB University of Housing courses for CGB, CGA, CGR, GMB, CAPS, CSP, MCSP, MIRM and the Residential Construction Superintendent.
- Nationally recognized speakers will provide instruction on issues affecting today's housing market.
- Join us Thursday evening for a Caribbean "Jump-Up" at the fifth annual STARS Awards gala celebration. This event will feature awards, dinner, and dancing to *The Voltage Brothers*.
- The fifth annual Expo Golf Tournament will be held on Wednesday afternoon. Don't miss this exciting and challenging event as you network with other professionals in the home building industry.
- Registration is easy. Just click on www.21buildingexpo.com or fill out the enclosed registration form (page 10) and fax or mail it to us today.

Your Passport to Excellence can be found this year at the 21st Century Building Expo & Conference. Be sure to take advantage of this opportunity to further enhance your business, and make plans now to attend.

Your 2007 NCHBA President,

Paul Mullican



Presented by the North Carolina Home Builders Association

Schedule At-A-Glance

Wednesday, September 12, 2007

7:30 a.m. – 5:00 p.m.	Registration Open
8:00 a.m. – 5:00 p.m.	Move-in day for Exhibitors
8:00 a.m. – 5:00 p.m.	NCBI & NAHB Courses
12:30 p.m. – 5:00 p.m.	Expo Golf Tournament

Thursday, September 13, 2007

7:30 a.m. – 5:00 p.m.	Registration Open
7:30 a.m. – 4:30 p.m.	Leadership Conference <i>(Hosted by the NC EOC)</i>
8:00 a.m. – 11:30 a.m.	NCBI & NAHB Courses
8:00 a.m. – 11:00 a.m.	General Session Seminars
9:30 a.m. – 4:30 p.m.	Exhibit Hall Open
11:30 a.m. – 2:00 p.m.	Dedicated Floor Hours
12:00 p.m. – 1:00 p.m.	Box Lunch on Expo Floor <i>(Full Delegates & CE Students only)</i>
2:00 p.m. – 5:30 p.m.	NCBI & NAHB Courses <i>(continued)</i>
2:00 p.m. – 3:00 p.m.	General Session Seminars <i>(continued)</i>
4:30 p.m. – 5:30 p.m.	SPIKE Recognition & Exhibitor Thank-You Reception <i>(Expo Floor)</i>
6:00 p.m. – 7:00 p.m.	STARS Reception <i>(Westin Hotel)</i>
7:00 p.m. – until	STARS Awards Gala – Dinner & Dance <i>(Westin Hotel)</i>

Friday, September 14, 2007

7:30 a.m. – 4:00 p.m.	Registration Open
8:00 a.m. – 11:30 a.m.	NCBI & NAHB Courses
8:00 a.m. – 11:30 a.m.	General Session Seminars
9:30 a.m. – 4:00 p.m.	Exhibit Hall Open
11:30 a.m. – 2:00 p.m.	Dedicated Floor Hours
12:00 p.m. – 1:00 p.m.	Box Lunch on Expo Floor <i>(Full Delegates & CE Students only)</i>
2:00 p.m. – 5:30 p.m.	NCBI & NAHB Courses <i>(continued)</i>
2:00 p.m. – 4:00 p.m.	General Session Seminars <i>(continued)</i>
4:30 p.m. – 9:00 p.m.	Exhibitor Move-out
5:30 p.m. – 7:30 p.m.	NCHBA Executive Committee Meeting <i>(Westin Hotel)</i>

Saturday, September 15, 2007

9:00 a.m. – until	NCHBA Board of Directors Meeting <i>(Westin Hotel)</i>
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Prizes



Two \$10,000 Grand Prize Giveaways!

Two \$10,000 Grand Prize drawings plus many other wonderful items will be given away at the 2007 21st Century Building Expo and Conference. On Thursday, and again on Friday, \$10,000 will be given away. You can enter to win the \$10,000 drawings each day just by stopping by the 20 booths highlighted in the on-site Program Guide. Each attendee will receive a "passport" card at registration, which will show you where to locate the 20 exhibitors participating in this special program each day. Have each of those 20 exhibitors validate your card and return it to the North Carolina Home Builders booth #1142. The Grand Prize drawing will be held at the conclusion of the Expo each day. You do not have to be present to win.



Here are just a few of the other door prizes that will be given away during the two-day event:

- Alabama Theatre - Two tickets
- The Angus Barn - \$100 gift certificate
- Broyhill Inn - Two-night stay
- Caribe Royale - Two-night stay
- The Carolina Opry - Four tickets
- CIS Consulting Group - \$50 Home Depot gift card
- City Hotel and Bistro - One-night stay & dinner for two
- Diamond Hill Plywood - Golf bag
- Floormax - Handmade 100% wool rug
- Green Park Inn - Two-night stay
- Habitat for Humanity ReStore - \$100 gift certificate
- Hilton Wilmington Riverside - Two-night stay
- Holiday Inn Brownstone Raleigh - Two-night stay
- Homewood Suites by Hilton Olmstead Village - Two-night stay
- Kingston Plantation Hotel - Two-night stay
- Marriott Charleston Riverview Hotel - Two-night stay
- Norfolk Waterside Marriott - One-night stay & breakfast for two
- Park Inn Hickory - Two-night stay, wine & cheese tray plus breakfast for two
- Twin City Quarter Hotels, Winston-Salem - Weekend Escape Package containing a two-night stay for two at the Embassy Suites with breakfast, tickets to a performance at the Stephens Center and a round of golf
- Village Inn Hotel, Golf & Conference Center - One-night stay & breakfast for two
- Visit Winston-Salem - Winston-Salem gift basket plus a set of Moravian wine glasses and water goblets



*Early Bird Prize Drawing

The 21st Century Building Expo & Conference will be giving away a two-night stay at the Daufuskie Island Resort & Breathe Spa on Hilton Head Island, South Carolina.

To qualify for the drawing, simply register before September 7, 2007.

The drawing will take place at the conclusion of the Expo on Friday, September 14 at 4:00 p.m. It's so easy to register... you can mail your registration, fax your registration or register on-line at www.21buildingexpo.com. A registration form can be found on page 10 of this brochure. Prize compliments of the Daufuskie Island Resort & Breathe Spa on Hilton Head Island, South Carolina.

Stars Awards Program



Join your colleagues in the tropics as we celebrate the outstanding achievements of the industry's builders, realtors, media and advertising professionals. The North Carolina Home Builders Association is proud to salute professional performance in these fields through the presentation of the annual STARS Awards. This event will showcase the work of finalists through an educational, idea-rich, multi-image presentation. The evening will be topped off with a celebration of music and dancing to *The Voltage Brothers*. Don't be left out of this memorable and fun event. Contact Susan Thompson at 1.800.662.7129 or sthompson@nchba.org for more details.



New in 2007

Distinguished Builder Member of the Year Distinguished Associate Member of the Year

This is an opportunity to recognize HBA members who have made significant contributions to the Association, the building industry and the community. Nominate a Builder or Associate Member who you believe is deserving of these esteemed awards!

Thanks to our 2007 STARS Sponsors!

Red Carpet Sponsor
Move.com

Media Presentation Sponsor
The Business Education Academy/
C. Bruce Business Consultants

Theme Sponsor
New Homes & Ideas Magazine

Mega Star
2-10 Home Buyers Warranty
BB&T
Builders Mutual Insurance Company
Coldwell Banker Howard Perry & Walston Builder Services
The Contractor Yard
Countrywide Home Loans
HomeBanc Mortgage
Pine Hall Brick

Super Star
Impact Properties Group

Shining Star
Aegis Administrative Services

Shooting Star
North Carolina Housing Finance Agency
Progress Energy



STARS Awards Gala Caribbean "Jump Up"

Thursday, September 13, 2007
Westin Hotel, Charlotte, NC

6:00 pm Rum Punch Reception

7:00 pm Dinner
& Awards Presentation
Followed by dancing with
The Voltage Brothers

Dress: Island Smart Casual

Register on-line at www.21buildingexpo.com - Questions? Call 1.800.662.7129

Expo Hours and Exhibitor List

Exhibitor Hall Hours:

Thursday, September 13, 2007, 9:30 a.m. – 4:30 p.m.

Friday, September 14, 2007, 9:30 a.m. – 4:00 p.m.

Take the first step towards achieving your “Passport to Excellence” at the 21st Century Building Expo & Conference. Tour the Southeast’s premier Expo, and meet the most innovative providers of today’s top products and services. You will find great ideas, cutting-edge materials and breakthrough technology displayed at this year’s 21st Century Building Expo & Conference.

2-10 Home Buyers Warranty

A & H Windows

Air King Ventilation

AirTight SprayFoam

American Express

Ameristar Fence Products

Apex Urethane Millwork

Armstrong Ceilings

Bad Dog Tools

Bath Fitter

BB&T

Bigfoot Systems, Inc.

BlueLinX Corp.

Bonded Builders Risk Management

Bostik

Bradco Supply Corp.

Bridge Builders TM

Builder Helper

Builders Mutual Insurance Company

Building Environmental Solutions

Building Solutions

BuildLinks, Inc.

Burchette and Burchette Hardwood
Floors, LLC

Burgess Construction Consultants, Inc.

Cadsoft Corp.

Carolina Building Solutions

Carolina Foam Solution

Carolina Home Elevator

Carolina Stone Sales, Inc.

Carriage House Door Company

CastleKeep Design Review Software

Cedar Valley Shingle Systems

CIS Consulting Group

CLP Resources

CMH Flooring

CoastaLife Home Designs

Composatron Manufacturing, Inc.

Construction IT Group

The Contractor Yard

Cope Closet Concepts

Countrywide Home Loans

Cox Industries, Inc.

Creative Touch Interiors

Crest Homes of Richfield, NC

Custom Builder Management Systems

Custom Home Accessories, Inc.

Custom Window Systems, Inc.

Cutco Business Gifts

Damsill Corp.

DaVinci Roofscapes

Demilec USA, LLC

Diamond Hill Plywood Company

DJR Print it, Stitch It

Door Saver/Perfect Products

Dryvit Systems

Duradek MidAtlantic

EcoStar

ElectriCities of NC, Inc.

Electrograph Systems

Fantech, Inc.

FastenMaster

Fireside Hearth & Home

First Magnus Financial Corporation

FloorMax Factory Outlet

Florian Solar Products

Forest Homes

GAF Materials Corp.

Gerard Roofing Technologies

Globe Union

“The collection of vendors, innovative building materials and new products displayed at the Expo was very beneficial and informative for me. Very worthwhile and time well spent.”

*Ruddy Bumgardner
Creative Concepts, Lancaster, SC
2006 - \$10,000 Grand Prize Winner*



“As a small builder in South Carolina, the 21st Century Building Expo & Conference was a great opportunity for me to see some of the latest products and technologies that helped my business. I encourage anyone in the industry to attend this show. I already have it on my calendar for this year.”

*Colin Campbell,
SC Area 4 NAHB Vice President*



Expo Hours and Exhibitor List

Go-Bolt, Inc.
Grace Residential Building Products
Gregory Wood Products
GRK Fasteners
Habitat for Humanity ReStore
Haddonstone (USA), Ltd.
Hanson Brick
Haven Custom Homes
HB&G Building Products
Heritage Propane
Home Team Pest Defense
Horizon Forest Products
Huber Engineered Woods, LLC
Hurd Windows & Doors, Inc.
Icynene, Inc.
Interstate Distributors
JD's Glassworks
Johns Manville
King Architectural Metals
Kleer Lumber
Kohler Company
Labor Finders
Laufen Tile
Lincoln Windows
Louisiana-Pacific Corp.
MAI Doors & Stair Parts
Medi-Rub USA
Metwood Building Solutions
Mid Atlantic Vinyl Products
Moen, Inc.
Moisture Warranty Corp.
Monier Lifetile
MortarNet USA, Ltd.
Move TM
The Murus Company
NAHB University of Housing
Nationwide Custom Homes
NC Department of Labor
NC Energy Star Homes
NC Housing Finance Agency
NC Petroleum Marketers Association
Norbord, Inc.
Noritz America
North Carolina Home Builders Association
North Carolina One Call Center
NRC Land Group
O'Hagin's, Inc.
Onsite Safety
PaceMaker Building Systems
Parksite Plunkett-Webster
Pelikan Vinyl Products
Philips Products
Piedmont Natural Gas
Pine Hall Brick
Platinum Marketing, Inc.
Professional Building Systems of NC
Professional Warranty Corp.
PSNC Energy
Quality Stone Veneer
Rain Escape
Ram Jack NC
R-Anell Housing Group, LLC
Re-Con Building Products, Inc.
Residential Elevator, Inc.
Residential Mortgage Center
Residential Warranty Corp.
RT Marketing
Safety Maker, Inc.
San Juan Pools
Schluter Systems
Sealing Agents Waterproofing
SelectionWare
Silver Line Windows
Simpson Door Company
Simpson Strong-Tie Company
SkyeTec
Smart Vent, Inc.
Snively Forest Products
SoftPlan Systems, Inc.
Southern Energy Management
SunCom Wireless
Superior Walls of NC
T. Clear Corp.
Tencarva Machinery Company
Terminix Company
Therma-Tru Doors
Triangle Brick Company
Trimline Building Products
Turnkey Millwork
Tyco Fire & Building Products
Weslock
Wheeler's
Current as of 5/3/07

****To view the virtual floor plan of the exhibit hall, visit our website at www.21buildingexpo.com. Also from our site, you can learn more about the exhibitors, find contact information and products offered, and access our exhibitors' websites.***

Register on-line at www.21buildingexpo.com - Questions? Call 1.800.662.7129

Conference Schedule

Conference Schedule

Education and networking go hand-in-hand at the 21st Century Building Expo & Conference (21CBEC). Taking the step to further your education is the key to improving your company's bottom line. The 21CBEC offers a wide variety of General Session Seminars and continuing education courses by a faculty of nationally recognized speakers and instructors. Obtaining a designation from one of the North Carolina Builder Institute, NAHB University of Housing or Home Builder Institute programs is a huge achievement and a chance to acknowledge your willingness to distinguish yourself from the competition.

The North Carolina Builder Institute (NCBI) program offers statewide designations to builders and associates with a specialized curriculum offering tracks in project management, business management, leadership, diversification, technology, customer service and sales and marketing. You can achieve your Accredited Builder (AB), Accredited Associate (AA) and Accredited Master Builder (AMB) designations through this program. See our website at www.nchba.com for more details on the NCBI program.

This year, the 21CBEC will also offer courses from the NAHB University of Housing and Home Builders Institute with the following designations: CAPS, CGB, CGA, CGR, GMB, CSP, MCSP, MIRM and RCS. For more information on the NAHB designations, see their website at www.nahb.com.

Here is this year's Educational Conference Schedule for NCBI, NAHB and General Session Seminars:

Wednesday, September 12, 2007

Internet Marketing for the Building Professional NCBI - MK202

8:00 AM - 11:30 AM

Do you have a great website but no one can find it? Is the quality of your company not reflected in your website? Confused about Internet Search Engines? Is Search Engine marketing for you? Learn how to leverage the power of Internet marketing in this informative seminar!

Instructor: John DiCristo

Designation(s): AB, AA

Intermediate Computer Construction Management Applications

NCBI - CA201

8:00 AM - 11:30 AM

This course provides a more in-depth look at managing your files, appropriate hardware requirements and construction management software.

Instructor: Cathy Foushee

Designation(s): AB, AA

Exceeding Your Customer's Expectations NCBI - CS201

8:00 AM - 11:30 AM

Topics include empowerment, subcontractors, service standards, surveys, feedback and listening to the customer.

Instructor: Wallace West

Designation(s): AB, AA

Leadership Conference

If you are serving in a leadership capacity you can't afford to miss this "conference within a conference"! In conjunction with this year's 21st Century Building Expo & Conference, the North Carolina Home Builders Executive Officers Council will hold their annual Leadership Conference. This is your time to gain inspiring and relevant information empowering your leadership for 2008. As an added feature to this year's event, the Keynote Speaker will be Senator Fred Smith.

Who Should Attend? Your Incoming President, Executive Committee members, Board of Directors, Committee Chairs and Executive Officers are just a few of the people who will benefit from the information that will be shared during this conference.

Location? The NCEOC Leadership Conference will take place on Thursday, September 13, 2007 at the Charlotte Convention Center in Charlotte, North Carolina. It will begin at 7:30 a.m. with registration and a Continental Breakfast and end around 4:30 p.m. (*Note: at the time of this printing the agenda was still being developed. Please check our website at www.21buildingexpo.com or contact Susan Black, NCEOC President at a later date for additional details.*)

Cost? If you pre-register before September 7th the price will be \$75.00. On-site registration will be \$100.00. Your registration includes Continental Breakfast on Thursday, Box Lunches on Thursday and Friday, General Session Seminars on Friday and admittance to the Expo Floor. You can register on-line at www.21buildingexpo.com or use the registration form on page 15 of this brochure.

Scholarships? Contact Susan Black, President of the NC Executive Officers Council at hbaba@bellsouth.net or call her at 336-227-1336 for details on scholarships available for this event.

Leadership Conference sponsored by the NC Home Builders Association Executive Officers Council.

Conference Schedule

Working With & Marketing to Older Adults

NAHB

8:00 AM - 4:00 PM

Seventy-seven million potential customers are waiting to hire your company. Baby Boomers are approaching retirement age, while their parents have retained their own homes later in life than any previous generation. As a result, communities specifically designed for older homeowners constitute a growing segment of the remodeling market. Learn how your firm can identify and serve the needs of an aging population.

Instructor: Beverly Koehn, GMB, CGA, MIRM, CSP, CAPS

Designation(s): CAPS, MCSP

Negotiating Skills

NAHB

8:00 AM - 4:00 PM

Builders negotiate daily with customers, employees, subcontractors, suppliers and government officials. Negotiation skills often spell the difference between profit and loss, stress and success. With a combination of lectures, exercises and role-playing, this course teaches strategies for specific negotiation situations and builds confidence in the achievement of mutually satisfactory results.

Instructor: Tom Stephani, CGB, CMP, CAPS, MIRM

Designation(s): CGA, CGR, GMB

Building with Insulated Concrete Forms

NAHB

8:00 AM - 4:00 PM

If you're not familiar with Insulating Concrete Forms (ICFs), this course is an excellent introduction. ICFs are a popular and fast-growing new method of constructing high performance exterior walls for a home. This full-day course covers the advantages and costs of ICF construction, the components and materials used, design and planning considerations, the logistics of ICF construction and important business and marketing considerations. Upon completion, you'll have all the information you need to evaluate and start using ICFs.

Instructor: Buddy Hughes Designation(s): CGB, CGA, CGR, GMB, CSP, MCSP, CAPS, MIRM

Ethics & Principles: Liabilities or Assets?

NCBI - LD302

8:00 AM - 4:30 PM

Every day, we all have tough choices to make. When we're between a rock and a hard place, does each one really matter as long as we accomplish our ultimate goal? Have you ever caught yourself saying, "It's o.k. Everybody does it." Or "hey, whatever works!"? Participants in this seminar will explore ethics and principles as they relate to decision-making and will develop strategies for responding to the challenges of today.

Instructor: Greg Isenhour, AB, AMB

Designation(s): AMB

Intermediate Level Internet, E-Commerce, & the Web

NCBI - CA202

1:00 PM - 4:30 PM

Recommended for students with a strong computer background. This course offers an advanced look at the Internet, e-commerce and other tools of the web. Learn how to use the web from the job site to assist in communication with other departments and more.

Instructor: Cathy Foushee

Designation(s): AB, AA

Building Quality In — A Foundation for Quality Builders and Remodelers

NCBI - CS202

1:00 PM - 4:30 PM

Topics include quality gurus, foundation excellence, zero defects, reducing variation, cost of quality and designing quality in.

Instructor: Wallace West

Designation(s): AB, AA

Advertising New Construction

NCBI - MK102

1:00 PM - 4:30 PM

Selling new construction is different from selling existing houses, so the way we advertise them is different. In this course, we will take a detailed look at advertising strategies for new construction. We will explore advertising in the current market and look at what works, what doesn't and why.

Instructor: Martha Littleton

Designation(s): AB, AA

Thursday, September 13, 2007

Smarter, Faster, Better

GENERAL SESSION

8:00 AM - 9:15 AM

As customers get jittery and cancellations mount, beating feet to "the close" becomes critical, leaving less time for buyer's remorse to take hold. We'll see how to use technology in today's market, where on-time delivery is critical. This session is a project management, financial cost containment and technology operational boot camp and includes tips from a production home building company that has grown from 300 to 1200 homes in four years.

Speakers: Cathy Foushee & Amitesh Sinha

Doing Business in a Soft Market

GENERAL SESSION

8:00 AM - 9:30 AM

Staying alive in a soft market is the key to success in today's environment. Learn what you can do and how to do it in order to keep your company prospering. This presentation will give real-life examples that you can walk away with and implement in your own business immediately.

Speaker: Tom Stephani, CGB, CMP, CAPS, MIRM

21st Century Building Expo & Conference presents your "Passport to Safety" at the 2007 Expo.

Visit **Builders Mutual Insurance Company (BMIC)** at **booth 800** for your Passport to Safety! This year, Builders Mutual is joining forces with several of our vendors to provide hands-on safety demonstrations and training for you on the Expo floor. Watch BMIC personnel as they demonstrate the proper set-up and use of harnesses, scaffolding and other safety equipment you use daily. Visit each of the stations in our booth, and you'll automatically be entered to win one of our many giveaways. First, we'll show you how to use it, and then we might just let you walk away with it. What more could you ask for?

As you're planning your trip around the show floor, be sure to include booth 800 on your itinerary. Stop by and see Builders Mutual Insurance Company, where builders **and safety** come first!



Conference Schedule

Building Codes

GENERAL SESSION

Join with builders and remodelers for an in-depth look at the changes to the 2006 North Carolina Residential Building Codes.

Speaker: Robert Privott

8:00 AM - 10:00 AM

Estate & Retirement Planning

NCBI - BM304

This course will help you begin to make the retirement preparations to meet your needs, based on answering two questions: How much money will you need, and where will that money come from? You will also be educated about your estate planning options and shown some powerful, proven strategies you can use to make sure your heirs receive the estate you intend.

Instructor: Spencer Combos

8:00 AM - 11:30 AM

Designation(s): AMB

Basic Business Planning

NCBI - BM201

Just as you wouldn't start driving without directions or a roadmap to your destination, a business plan is critical to reaching your goals. Learn how to create a business plan around which you can organize your priorities to ensure that you reach your business potential.

Instructor: Greg Isenhour, AB, AMB

8:00 AM - 11:30 AM

Designation(s): AB, AA

Hiring, Training, & Supervising

NAHB

This course examines common mistakes that are made in the interview process and provides the necessary steps to ensure that each subcontractor and/or employee is the right fit for your company. In addition, tips and tools for setting and measuring performance expectations are explored.

Instructor: Beverly Koehn, GMB, CGA, MIRM, CSP, CAPS

8:00 AM - 12:00 PM

Designation(s): RCS

Multi-Cultural Sales

NAHB

The course discusses communication tips and techniques for working with the ever-growing diverse homebuying and remodeling market.

Instructor: Gian Hasbrock, MIRM, CSR

8:00 AM - 5:00 PM

Designation(s): MCSP

Borrowing Bucks for Builders

NCBI - BM203

This course highlights ADC - acquisition, development, construction and permanent lending. Participants will receive valuable information with respect to working with banks, laws governing construction financing, current lending practices, the ins and outs of obtaining construction loans and alternative financing. In addition, there will be an in-depth look at permanent financing as well as acquisition and development financing.

Instructor: Jim Bowman

8:00 AM - 5:30 PM

Designation(s): AB, AA

Job Safety (OSHA)

NCBI - PM104

Includes job site hazards, fall protection, scaffolding, tools, electrical safety, excavations and the components of developing a safety program. Part 1 of 2 approved as the Occupational Safety and Health Standards Course; must complete both PM104 and PM204 (10 hours total) in order to receive course completion certificates from both OSHA and Builders Mutual Insurance Company.

Instructor: Bill Walker

8:00 AM - 5:30 PM

Designation(s): AB, AA

On-Site Project Management

NAHB

This course focuses on the role of the on-site project manager who directly supervises work while coordinating with personnel in the office. Participants will review all three phases of a successful project: planning, implementation and evaluation. Topics include site conditions and layout, effective office and client communications, quality control standards, scheduling and documentation.

Instructor: Paul Montelongo, CGR, CSP

8:00 AM - 5:00 PM

Designation(s): CGB, CGA, CGR

Building Environments of Trust

GENERAL SESSION

As the construction industry shifts, builders can gain a significant competitive edge and build their reputation by developing a relationship of trust with homeowners. This seminar will explain how to manage and meet homeowner expectations in a practical manner, earning their trust in the process, and increasing their satisfaction. Satisfied customers who trust their builder recommend their builder to others, enriching his/her reputation and eventually his/her bottom line.

Speaker: Chris Uhland

10:30 AM - 11:30 AM

Golf Tournament

21CBEC Golf Tournament
at Olde Sycamore Golf Plantation
Wednesday, September 12, 2007
12:30 p.m. Shotgun Start

Don't miss this challenging event. Take a break from your everyday schedule and enjoy the fun and fellowship as you play a round on one of the premier courses in Charlotte. It's also an excellent opportunity to spend time networking with others in the building industry.



Conference Schedule

It's In the Sauce! – Getting Gourmet Results in a Fast Food World! **GENERAL SESSION**

10:30 AM - 12:00 PM

This highly interactive and informative session will help participants communicate best with different types of people. After a discussion of general business strategies, the presenter will administer a short questionnaire to all participants. Participants will then be "debriefed" on their data. The analysis of this data will help participants see very clearly how to communicate differently with different types of people.

Speaker: Patti Fralix

Cost Effective Techniques for Green Building **GENERAL SESSION**

10:30 AM - 12:00 PM

This colorful tour sorts out the facts and fiction with regards to Green building. This class identifies the difference between green products and "green washed products" and helps builders identify ways to affordably "green" their homes for the biggest bang for their buck. The course is the "411" to give builders the knowledge to build truly high performance homes that are durable, safe, healthy, energy efficient and comfortable. The mind-set of this class is "the greenest building you can build is the one you don't have to rebuild."

Speaker: Steve Easley

Production Homebuilder: Effective Technologies- Improving Overall Company Performance Regardless of Market Conditions **GENERAL SESSION**

1:15 PM - 3:15 PM

Mid to large production builders can see all the production processes in a LAN/WAN environment software, starting with land acquisition, managing contacts, sales, profit, leads, entity, scheduling, options, warranty, production, and with integration to your existing back-office accounting. See how you can connect from the office, home, road, model home and have each sales person, manager, supervisor and subcontractor finally on the same page together. Your process cycle is complete; you can build and manage more homes easily.

Speaker: Cathy Foushee

Planning & Scheduling **NAHB**

1:30 PM - 5:30 PM

Ever miss a deadline? What did it cost your bottom line? Don't let it happen again. Keep your projects running smoothly by learning how to set workable schedules. Get comfortable with the latest tools for information and time management. Discover the most effective



SPIKE Reception & Exhibitor Thank-You

A reception in honor of our outstanding SPIKE Members will take place Thursday afternoon, September 13th, from 4:30 to 5:30 p.m. on the Expo Floor. We would also like to take this time to say a special thank-you to those companies exhibiting at the 2007 21st Century Building Expo & Conference. Join us as we celebrate with those members who are national membership recruiters and offer our thanks to those companies exhibiting in 2007.

Reception co-sponsored by Builders Mutual Insurance Company and Brede Exposition Services.



responses to unexpected problems. This course will help builders, remodelers and site managers deal with those days when nothing goes according to plan.

Instructor: Tom Stephani, CGB, CMP, CAPS, MIRM

Designation(s): RCS

Upselling Options- The New Profit Center **GENERAL SESSION**

2:00 PM - 3:30 PM

Today's buyers want unlimited options and selections. With these choices comes a unique opportunity to develop relationships with not only your trophy customers, but also your suppliers and trade alliances. The potential to enhance profits is staggering if you simply pay attention to this important venue. Value is all about creating worth in the eyes of your buyers. The options and selections process is the perfect place to dazzle them.

Speaker: Beverly Koehn, GMB, CGA, MIRM, CSP, CAPS



Build-Smart Demonstration Clinics

Expo floor demonstrations by experts in the field will be a highlight of this year's Expo. Check your on-site Program Guide for the times and products or services to be demonstrated, and take advantage of this great opportunity to increase the quality and efficiency of your business.

Register on-line at www.21buildingexpo.com - Questions? Call 1.800.662.7129

Conference Schedule

Builders Talk, Realtors Listen; Realtors Talk, Builders Listen

GENERAL SESSION

2:00 PM - 3:30 PM

The course will be an interactive workshop based on a survey of builders and their concerns with realtors.

Speaker: Steve Monroe

Charting Your Path to Success

NCBI - BM301

2:00 PM - 5:30 PM

Learn how to plan your strategy for company direction and growth over the next 10 years.

Instructor: Greg Isenhour, AB, AMB

Designation(s): AMB

Getting the Best from Your Hispanic Workforce

NCBI - PM206

2:00 PM - 5:30 PM

This course will provide you with the tools necessary to build a great relationship with Hispanic employees. Course materials will cover a useful list of Spanish words and phrases with pronunciation tips, a management plan for Hispanic teams or individuals, ideas for

creating working relationships between various groups of employees and much more.

Instructor: Ann Cooper

Designation(s): AB, AA

A Builder's Introduction to High Performance Building & ENERGY STAR

GENERAL SESSION

3:30 PM - 5:30 PM

ENERGY STAR, an innovative energy-efficiency program sponsored by the U.S. Environmental Protection Agency (EPA), is a voluntary partnership that includes more than 2,500 builders and developers - as well as retailers and product manufacturers - across the country who are working to build homes that use energy more efficiently. North Carolina is working toward becoming a national leader in ENERGY STAR home builders. This program will educate builders about the details of the ENERGY STAR Homes program, the benefits of becoming an ENERGY STAR partner and the steps involved in the certification process.

Speaker: Scott Suddreth

NCHBA Sponsors

The 21st Century Building Expo & Conference is pleased to recognize the following generous supporters of the North Carolina Home Builders Association for 2007.

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Cranfill, Sumner & Hartzog
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Register on-line at www.21buildingexpo.com - Questions? Call 1.800.662.7129

Conference Schedule

Friday, September 14, 2007

**Technology Tools for Profit and Control Specifically for the Remodeler
GENERAL SESSION 8:00 AM - 9:00 AM**

This session will focus specifically on the remodeler in the areas of wireless technology, job costing, billings and staffing considerations. You will come away with a better understanding of the unique technical challenges you face daily and the solutions that fit your work flow.

Speaker: Cathy Foushee

**Reverse Rigor Mortis — Selling in Challenging Times
GENERAL SESSION 8:00 AM - 9:30 AM**

Many markets have been in a "press hard, three copies" market for so long that most sales and management professionals have simply forgotten the basic business strategies that took them to the top when times were tougher. This program outlines the skills that must be sharpened to compete in this new, highly competitive and highly selective new home environment.

Speaker: Beverly Koehn, GMB, CGA, MIRM, CSP, CAPS

**Be Memorable or Be Gone
GENERAL SESSION 8:00 AM - 10:00 AM**

New millennium homebuyers want more than good service, price and warranty. They want a first-class memorable experience. Make a lasting, optimal experience for them, and they will reward you with referrals, repeat business and maximum profits.

Speaker: Paul Montelongo, CGR, CSP

**Construction Contracts and How to Avoid and Resolve Claims
GENERAL SESSION 8:00 AM - 10:00 AM**

Course will address everything from non-payment issues to construction defect claims.

Speaker: Anne Runheim

**Real & Relevant Green Building
GENERAL SESSION 8:00 AM - 10:00 AM**

90% of the effective green building strategies occur within the first 10% of the design process. Effective and affordable high performance green building is so much more about client education, thoughtful programming, siting and sound design decisions than about sustainable material choices - although these will be addressed as well.

Speaker: Peter Pfeiffer, FAIA

**Increased Profits Through Effective Builder-Broker Cooperation
NAHB 8:00 AM - 12:00 PM**

The course will introduce methods of assessing cultural sensitivity to different aspects of communication without profiling.

Instructor: Gian Hasbrock, MIRM, CRS

Designation(s): MIRM, MCSP

**Cost Control
NCBI - PM105 8:00 AM - 11:30 AM**

Combines defining actual cost: the bottom line, analyzing labor cost, overhead and profits.

Instructor: Steve Monroe

Designation(s): AB, AA

**Take-off to Higher Profits
NCBI - PM102 8:00 AM - 11:30 AM**

This course will focus on the "nitty gritty" techniques for accurate and efficient quantity material and labor take-offs.

Instructor: Greg Isenhour, AB, AMB

Designation(s): AB, AA

**Fall Protection
NCBI - PM204 8:00 AM - 11:30 AM**

This course teaches basic fundamentals very important to workers who are exposed to fall-related injuries. PLUS, what you learn in this class will not only make your job sites safer and more productive but will also help you with your OSHA compliance. Additionally, qualifying policyholders of Builders Mutual Insurance Company can take advantage of the Fall Protection Certification Program 10% discount from their Workers' Compensation Insurance Premium. Part 2 of 2 approved as the Occupational Safety and Health Standards Course; must complete both PM104 and PM204 (10 hours total) in order to receive course completion certificates from OSHA and Builders Mutual Insurance Company.

Instructor: Bill Walker

Designation(s): AB, AA

**Technology Tools for Profit and Control Specifically for the Custom Home Builder
GENERAL SESSION 9:30 AM - 10:30 AM**

This session will focus specifically on the Custom Home Builder in the areas of wireless technology, estimating, job costing, change orders and staffing considerations. You will come away with a better understanding of the unique technical challenges you face daily and the solutions that fit your work flow.

Speaker: Cathy Foushee

HOTEL INFORMATION

Call hotels directly to make reservations. Be sure you mention the NC Home Builders Association in order to receive the special group rate.

The Westin Charlotte (Headquarters)

\$127.00 Single/Double Occupancy / 866.837.4148 or
704.375.2600

Hilton Garden Inn (uptown)

\$105.00 Single/Double Occupancy / 704.347.5972

Hampton Inn (uptown)

\$95.00 Single/Double Occupancy / 704.373.0917

Register on-line at www.21buildingexpo.com - Questions? Call 1.800.662.7129

Conference Schedule

Back to the Future GENERAL SESSION

10:00 AM - 11:30 AM

You build it - but do they come? Are you connecting with today's homebuyers or are you missing sales? This program will offer tried and true ways to connect with home shoppers in today's electronic media-rich environment.

Speaker: Tammie Smoot, CMP, MCSP

Technology Tools for Profit and Control Specifically for the Production Home Builder GENERAL SESSION

2:00 PM - 3:00 PM

This session will focus specifically on the production home builder in the areas of reducing cycle time from process organization land, CRM, scheduling, vendors and subs, punch lists, warranties and financial reports. You will come away with a better understanding of the unique technical challenges you face daily and the solutions that fit your work flow.

Speaker: Cathy Foushee

Overhead Dilemma GENERAL SESSION

2:00 PM - 3:15 PM

As builders attempt to take more control of manufacturing, trades, materials, and installations, they have to decide whether to do it themselves or to outsource. Vertical integration promises greater control and enables smoother workflow management. But are home builders capable of managing and maximizing the profitability of their own manufacturing and distribution operations? Some builders have expanded vertical integration capacity, where others appear to have had their fill of it.

Speaker: Amitesh Sinha

Leading Possibilities GENERAL SESSION

2:00 PM - 3:30 PM

This program is designed to motivate, invigorate and reintroduce the true discipline of leadership. It offers a fresh new approach to the true qualities of a leader along with the strategies and techniques needed to lead through possibility thinking. By helping others discover their strengths and capitalize on them, true leaders lead by making others powerful. They allow others to excel and prosper by growing the organization.

Speaker: Beverly Koehn, GMB CGA, MIRM, CSP, CAPS

Secrets to Successful Moisture Management in the Building Envelope GENERAL SESSION

2:00 PM - 4:00 PM

Moisture intrusion is the #1 defect in the US. In this course, you will learn ways to improve construction practices to decrease your chances of having water intrusion. We will take you through actual field investigations, showing failures, why they were caused and how to remedy the issues in the future. You will also learn how the house works as a system to prevent water intrusion with discussions pertaining to roof design defects, HVAC, ventilation and building materials. We will also discuss what to do if mold is found during or after construction. The 2006 NC Residential Code changes are in effect June 1, 2007, and we will go over how the changes affect the management of water in the wall system.

Speaker: Kathy Harrington, AA, CMP, CSP

Mortgage Magic GENERAL SESSION

2:00 PM - 4:00 PM

This seminar incorporates a professional PowerPoint with humorous graphics and real-life case studies. Attendees get a detailed workbook that they can take home and use for future reference.

Speaker: Jim Garrison, GRI, CSP

Building Codes NCBI - PM107

2:00 PM - 5:30 PM

Builders and remodelers need to execute projects that comply with relevant codes and standards. This course explains why regulations are written, which agencies write them and how to deal with the representatives of those agencies. Topics include state and local building departments, plan review, permits, inspections, code enforcement and the appeals process. You will also discuss changes to the 2006 NC Residential Building Codes.

Instructor: Robert Privott

Designation(s): AB, AA

Trade Contractor Relationships NCBI - PM106

2:00 PM - 5:30 PM

Simple solutions to sub-contractor relations.

Instructor: Steve Monroe

Designation(s): AB, AA

What Does It Really Cost? NCBI - PM202

2:00 PM - 5:30 PM

This course will look at different types of estimating and producing systematic, consistent estimates for higher profitability.

Instructor: Greg Isenhour, AB, AMB

Designation(s): AB, AA

Technology Tools for Profit and Control Specifically for the Sub-Contractor GENERAL SESSION

3:30 PM - 4:30 PM

This session will focus specifically on the sub-contractor in the areas of managing your prospects, customers, sales people, proposals and contracts, plus work orders, scheduling and invoicing. You will come away with a better understanding of the unique technical challenges you face daily and the solutions that fit your work flow.

Speaker: Cathy Foushee



21st Century Building Expo & Conference

Educational Conference—September 12-14, 2007
Exposition—September 13-14, 2007
Charlotte Convention Center • Charlotte, North Carolina
www.21buildingexpo.com

REGISTRATION FORM

(one person per form)

First Name: _____ Last Name: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____ Email: _____

Member: Local HBA _____ Non-Member

Category: Builder Associate Affiliate Local E/O

1. REGISTRATION FEES (NCBI and NAHB courses are optional)

Registration Type (Please Check)	By 9/7/07	After 9/7/07
<input type="checkbox"/> Full Delegate: Includes General Session Seminars, Expo Floor, and Box Lunches	\$75	\$100
<input type="checkbox"/> EOC LEADERSHIP CONFERENCE: Includes Full delegate credentials, Friday General Session Seminars, Expo Floor, and Box Lunches	\$75	\$100
<input type="checkbox"/> CONTINUING EDUCATION (NCBI & NAHB courses below—additional fees)		
<input type="checkbox"/> EXPO FLOOR ONLY	Free	\$25
Sub-Total	_____	_____

5. PAYMENT-Total fees from Sections 1-4

Check Enclosed (Make checks payable to NCHBA)

Credit Card: VISA MasterCard Amex

CC#: _____

Name: _____
(print name as it appears on card)

Signature: _____

Exp. Date (mth/year) _____ **Amount: \$** _____

6. DEMOGRAPHICS

IMPORTANT: Registration cannot be processed without the following information. Please indicate your company's type of business by selecting up to two categories, in order of importance and placing the letter in the appropriate boxes.

BUILDER CLASSIFICATION	SUBCONTRACTOR
A Builder Single Family Spec	S Carpentry
B Builder Single Family Custom	T Electrical
C Builder Multi-Family Sale/Rent	U Flooring
D Builder Manufactured Homes	V Landscaping
E Builder Non-Residential	W Plumbing/Htg/AC
F Remodeler	X Roofing/Siding
G General Contractor	Y All Other Trades
H Land Developer	<input type="checkbox"/> Primary <input type="checkbox"/> Secondary

ASSOCIATE CLASSIFICATION	BUSINESS TITLE <i>Check One</i>
I Architect	<input type="checkbox"/> President/CEO
J Land Planning/Engineering	<input type="checkbox"/> Owner, Principal/Partner
K Interior Design	<input type="checkbox"/> VP/General Manager
L Legal Services	<input type="checkbox"/> Construction Superintendent
M Computer Products/Services	<input type="checkbox"/> Other: _____
N Home Technologies	ANNUAL VOLUME <i>Check One</i>
O Financial Services/Lending	<input type="checkbox"/> Under \$500,000
P Marketing/Advertising/etc.	<input type="checkbox"/> \$500,000 to \$1 Million
Q Real Estate Broker/Agent	<input type="checkbox"/> \$1 Million to \$5 Million
R Dealer/Distributor	<input type="checkbox"/> Over \$5 Million
	<input type="checkbox"/> No Construction Activity

THREE WAYS TO REGISTER

- Online:** www.21buildingexpo.com
- FAX TO:** (919) 676-0402 *(credit card payments only)*
- MAIL TO:** NCHBA, P. O. Box 99090, Raleigh, NC 27624

Registration Questions? Call 1-800-662-7129

Cancellation Policy: Written cancellations must be received on or before September 7, 2007 in order to be eligible for a refund less \$25 processing fee per registration. Mail or fax to the address above. **NO REFUNDS after September 7, 2007**

General Information: please visit www.21buildingexpo.com or call the NCHBA at 1-800-662-7129.

2. NC BUILDER INSTITUTE COURSE FEES ✓ Course Boxes

NCBI Course fees include Expo Floor and Box Lunches

Wednesday a.m.	Thursday a.m.	Friday a.m.
<input type="checkbox"/> LD302 (8 hrs)	<input type="checkbox"/> BM203 (8 hrs)	<input type="checkbox"/> PM102
<input type="checkbox"/> CA201	<input type="checkbox"/> PM104 (8 hrs)	<input type="checkbox"/> PM105
<input type="checkbox"/> CS201	<input type="checkbox"/> BM201	<input type="checkbox"/> PM204
<input type="checkbox"/> MK202	<input type="checkbox"/> BM304	
Wednesday p.m.	Thursday p.m.	Friday p.m.
<input type="checkbox"/> CA202	<input type="checkbox"/> PM206	<input type="checkbox"/> PM106
<input type="checkbox"/> CS202	<input type="checkbox"/> BM301	<input type="checkbox"/> PM107
<input type="checkbox"/> MK102		<input type="checkbox"/> PM202

\$75 (per 4 hour course) # courses _____ @ \$ 75	Sub-Total _____
\$150 (per 8 hour course) # courses _____ @ \$ 150	Sub-Total _____

3. NAHB COURSE FEES ✓ Course Boxes

NAHB Course fees include Expo Floor and Box Lunches

Wednesday	Thursday a.m.	Friday a.m.
<input type="checkbox"/> Working w/and Marketing to Older Adults (8 hrs)	<input type="checkbox"/> Hiring, Training & Supervising (4 hrs)	<input type="checkbox"/> Increased Profits Through Effective Builder/Broker Cooperation (4hrs)
<input type="checkbox"/> Negotiating Skills (8 hrs)	<input type="checkbox"/> Multi-Cultural Sales (8 hrs)	
<input type="checkbox"/> Bldg w/Ins. Concrete Forms (8hrs)	<input type="checkbox"/> On-Site Project Mgmt. (8 hrs)	
	Thursday p.m.	
	<input type="checkbox"/> Planning & Scheduling (4 hrs)	

\$125 (per 4 hour course) # courses _____ @ \$ 125	Sub-Total _____
\$200 (per 8 hour course) # courses _____ @ \$ 200	Sub-Total _____

4. SPECIAL EVENTS (Additional Fee Required)

GOLF TOURNAMENT	# tickets _____ @ \$ 65	_____
STARS AWARDS GALA	# tickets _____ @ \$ 75	_____
SPIKE PARTY (No Charge for Spike)	# tickets _____ @ FREE	FREE
<i>(additional Tickets to Spike Party)</i>	# tickets _____ @ \$ 20	_____

GRAND TOTAL \$ _____

FOR NCHBA USE ONLY Date Paid: _____ Check#/CC: _____ Amt Paid: _____ Paid By: _____

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21st Century Building Expo & Conference

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