

the **GREEN**
REVOLUTION



starts
HERE

MARCH 4, 5 & 6, 2009
KALAHARI RESORT AND CONVENTION CENTER
WISCONSIN DELLS, WI

SURVIVAL TACTICS

for your business; advanced strategies for our homes

SEVENTH ANNUAL



BETTER BUILDINGS: BETTER BUSINESS CONFERENCE

DESIGNED BY AND DEVELOPED FOR THE RESIDENTIAL BUILDING AND REMODELING INDUSTRY



BETTER
BUILDINGS:
BETTER
BUSINESS

CONFERENCE



2009 GREEN REVOLUTION

www.ecw.org/betterbuildings

TABLE OF CONTENTS

- 2 Welcome
- 3 General Information
Map—Conference Rooms
- 4 Credit Information
- 5 Special Thanks
- 6–7 Conference Agenda
- 8–17 Breakout Session Descriptions
- 18–23 Exhibit Directory

MARK YOUR CALENDARS!

Better Buildings: Better Business
Conference dates:

March 3–5, 2010

March 2–4, 2011

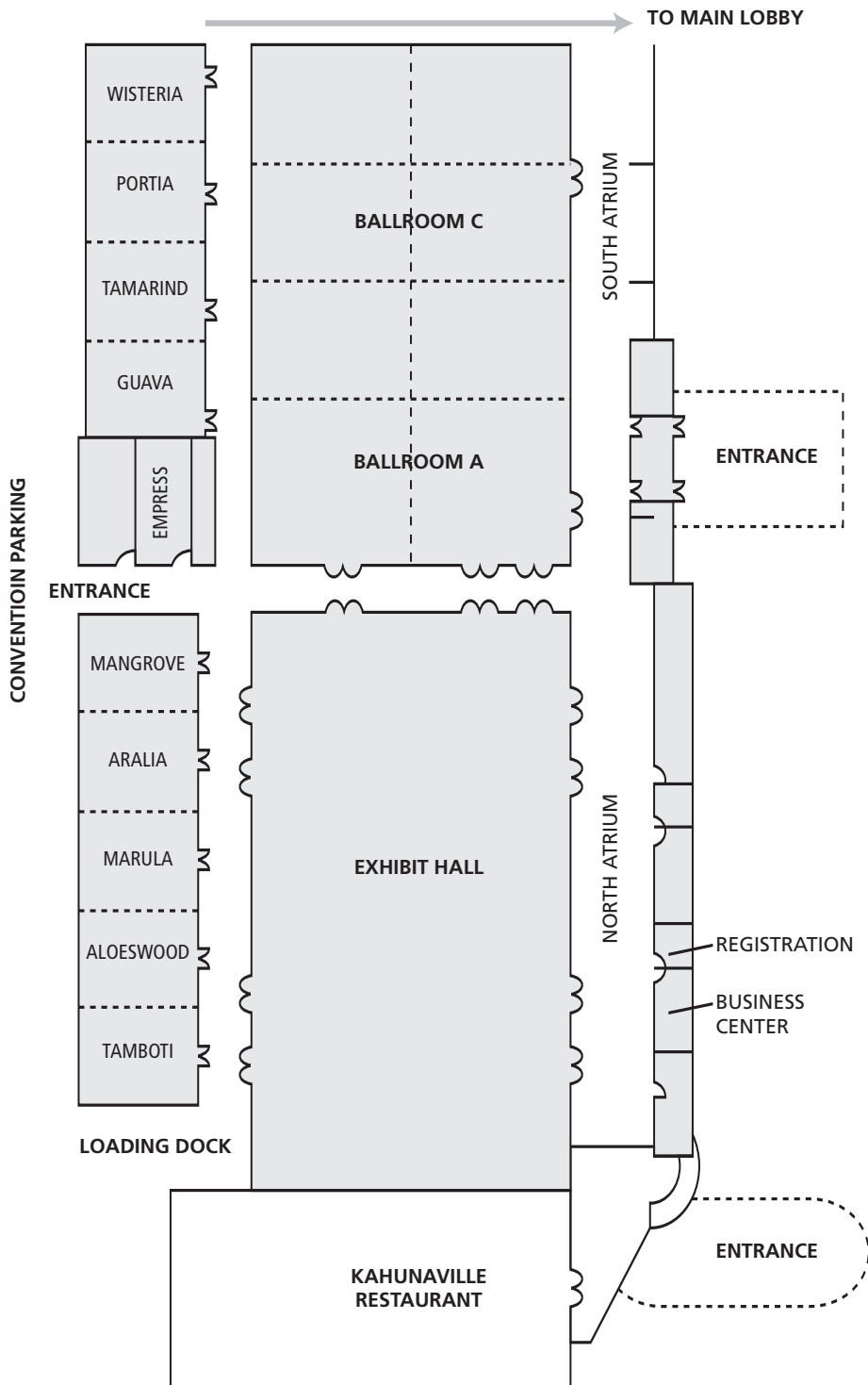
Harness the power of green...for your business and for the planet!

Join the green revolution and build homes that are good for people, good for the planet and good for your business. We hope you'll find the **Better Buildings: Better Business Conference** inspiring, fun, energizing and challenging, yet full of practical solutions for your business.

Thank you for attending.

CONFERENCE AREA MAP

Don't get lost at Wisconsin's largest convention center resort. Use this map to navigate the Better Buildings: Better Business conference maze. Or, ask our helpful staff at the registration desk.



GENERAL INFORMATION

NAME BADGES

Attendees must wear name badges for admission to all conference functions. If you lose your name badge, stop by the registration desk.

CELL PHONES AND PAGERS

In consideration of speakers and attendees, please silence your cellular phone or pager before entering each session.

EVALUATIONS

Your feedback is very important and will help shape future events. Please be sure to complete a session evaluation at the end of each session you attend and an overall conference evaluation before leaving the conference.

SMOKING

There is no smoking in the Kalahari Convention Center. Smoking is allowed in Kahunaville and Ivory Coast after 10 pm.

MESSAGES

Please check the message board located at the registration desk for messages. Messages may be left during conference hours by calling the Kalahari Resort and asking for the Energy Center of Wisconsin registration desk.

LOST AND FOUND

For any item that is lost or misplaced during the conference, please check at the registration desk.

EMERGENCIES

In the event of an emergency, dial 0 on the nearest house phone.

PHOTOS & VIDEO RIGHTS

We reserve the right to use photographs taken during the event for promotional purposes. Also, conference sessions may be video taped for future publication.

QUESTIONS ABOUT CREDITS?



Stop by the continuing education credit table near the registration desk for information on sessions eligible for credit or to pick up Attendance Verification Forms. **Phil Jahnke Sauer**

will be available at the credit table to answer questions about credits.

PROUD TO BE A MEMBER T-SHIRT



Buy a conference T-shirt and help our **eco-pioneer Bill Hurre** defray the cost of his cancer treatment. All profits from the sale of these shirts will be donated to Bill who is battling esophageal cancer.

EARN CREDITS ANYTIME, ANYWHERE!



ENERGY CENTER UNIVERSITY

Energy Center University captures live trainings as webcasts that stream speaker audio and video along with PowerPoint. The trainings feature nationally recognized presenters and offer the convenience of learning the latest green building strategies from your home or office at anytime. Below is a list of titles currently available online.

- Are You Ready for the Green Industrial Revolution?
- Basic Building Science for Cold Climate Houses
- Better Buildings: Better Business Conference 2008 (selected sessions)
- The Building Blocks of a Healthy Home
- Introduction to Green Building
- Psychrometrics: Dew Point for Dummies

Visit www.ecw.org/university for more information.

powered by Energy Center of Wisconsin

WISCONSIN

2009 Wisconsin Department of Commerce Credits: Attendance Verification Forms for Wisconsin DOC credits will be available at the credit table.

DAY ONE—Thursday, March 5, 2009—Course ID: 10035

- 3.5 Commercial Building Inspector Certification
- 3.5 Dwelling Contractor Qualifier Certification
- 3.5 UDC—Construction Inspector Certification
- 3.5 UDC—HVAC Inspector Certification

DAY TWO—Friday, March 6, 2009—Course ID: 10036

- 5.0 Commercial Building Inspector Certification
- 5.0 Dwelling Contractor Qualifier Certification
- 5.0 UDC—Construction Inspector Certification
- 5.0 UDC—HVAC Inspector Certification

ASHI credits: Registrants are eligible to receive 8 total ASHI CEs (Continuing Education Credits) for attending both days of the 2009 Better Buildings: Better Business Conference.

RESNET, Focus on Energy and AIA: Continuing education units will be awarded for some conference sessions. Credits are listed next to session descriptions. AIA Learning Units and HSW credits have been granted for some conference sessions, please see the session listing for a detailed listing of approved AIA courses.

Continuing Education Units: Conference attendees will automatically receive .85 Continuing Education Units from IACET for attending the entire conference. Stop by the credit table with questions.

MINNESOTA

Minnesota Department of Labor & Industry: Licensed Minnesota Residential Building Contractors will receive the following continuing education credits for attending these courses:

DAY ONE—Thursday, March 5, 2009

EPA and Wisconsin New Lead Paint & Asbestos Rules for Renovators and Builders

- 1 Continuing Education Credit Hour
- 1 Lead Abatement Education Credit Hour

Green Remodeling—A Step by Step Guide

- 1.25 Continuing Education Credit Hours

Residential Lighting Pizzazz!

- 1.25 Continuing Education Credit Hours

DAY TWO—Friday, March 6, 2009

Geothermal & Radiant Indoor Heating, The Perfect Marriage

- 1.25 Continuing Education Credit Hours

Infrared Thermography: Validating Energy Efficient Construction

- 1 Continuing Education Credit Hour

Putting the “V” Back into HVAC

- 1 Continuing Education Credit Hour

Solar Ready Homes

- 1 Continuing Education Credit Hour
- 1 Energy Education Credit Hour

What Happens when an Energy Geek buys a 1951 Ranch House?

- 1.25 Continuing Education Credit Hours

NEW EXHIBITS!

Pedal Power Energy Bike

Participants can ride a stationary bike to power a generator, which will show how much energy it takes to power common electrical conveniences.

WPPI ENERGY's Plug-in Electric Hybrid Car

This Toyota Prius was converted to a plug-in electric hybrid vehicle and can travel up to 30 miles on electricity before using the standard, gas-electric operating system. The car gets up to 100 miles per gallon or more.

B4 Bookstore

Visit the B4 bookstore for the latest books on building energy efficient, high performance, eco-friendly homes. Pick up a copy of *Living Like Ed* and have the author sign it (between 10:15 and 11:00 am Thursday).

ASK THE EXPERT

Get answers to your questions from building science and business experts! Check the conference schedule to find out who'll be in the Energy Center's **Ask the Expert** booth.



SPECIAL THANKS

We would like to extend a special thanks to the conference executive committee who contributed a wealth of ideas and to conference sponsors, exhibitors and presenters for their financial commitment, time and support. This event would not have been possible without their contributions.

EXECUTIVE COMMITTEE

Marge Anderson

Energy Center of Wisconsin

Jeff Klonowski

EFI

Mary Meunier

Department of Administration,
Division of Energy Services

Greg Nahn

WECC

Donna Sykora

Xcel Energy

Leo Udee

Alliant Energy—Wisconsin Power and Light



SESSIONS COMMITTEE

Sharon Hanrahan

Sustainable Solutions

Kari Heinrich

Focus on Energy

Steve Scholz

Braatz Heating & Air Conditioning

Ed Schmidt

Schmidt Brothers Construction

Mary Meunier

Department of Administration,
Division of Energy Services

Carter Dedolph

Focus on Energy

Rich Marshall

Focus on Energy

Keith Williams

Building Services & Consultants, LLC

EXHIBIT HALL WELCOME RECEPTION

Wednesday, March 4, 2009
4:00 pm–7:00 pm • Exhibit Hall

Bring your family—visit with exhibitors, enjoy snacks, win an autographed Green Bay Packers football and other door prizes. Surprises for the children, cash bar for the adults.

AFFORDABLE HOUSING MEETING

Wednesday, March 4, 2009
7:00 pm–8:00 pm • Wisteria Room

Join affordable housing advocates for an insider's look at the Better Buildings: Better Business conference.



KEYNOTE SPEAKER—ED BEGLEY, JR.

**SPECIAL SESSION—
ECONOMIC STIMULUS PLAN**

Thursday, March 5, 2009
3:15 pm–4:30 pm • Ballroom A

Shaping Your Recovery Plan: What the economic stimulus bill could mean for residential builders and contractors.

WEDNESDAY, MARCH 4, 2009

- Noon–4:00 pm **INSTALLATION OF BOOTHS** • Exhibit Hall
- 4:00 pm–7:00 pm **CHECK-IN AND REGISTRATION** • Convention Center Lobby
- 4:00 pm–7:00 pm **EXHIBIT HALL WELCOME RECEPTION** • Exhibit Hall
- 7:00 pm–8:00 pm **AFFORDABLE HOUSING MEETING** • Wisteria Room

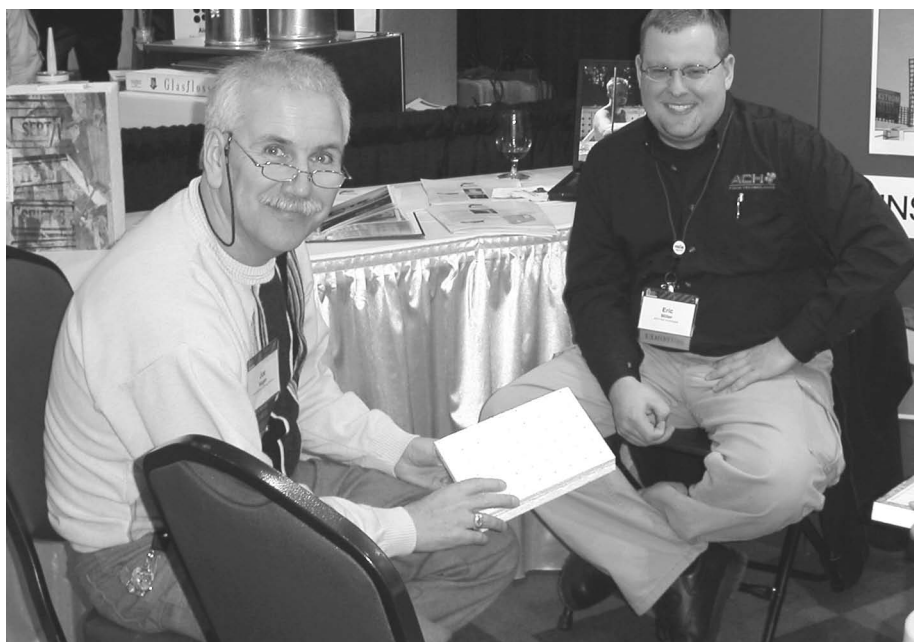
THURSDAY, MARCH 5, 2009

- 7:00 am–4:30 pm **CHECK-IN AND REGISTRATION** • Convention Center Lobby
- 7:00 am–8:30 am **CONTINENTAL BREAKFAST/EXHIBITS/NETWORKING** • Exhibit Hall
Sponsored by Alliant Energy
- 8:30 am–10:00 am **OPENING GENERAL SESSION** • Ballroom A
(doors open at 8:00 am)
- Welcome**
Marge Anderson—Energy Center of Wisconsin
- Live Simply So That Others Can Simply Live***
Ed Begley, Jr.
- Ed Begley, Jr., star of TV's "St. Elsewhere," his own eco-living reality show and author of "Living Like Ed" shares his empowering and humorous message on how to live green, live responsibly and live well.
Sponsored by Xcel Energy
- 10:00 am–10:30 am **NETWORKING BREAK/EXHIBITS** • Exhibit Hall
Sponsored by WECC
- 10:30 am–11:45 am **BREAKOUT SESSIONS—A**
- 11:45 am–1:30 pm **LUNCH/EXHIBITS/DEMONSTRATIONS** • Exhibit Hall
Sponsored by We Energies
- 1:30 pm–2:45 pm **BREAKOUT SESSIONS—B**
- 2:45 pm–3:15 pm **NETWORKING BREAK/EXHIBITS** • Exhibit Hall
Sponsored by Wisconsin Public Service Corporation
- 3:15 pm–4:30 pm **BREAKOUT SESSIONS—C**
- 3:15 pm–4:30 pm **SPECIAL SESSION—ECONOMIC STIMULUS PLAN** • Ballroom A

- 4:30 pm–7:00 pm **EXHIBITS** • Exhibit Hall
- 4:30 pm–7:00 pm **BETTER BEER: BETTER BRATS RECEPTION** • Exhibit Hall
Sponsored by EFI
- 7:00 pm–9:00 pm **FOCUS ON THE GOOD TIMES RECEPTION** • Ballroom C
Sponsored by Focus on Energy, Wisconsin ENERGY STAR®
Homes and Home Performance with ENERGY STAR

FRIDAY, MARCH 6, 2009

- 7:00 am–Noon **CHECK-IN AND REGISTRATION** • Convention Center Lobby
- 7:00 am–8:30 am **CONTINENTAL BREAKFAST/EXHIBITS** • Exhibit Hall
- 8:30 am–9:45 am **BREAKOUT SESSIONS—D**
- 9:45 am–10:15 am **NETWORKING BREAK/EXHIBITS** • Exhibit Hall
- 10:15 am–11:30 am **BREAKOUT SESSIONS—E**
- 11:30 am–1:00 pm **LUNCH/EXHIBITS** • Exhibit Hall
Sponsored by Energy Center of Wisconsin
- 1:00 pm–2:15 pm **BREAKOUT SESSIONS—F**
- 2:15 pm–2:30 pm **NETWORKING BREAK** • Breakout Sessions Hallway
- 2:30 pm–3:45 pm **BREAKOUT SESSIONS—G**



BETTER BEER: BETTER BRATS RECEPTION

Thursday, March 5, 2009
4:30 pm–7:00 pm • Exhibit Hall
SPONSORED BY EFI

Join champions of the high performance building community for networking fun at the reception!

FOCUS ON THE GOOD TIMES RECEPTION

Thursday, March 5, 2009
7:00 pm–9:00 pm • Ballroom C

SPONSORED BY FOCUS ON ENERGY, HOME PERFORMANCE WITH ENERGY STAR AND WISCONSIN ENERGY STAR HOMES

This casual reception will provide a forum to unwind, meet and network with contractors and builders from across the Midwest. Enjoy good conversation, a cash bar and hors d'oeuvres.



BREAKOUT SESSIONS

TRACK

CREDITS

DESCRIPTION

THURSDAY, MARCH 5

BREAKOUT SESSIONS A • 10:30 PM–11:45 PM

MASTER SPEAKER
BUILDING HOMES



ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved

PRACTICAL PLUMBING LAYOUTS • ARALIA/MARULA ROOM

PRESENTERS: William R. Hoover, William R. Hoover LLC and Gary Klein, Affiliated International Management, LLC

What is the most energy, water and time efficient way to install a hot water distribution system for a given floor plan? Where is it appropriate to use drain water heat recovery? When should you install water heaters in multiple locations? This session will explore the answers to these questions by laying out the plumbing for a typical house on the floor of the classroom. Masking tape will be used to “draw” the hot water locations (bathrooms, kitchen, and laundry) on the floor of the classroom. Each plumbing configuration will be “piped” using tape of different widths to represent the various diameters of pipe.

REMODELING HOMES

ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved

ADDING VALUE—CASE STUDIES IN WHOLE-HOUSE IMPROVEMENTS • TAMBOTI ROOM

PRESENTER: Chad Speight, Chad's Carpentry

Each remodeling project or addition presents an opportunity to improve the home's performance. Learn how to add value to a remodeling project by selling whole-house improvements that enhance home performance and deliver more value to your customers. We will look at several projects; identify how the Home Performance evaluation is used to identify opportunities beyond the initial project scope; and review their impact on the home's performance.

BUILDING SCIENCE

ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved, Minnesota Department of Labor & Industry

RESIDENTIAL LIGHTING PIZZAZZ! • ALOESWOOD ROOM

PRESENTER: Steven Klein, Klein Lighting, LLC

Beautiful residential lighting design delights clients, enhances a home and can be energy efficient. Achieving the best lighting in residential spaces requires thoughtful application, seamless integration and dramatic intent. This seminar explores the components of fabulous lighting used in gorgeous residences. Gain new insights and enthusiasm for residential lighting design.

MULTIFAMILY BUILDINGS

ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved

APPLYING BUILDING SCIENCE TO MULTIFAMILY BUILDINGS • MANGROVE ROOM

PRESENTERS: Don Hynek, Weatherization Program, State of Wisconsin and Torrance Kramer, Focus on Energy

Multifamily buildings are not immune to ice dams, mold and moisture problems, odors, or high utility bills. Learn how to apply what you know about building science in single family homes to the complex problems of bigger buildings, bigger systems and multiple residences in one building shell. Apartment building owners and condominium owners need your valuable problem solving skills. This session is intended not only to show how to apply those single family skills to multifamily buildings, but also when to bring in specialized expertise.

BUILDING BUSINESS

ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved

ORGANIZING FOR SUCCESS: 5 STEPS TO IMPLEMENT STANDARD OPERATING PROCEDURES • GUAVA ROOM

PRESENTER: David Lupberger, Service Magic

Learn how to delegate day-to-day responsibilities so you can focus on strategies for building your business, increasing your visibility and staying on top of building trends. We'll go through a systematic 5-step process for implementing “standard operating procedures” within a company. Once you've effectively delegated the day-to-day details, you can focus on the big picture for your business.

SUSTAINABLE SOLUTIONS

ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved

NET ZERO ENERGY HOME: A GREENMAX HOME CASE STUDY • TAMARIND ROOM

PRESENTER: Kurt Pulvermacher, WPPI Energy

What design strategies work to build a net zero energy home (NZEH) in Wisconsin? Tom and Verona Chambers of Black River Falls participated in WPPI Energy's GreenMax Home program. Their goal was to build a NZEH. Find out what design features they used, the difficult decisions they had to make, costs and other hurdles they had to overcome to meet their NZEH goal. We'll also review their monitored energy use to see where energy is being used and where to focus when constructing a NZEH.


SPONSORED BY: WPPI ENERGY

BREAKOUT SESSIONS

DESCRIPTION	CREDITS	TRACK
<p>GEOTHERMAL AND RADIANT FLOOR HEATING—THE FINANCIAL REALITIES • BANYAN ROOM PRESENTER: Michael Rohde, Rohde Brothers, Inc.</p> <p>Geothermal heating systems are a growing trend. Learn what you need to know about the costs and benefits of adding geothermal and radiant floors to single and multi-family homes. We will cover where these technologies are financially applicable and where they don't make sense. We will look beyond the simple first cost and look at lifetime costs and cash flow basis accounting. We'll explore the difference between accounting for a personal residence and a for profit multi-family resident. We will also cover a few problems that have given geothermal a bad name and how to avoid them.</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>HVAC</p>
<p>HIGH EFFICIENCY RETROFIT BLOWERS FOR RESIDENTIAL FURNACES • PORTIA ROOM PRESENTER: John Proctor, Proctor Engineering Group</p> <p>Premium furnaces with variable-speed blower technology now make up a third of Wisconsin furnace sales. Is there a way to enjoy the energy savings, noise reduction and airflow benefits of these blowers with existing furnaces? This session will highlight the benefits of variable-speed blowers, and discuss the first commercially-available retrofit product in this category.</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>HVAC 2</p>
<p>EPA AND WISCONSIN NEW LEAD PAINT AND ASBESTOS RULES FOR RENOVATORS AND BUILDERS • WISTERIA ROOM PRESENTERS: Ada Duffy, Milwaukee Lead and Asbestos Information Center and Steve Antholt, Department of Health and Family Services</p> <p>Lead paint is an issue for any renovations you do of pre-1978 property. Learn how to identify lead abatement opportunities in the homes you renovate, including opportunities for window replacement. Hear about asbestos issues that affect all renovators. Find out what asbestos abatement really entails and how to become qualified to remove asbestos as part of your business offerings. Lead abatement and asbestos removal are business opportunities—learn how to use them!</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved, Minnesota Department of Labor & Industry</p>	<p>PRODUCTS & TECHNOLOGIES</p>

BREAKOUT SESSIONS B • 1:30 PM–2:45 PM

THURSDAY, MARCH 5

<p>A DETAILED LOOK INTO EXTERIOR WALLS • ARALIA/MARULA ROOM PRESENTERS: Ross DePaola, Integrated Energy Services and Joe Nagan, Home Building Technology Services</p> <p>Exterior walls are typically the largest exposed element of the building envelope. They are penetrated by framing, windows, doors, plumbing pipes and electrical conduits which increase their potential for energy loss. We'll explore various wall constructions and insulating techniques and how they perform with regard to heat-loss, framing, condensation potential and air-sealing.</p> <p>SPONSORED BY: THE ENERGY CONSERVATORY</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>MASTER SPEAKER BUILDING HOMES</p> 
<p>BEYOND ENERGY STAR: REMODELING A MILWAUKEE BUNGALOW • TAMBOTI ROOM PRESENTERS: Jeremy Belot, Layton Blvd West Neighbors and Keith Williams, Building Services and Consultant, LLC</p> <p>Learn how applying the best practices from the Home Performance Evaluation process and providing recommendations before and during the remodeling process maximize the energy-saving opportunities in a remodeling project. See how a teamwork process on a remodeling project of a foreclosed Milwaukee bungalow reaped big savings.</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>REMODELING HOMES</p>
<p>THE WATER-ENERGY-CARBON FOOTPRINT CONNECTION • ALOESWOOD ROOM PRESENTERS: William R. Hoover, William R. Hoover LLC and Gary Klein, Affiliated International Management, LLC</p> <p>Saving water saves energy. Saving energy reduces our greenhouse gas emissions. Even in the Midwest, water conservation is an issue. Learn about pilot programs in California that build on the synergies of water and energy. We'll discuss the embedded energy savings in water conservation and the natural partnership of water and energy agencies to deliver programs that promote water and energy efficiency.</p> <p><i>BREAKOUT SESSIONS B continued on page 10</i></p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>BUILDING SCIENCE</p>

BREAKOUT SESSIONS

TRACK	CREDITS	DESCRIPTION
MULTIFAMILY BUILDINGS	ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p><i>BREAKOUT SESSIONS B continued from page 9</i></p> <p>WINDOW TESTING: RETROFIT AND ENHANCEMENT OPTIONS • MANGROVE ROOM PRESENTER: Steven Tratt, ZeroDraft</p> <p>Why break the budget installing new windows when you can upgrade to good-as-new performance for less than a tenth of the cost. Existing operable windows are commonly up to 10 times leakier than new high performance windows. Learn how retrofitting windows with up-to-date durable and effective weather-stripping can improve their performance at a 3 to 5 year payback.</p>
BUILDING BUSINESS	ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>IDENTIFYING AND QUALIFYING YOUR BEST CUSTOMERS • GUAVA ROOM PRESENTER: David Lupberger, Service Magic</p> <p>Don't waste time going on a sales call when you haven't got a real customer who can afford your services. This seminar will show you how to target the customers you want to reach when marketing, and then provide you with the qualifying questions to ask on the phone to assist you in identifying the clients you want to work with. Time is your most valuable resource. Spend time with real prospects, not tire kickers.</p>
BUILDING BUSINESS 2	ASHI, Dept of Commerce, InterNACHI Approved	<p>BUSINESS CLIMATE ROUNDTABLE • PORTIA ROOM PRESENTERS: Chad Speight, Chad's Carpentry; Todd Eber, WA Roosevelt; Ed Schmidt, Schmidt Brothers; Gary Zajicek, Veridian Homes</p> <p>Today's economy is a challenge for home builders and remodelers. The downturn in the housing market and the ripple effect throughout other sectors of the economy has everyone tightening their belt. Yet energy efficiency strategies and technologies and products that reduce our impact on the environment have never been more important. This gathering of leading high performance builders, contractors and manufacturers share their perspectives on today's business climate, strategies to survive, and how to balance energy efficiency, the environment, and financial sustainability. Join us for an insightful discussion of the road ahead.</p>
SUSTAINABLE SOLUTIONS	ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>A BUILDER'S JOURNEY: DOWN THE PATH TO ZERO • TAMARIND ROOM PRESENTERS: Bart Rynish, Barton Designs and William Hurrle, Bay Area Home Performance</p> <p>How far down the path to zero fossil carbon do your clients want to go? Bart builds homes that have fewer than 0.05 ACH and that use less than 1.0 Btu/sf-dd (floor). Bill has been studying and experimenting with solutions to achieving zero fossil carbon for years. Join them as they discuss six years of problem solving experience on the p2z.</p>
HVAC	ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>HYBRID HEAT: ENERGY EFFICIENT HEATING SYSTEMS FOR YOUR HOME • BANYAN ROOM PRESENTER: Larry Hacker, Temperature Systems, Inc.</p> <p>Learn how hybrid heat systems can reduce the operating costs of conditioning our homes. Hybrid heat systems use heat pumps, geothermal or air source, for more than half of the space conditioning season, and a high efficiency fossil fuel furnace for the heavy demands of the coldest days of the heating season. We'll discuss advancements in HVAC technologies and how these systems can pay for themselves in two to four years less than conventional heating and air conditioning systems.</p>
PRODUCTS & TECHNOLOGIES	ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>ENERGY STAR HOT WATER APPLIANCES—DIFFERENCES IN EFFICIENCY • WISTERIA ROOM PRESENTERS: Bobbi Fey and Kari Heinrich, Focus on Energy</p> <p>Water heating is the third largest energy use in homes. Learn about the new ENERGY STAR criteria for water heaters (effective January 1, 2009) and the financial incentives for water heaters available through the Focus on Energy program. We'll cover ENERGY STAR criteria for gas storage, gas tankless, and solar water heating systems and the efficiency of these systems.</p>

BREAKOUT SESSIONS

DESCRIPTION

CREDITS

TRACK

BREAKOUT SESSIONS C • 3:15 PM–4:30 PM

THURSDAY, MARCH 5

HOME SALES TODAY = TIGHT SHELL, GENEROUS INSULATION & RENEWABLES

• WISTERIA ROOM

PRESENTERS: **Kevin Hogan, Focus on Energy, Kurt Wismer and John Hofferber, BerHoff Homes LLC**

Today's homeowners are asking smart questions about energy efficient building construction and how to hedge against (inevitable) future energy cost increases. Today's builders cannot get by with yesterday's technology. Learn how the Harmony Home in Neenah has generated consumer interest and how it generates renewable energy that keeps it humming at a fraction of the cost of conventional construction. BerHoff Homes LLC partnered with the Department of Energy's Building America Program, Green Built Home Program and Wisconsin ENERGY STAR® Homes to significantly reduce Harmony Home's energy consumption.

ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved

BUILDING HOMES

GREEN REMODELING, A STEP-BY-STEP GUIDE • ARLIA/MARULA ROOM

PRESENTER: **Robin Pharo, Healthy Homes**

Follow the remodeling progress of two very different homes as they're made to be more energy and resource efficient. The first is a modern home where the family needed additional room and a healthier environment. The second is an 1840's farm house (now a city house) that has had very few changes to it since it was built. Take away practical tips to incorporate green practices into your next project.

ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved, Minnesota Department of Labor & Industry

MASTER SPEAKER
REMODELING HOMES



PREVENTING TRUSS UPLIFT AND DRYWALL SEPARATION • TAMBOTI ROOM

PRESENTER: **Robert Kirst, Kirst Builders**

Callbacks from homeowners can be a builder's nightmare. Drywall cracks at intermediate walls are hard to fix and solve. Attend this session and learn a few framing tips that will keep the phone from ringing.

ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved

BUILDING SCIENCE

AIR SEALING BIG BUILDINGS: AN UNTAPPED MARKET • ALOESWOOD ROOM

PRESENTER: **Steven Tratt, ZeroDraft**

Energy efficiency is becoming a major motivation for building retrofit and air sealing is one of the most cost-effective measures. Learn how to apply air sealing techniques on large buildings: apartments, condos and institutional, commercial or industrial buildings. Topics include assessment methodology, materials and calculations to show participants the viability of a truly huge market.

ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved

MULTIFAMILY
BUILDINGS

IT'S ALL IN THE CARDS—GETTING THE MOST OUT OF YOUR BUSINESS CARD

• MANGROVE ROOM

PRESENTER: **Pat Seidel, Pat Seidel Training**

Your business card is an affordable and profitable marketing tool. It makes a first impression, leaves an impression, and markets your brand. Your business card is a portable billboard for your company. Attending this highly interactive session introduces you to the basics on what to put on your card, how to critique your card, how to network with your card, tag lines and benefits and do's and don'ts tips for business cards.

ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved

BUILDING BUSINESS

DESIGNING AND SIZING WITH SOLAR IN MIND • GUAVA ROOM

PRESENTERS: **Niels Wolter, Focus on Energy and Bob Ramlow, Artha Sustainable Living Center LLC**

As the cost of energy increases the economics of solar water heating systems and solar electric power systems improve. This session covers the basics of solar electric and water heating systems and how to best integrate them into new homes.

ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved

SUSTAINABLE
SOLUTIONS

EMERGING TECHNOLOGIES FOR WISCONSIN HOMES • TAMARIND ROOM

PRESENTER: **Scott Hackel, Energy Center of Wisconsin**

LED lighting...ductless mini-split AC systems...cold-climate heat pumps...smart metering—which of today's niche and emerging technologies will be big players in the next 10 years? Come to this session to find out what the crystal-ball gazers at the Energy Center see as the key technologies to keep an eye on in the coming decade, based on the most recent study of energy efficiency and renewable energy potential in Wisconsin.

ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved

HVAC

HVAC—continued
on page 12

BREAKOUT SESSIONS C continued on page 12

BREAKOUT SESSIONS


TRACK	CREDITS	DESCRIPTION
		<i>BREAKOUT SESSIONS C continued from page 11</i>
HVAC continued	ASHI, AIA, Focus on Energy, RESNET, Dept of Commerce, InterNACHI Approved	<p>HEALTHY HOMES/HEALTHY PEOPLE • BANYAN ROOM</p> <p>PRESENTER: Dave Jacobs, National Center for Healthy Housing</p> <p>What is the connection between housing and public health? There is a growing body of evidence showing that housing improvements and energy conservation improve public health and provide substantial cost savings. We'll discuss research from the Centers for Disease Control and Prevention and the World Health Organization linking housing quality and health. We'll highlight housing-based interventions that improve asthma status in children and discuss housing improvements that are ready to implement now and those which require further field testing and research.</p>
PRODUCTS & TECHNOLOGIES	ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>BOILER DESIGN & EFFECT ON EFFICIENCY • PORTIA ROOM</p> <p>PRESENTER: Kevin Key, Hydro-Flo</p> <p>There is more to a boiler's efficiency than just the boiler. In this session we'll discuss how boiler design can enhance or hinder a boiler's efficiency and lifespan. We'll look at how proper pump placement and loop design can ensure that your customers are getting the most comfort and savings out of their boiler.</p>

FRIDAY, MARCH 6

BREAKOUT SESSIONS D—8:30 AM–9:45 AM

BUILDING HOMES	ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>WHY IS THERE MOISTURE ON MY WINDOW? • TAMBOTI ROOM</p> <p>PRESENTER: Joe Nagan, Home Building Technology Services</p> <p>Do you understand the behavior of moist air under various temperature and humidity conditions? Psychrometrics can make most people dizzy but Joe will give you a simplified explanation you can use the next time your customer asks, "why is there moisture on my window?"</p> <p>SPONSORED BY: PANASONIC</p>
REMODELING HOMES	ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved, Minnesota Department of Labor & Industry	<p>WHAT HAPPENS WHEN AN ENERGY GEEK BUYS A 1951 RANCH HOUSE?</p> <p>• ALOESWOOD ROOM</p> <p>PRESENTER: Jonathan Beers, Madison Gas & Electric</p> <p>Learn how to cut energy use in half over five years in an older home. I'll cover tracking energy use over time and which actions have the biggest impact on our carbon footprint. Learn the top 10 actions to reduce CO₂ from home energy use, and how gas appliances compare to electric appliances for CO₂ and other emissions.</p>
BUILDING SCIENCE	ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>MANAGING MOISTURE IN AIR TIGHT CONSTRUCTION: "PRICELESS" • MANGROVE ROOM</p> <p>PRESENTER: Paul Majka, Building Resource Services</p> <p>Without moisture management strategies, air tight construction can mean nightmares (or worse) for builders and homeowners alike. This seminar will focus on both current wall designs and future wall systems. We'll discuss the need for airtight wall assemblies that include a tolerance for condensation and other forms of moisture that come from materials used to construct the house or from thermal conduction in our climate.</p>
MULTIFAMILY BUILDINGS	ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>INSULATING FOAM SEALANTS • GUAVA ROOM</p> <p>PRESENTER: Steven Tratt, ZeroDraft</p> <p>One- and two-component insulating foam sealants are cost-effective products for air-sealing gaps, cracks and holes in buildings of all kinds. Attend this session and become familiar with one- and two-component polyurethane foam sealants, their differences, chemistry and applications. Gain hands-on experience with both types of insulating foam sealants including start-up, application, troubleshooting and mothballing. Find out about the numerous applications for this product.</p>

BREAKOUT SESSIONS


DESCRIPTION	CREDITS	TRACK
<p>SELLING THE BENEFITS OF ENERGY EFFICIENT HOMES • ARALIA/MARULA ROOM</p> <p>PRESENTER: Gord Cooke, Building Knowledge</p> <p>New technology in the building industry offers at least 50 benefits that new home buyers not only value, but are expecting. New homes can be significantly more efficient, healthier, safer and durable, and yet more affordable than ever before. This is due largely because of the advanced materials, techniques and designs inherent in new building technology. Participants will learn about the technical features of energy efficient homes and how to translate these features into specific “sellable” benefits to your customers.</p>	<p>ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>MASTER SPEAKER BUILDING BUSINESS</p> 
<p>USING OUR ASSETS TO BUILD HIGH PERFORMANCE HOMES WITH RENEWABLES • TAMARIND ROOM</p> <p>PRESENTERS: Tim Guillama, Beyond Energy LLC and Adam Helt-Baldwin, Milwaukee Habitat for Humanity</p> <p>Building a high performance home is a challenge. Adding renewable energy systems poses an additional challenge that requires changes in the building process. Learn how you need to change your building practices to accommodate renewable energy systems and techniques you can use to get buy-in from key personnel.</p>	<p>ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>SUSTAINABLE SOLUTIONS</p>
<p>PUTTING THE V BACK IN HVAC • PORTIA ROOM</p> <p>PRESENTER: W.M. Tex McLeod, the McLeod Associates</p> <p>The cornerstones of energy conservation are insulating, air sealing and ventilating. When we get it right, houses work really well. In high performance, air tight homes ventilation takes on added importance. We'll look at the role of ventilation in managing moisture and maintaining good indoor air quality. New homes need a ventilation system, not just fans; they need a system that performs well in the home, not in the box. In climates like Wisconsin and Minnesota that also means heat recovery. We'll review codes, ventilation system options, best practices and why we need better dialogue between HVAC contractors and builders. Its time to put Ventilation back in HVAC.</p>	<p>ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved, Minnesota Department of Labor & Industry</p>	<p>HVAC</p>
<p>SELECTION AND PROPER INSTALLATION OF I-JOISTS, RIMBOARD AND GLULAM BEAMS • WISTERIA ROOM</p> <p>PRESENTER: Tom Milton, APA-The Engineered Wood Association</p> <p>Are I-Joists and Glulam currently a part of your framing package? If not, find out how you can use these engineered wood products in your building projects and their competitive benefits with traditional framing techniques. We'll cover selection, performance and installation issues, including the occasional blooper.</p>	<p>ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>PRODUCTS & TECHNOLOGIES</p>

BREAKOUT SESSIONS E—10:15 AM–11:30 AM

FRIDAY, MARCH 6

<p>“SOIL GAS” AN EXHAUSTING EFFORT • TAMBOTI ROOM</p> <p>PRESENTER: Dave Hepfler, Harmony Energy Systems</p> <p>Does soil gas pose a radon problem in your homes? Dave will share 15 years of observation and experience concerning soil gas and how it might affect the homes you build or remodel. Learn about some management methods that work and some that do not. Take a look at basement air, thermal boundary, and indoor air quality possibilities!</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>BUILDING HOMES</p>
<p>WHY HOME PERFORMANCE IS BIG BUSINESS • ALOESWOOD ROOM</p> <p>PRESENTERS: Werner Binkowsky, Professional Heating & Cooling Services, Kevin Hogan, Focus on Energy, Pat Miller, Energy Strategies Inc.</p> <p>Rapidly rising energy costs are only one reason why homeowners need the professional services and products of home performance contractors like you. Learn how to take a scientific approach to solving problems in residential homes and why it's valuable to your business. This session will include a building science presentation, demos of typical diagnostic equipment, and a personal testimonial from one Wisconsin HVAC contractor who has added home performance evaluations and insulation services to his business model.</p> <p><i>BREAKOUT SESSIONS E continued on page 14</i></p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>REMODELING HOMES</p>

BREAKOUT SESSIONS

TRACK	CREDITS	DESCRIPTION
BUILDING SCIENCE	ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p><i>BREAKOUT SESSIONS E continued from page 13</i></p> <p>AEROGELS IN CONSTRUCTION • MANGROVE ROOM PRESENTER: Peter Burns, PV Burns Consulting</p> <p>Aerogels, a family of materials invented in the 1930's, have long held the promise of revolutionizing insulation and glazing materials used in construction. With the lowest density and among the highest R values (R-10 per inch) of any known material, construction and building science professionals have anxiously waited for this material to move beyond the laboratory and into modern construction. This presentation explores the history, current development and uses of this super insulation in construction.</p>
MULTIFAMILY BUILDINGS	ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved, Minnesota Department of Labor & Industry	<p>GEOTHERMAL AND RADIANT INFLOOR HEATING, THE PERFECT MARRIAGE • GUAVA ROOM PRESENTER: Leo Udee, Alliant Energy</p> <p>Learn how Geothermal heat pump systems move and multiply their energy input to make heated water. Leo will present an overview of the variety of radiant infloor delivery methods for new construction and retrofit applications. He'll cover project planning and installation considerations to ensure a successful outcome as well as present a sample radiant infloor plan for a new home. Radiant cooling considerations will also be noted.</p> <p>SPONSORED BY: WATERFURNACE INTERNATIONAL, INC.</p>
BUILDING BUSINESS	ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>STRATEGIC NETWORKING • TAMARIND ROOM PRESENTER: Laura Page, Page Consulting</p> <p>Networking is one of those skills that everyone in business needs but few think about strategically. For some, networking is an easy thing to do, and for others it is an unnatural and resisted chore. We'll take a fresh look at networking and review its benefits and how to minimize its downsides and overcome barriers to doing it well. Although we will review some basics of using the Internet for business networking, the focus will be on interpersonal communication, building strong relationships and understanding how-to principles that will make your networking more effective.</p>
SUSTAINABLE SOLUTIONS	ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>GREENING YOUR BOTTOM LINE • PORTIA ROOM PRESENTER: Robin Pharo, Healthy Homes</p> <p>Being a green business is an opportunity for companies to put themselves ahead of competitors, increase profits, reduce their cost base and differentiate their company to gain more customers. In today's market, there is an application for sustainability in just about every sector of our economy. Robin will focus on how sustainability is transforming our society and give an overview of major green concepts. Participants will learn not only about how to incorporate greater levels of sustainability into their own businesses, but also how to better understand homebuyer behaviors and purchasing decisions.</p>
MASTER SPEAKER HVAC 	ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved	<p>THE HYBRID APPROACH TO VENTILATION • ARALIA/MARULA ROOM PRESENTER: Joe Nagan, Home Building Technology Services</p> <p>What does field testing tell us about successful ventilation installations? Joe will give his insights on successful ventilation systems based on test results and discussions with home owners. He'll discuss new ventilation products available to help meet the various needs in a home. And he'll show how using the right combination of equipment that is properly installed and set up provides home owners the ability to manage their indoor air quality. Joe will cover the latest in equipment options and installations for 2009 and will provide design tips to keep you ahead of the competition.</p> <p>SPONSORED BY: MINNESOTA POWER/SUPERIOR WATER LIGHT & POWER COMPANY</p>

BREAKOUT SESSIONS

DESCRIPTION	CREDITS	TRACK
<p>HIGH PERFORMANCE WATER HEATING—PART 1 TANK VERSUS TANKLESS • WISTERIA ROOM PRESENTERS: William R. Hoover, William R. Hoover LLC and Gary Klein, Affiliated International Management, LLC</p> <p>Tankless water heaters, particularly natural gas, have been touted as the solution for more efficient water heating, but how well do their performance characteristics match those of our hot water use patterns? We will lay the groundwork for this topic by discussing hot water use patterns and what people want and expect from their hot water systems. Then we will compare the performance characteristics of tank and tankless water heaters, both gas and electric. The primary focus will be on residential applications, but we'll also discuss multifamily and small commercial applications, including food service. Learn the relative importance of water heating compared to other energy uses and how to determine whether the performance characteristics of each water heater match typical hot water use patterns.</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>PRODUCTS & TECHNOLOGIES</p>


BREAKOUT SESSIONS F—1:00 PM–2:15 PM

FRIDAY, MARCH 6

<p>NUDGING CONSUMERS TO MAKE ENERGY-WISE CHOICES • TAMBOTI ROOM PRESENTERS: Ingo Bensch and Scott Pigg, Energy Center of Wisconsin</p> <p>Consumers make choices for a variety of reasons, and moving them toward energy-wise decisions and practices sometimes feels like herding cats. Scott and Ingo will present findings from sociological research that help explain why people make the choices they do and how to nudge them in "better" directions. Then, we'll open up the floor for a facilitated discussion about the experiences builders, remodelers, and subcontractors have in encouraging energy efficient choices and how we could apply the research findings in our encounters with customers. Bring your personal examples of things that have worked and didn't in moving customers toward energy efficiency and be ready to learn from the researchers and each other.</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>BUILDING HOMES</p>
<p>CONSULTANT/CONTRACTOR RELATIONSHIP: HOME PERFORMANCE CONSULTANTS CAN ADD VALUE TO YOUR BUSINESS • ALOESWOOD ROOM PRESENTER: Keith Williams, Building Services and Consultant, LLC</p> <p>Can you achieve better results and stronger customer relationships by partnering with a Home Performance with ENERGY STAR consultant? We'll explore results and lessons learned from seven years of home performance consulting. If you are a contractor interested in pursuing a comprehensive approach to improving the efficiency of the existing homes you work on, this session will answer many questions and help you on the road to a more profitable business.</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>REMODELING HOMES</p>
<p>SUSTAINABLE RESIDENTIAL DESIGN FOR ACCESSIBILITY • MANGROVE ROOM PRESENTER: Glen Radford, Milwaukee Housing Authority</p> <p>Close to three-quarters of all Americans will at some point in their lives be temporarily or permanently disabled. How can a building be sustainable if the occupant, their family, and their community cannot access it? We will show examples of how the Housing Authority of the City of Milwaukee has been incorporating universal design principles into single-family and multifamily buildings, allowing occupants to stay in their home and age in place.</p>	<p>ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>BUILDING SCIENCE</p>
<p>BOILERS AND SOLAR HOT WATER: IMPROVING SYSTEMS IN MULTI-FAMILY BUILDINGS • GUAVA ROOM PRESENTER: Kurt Koepf, Hot Water Products</p> <p>Heating and domestic water heating systems have come a long way. Learn how to make cost effective energy saving improvements to these systems in existing buildings, how to incorporate the highest in energy efficiency in new multifamily buildings and find out how property owners have incorporated solar thermal systems in their buildings.</p>	<p>ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>MULTIFAMILY BUILDINGS</p>

BREAKOUT SESSIONS F continued on page 16

BREAKOUT SESSIONS

TRACK	CREDITS	DESCRIPTION
<i>BREAKOUT SESSIONS F continued from page 15</i>		
MASTER SPEAKER BUILDING BUSINESS 	ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved	WHAT HAPPENS WHEN THE PHONE STOPS RINGING? • ARALIA/MARULA ROOM PRESENTER: Mike Gorman, TechKnowledge A less-than-plentiful supply of leads may cause you to waste time and energy. Let's explore how to place your name in front of those decision makers or influencers wherever they are in the marketplace. We'll define which marketing systems seem to deliver the biggest impact with the least investment of time, energy and money with the quickest response. We'll figure out how many leads you need and how much they are likely to cost.
SUSTAINABLE SOLUTIONS	ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved, Minnesota Department of Labor & Industry	SOLAR READY HOMES • TAMARIND ROOM PRESENTER: W.M. Tex McLeod, the McLeod Associates Renewable energy systems are a natural extension to building high performance homes. As energy prices rise and the renewable energy industry matures, these systems are becoming more affordable. What can you do to prepare the houses you build for renewable energy systems? Learn what makes a home "solar ready." Follow specs developed for the Canadian government that define a simple, affordable easy to sell procedure for builders to brand their homes as solar ready.
HVAC	ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved	HVAC FOR HIGH PERFORMANCE HOMES • PORTIA ROOM PRESENTER: Gord Cooke, Building Knowledge Learn practical, cost effective strategies for ensuring that high performance homes have appropriate HVAC systems. We'll review the elements of high performance homes and strategies that create comfortable, energy efficient and healthier indoor environments. Participants will learn how proper HVAC design and installation will enhance the performance features in a very cost effective way. Topics such as appropriate sizing methods, managing humidity, strategies for improving air quality and alternative heating and cooling options will be covered in detail. Participants will be encouraged to discuss successful strategies they've used and any barriers encountered in implementing high performance HVAC systems. SPONSORED BY: MADISON GAS & ELECTRIC
PRODUCTS & TECHNOLOGIES	ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved	HIGH PERFORMANCE WATER HEATING-PART 2 GETTING WHAT YOU REALLY WANT • WISTERIA ROOM PRESENTERS: William R. Hoover, William R. Hoover LLC and Gary Klein, Affiliated International Management, LLC Hot water is one of the largest energy users in our homes. How do high performance water heaters and hot water distribution systems fit in the context of the "house as a system"? Learn how high performance water heating and hot water distribution systems affect the whole house. Deliver the hot water your customer's need and reduce the energy impact of the whole system.

FRIDAY, MARCH 6

BREAKOUT SESSIONS G—2:30 PM–3:45 PM

BUILDING HOMES	ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved, Minnesota Department of Labor & Industry	INFRARED THERMOGRAPHY: VALIDATING ENERGY EFFICIENT CONSTRUCTION • TAMBOTI ROOM PRESENTER: Jay Bowen, Infrared Training Center What does it take to build an energy efficient residence in Northern Wisconsin? We'll discuss designs, products, and construction management and verification techniques for ensuring high efficiency in a cold climate house. Our starting point is thermal physics fundamentals and how standard construction materials can be used to build a very energy efficient dwelling. We'll show how IR thermography can be used to validate building construction quality.
-----------------------	--	---

BREAKOUT SESSIONS


DESCRIPTION	CREDITS	TRACK
<p>RESPONSIBLE WOOD HEATING—THE GREAT STOVE CHANGE OUT • ALOESWOOD ROOM</p> <p>PRESENTERS: W.M. Tex McLeod, the McLeod Associates and Karen Teski-Osborne, North Central Hearth, Patio & Barbecue Assn. (NCHPBA)</p> <p>As home heating costs rise, more people are turning to wood burning as a lower cost method to heat their homes. But older wood burning stoves and fireplaces aren't clean technologies. New technology wood stoves and fireplaces reduce smoke emissions by up to 90% using 1/3 less wood to provide the same amount of heat as older technologies. We'll discuss responsible wood heating as part of North America's energy mix, and review programs like the Great Ontario Stove Change-out and Burn it Smart as well as introduce you to Wisconsin resources for responsible wood heating.</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>REMODELING HOMES</p>
<p>HOME ENERGY SAVINGS: FACT AND FICTION • ARALIA/MARULA ROOM</p> <p>PRESENTER: Scott Pigg, Energy Center of Wisconsin</p> <p>Does cleaning your refrigerator coils really save energy? How about changing the furnace filter regularly? Bring your questions and examples to this session and we'll talk about what's real and what's blather when it comes to saving energy around the home.</p> <p>SPONSORED BY: NATURAL RESOURCES DEFENSE COUNCIL</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>MASTER SPEAKER BUILDING SCIENCE</p> 
<p>BEYOND CFLS—LED FOR HOME LIGHTING • MANGROVE ROOM</p> <p>PRESENTER: Liesel Whitney-Schulte, Focus on Energy</p> <p>Are light-emitting diodes and solid-state lighting ready for the home market? Get an overview of LED, learn the potential advantages and disadvantages of these products and how to compare different products. See some examples of market ready products and get resources for more information.</p>	<p>ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>MULTIFAMILY BUILDINGS</p>
<p>HOW DO I STAY ALIVE IN BUSINESS? • GUAVA ROOM</p> <p>PRESENTER: Mike Gorman, TechKnowledge</p> <p>Building the best house, doing the best remodeling job, installing the best windows or hanging the best siding no longer guarantees business success. Does your competition end up with all the work despite delivering lower quality? Are you losing business because you don't determine a fair price quickly, get paid for estimating, and haven't diversified? Join Mike and learn how to overcome these obstacles.</p>	<p>ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>BUILDING BUSINESS</p>
<p>GETTING CREDIT FOR BEING GREEN • TAMARIND ROOM</p> <p>PRESENTER: Sharon Hanrahan, Sustainable Solutions</p> <p>Your customers want to know if you build green homes. Learn about green building programs and certification that can benefit your business, your clients, and the environment. We'll discuss a number of voluntary "green" building programs and certification processes that you can use to brand your homes and attract new customers. Find out which program is the best one for you!</p>	<p>ASHI, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>SUSTAINABLE SOLUTIONS</p>
<p>HIGH PERFORMANCE HVAC STRATEGIES AND TECHNOLOGIES: BEYOND THE BASICS • PORTIA ROOM</p> <p>PRESENTER: Gord Cooke, Building Knowledge</p> <p>You've mastered basic HVAC design—what else can you do to deliver higher efficiency and greater comfort? We'll discuss a number of great new strategies and technologies for optimizing high performance and increasing comfort without breaking the bank.</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>HVAC</p>
<p>WINDOW TECHNOLOGY: WHAT'S NEW AND AVAILABLE? • WISTERIA ROOM</p> <p>PRESENTER: Ross DePaola, Integrated Energy Services</p> <p>The ENERGY STAR program requirements for windows have been revised. Manufacturers will be offering products that meet these new standards. Learn what these standards are and what they mean for high performance home building and remodeling.</p>	<p>ASHI, Focus on Energy, RESNET, AIA, Dept of Commerce, InterNACHI Approved</p>	<p>PRODUCTS & TECHNOLOGIES</p>

EXHIBIT ACTIVITIES

Several demonstrations are scheduled in the Exhibit Hall. Check the schedule posted near the demonstration area for times.



BOOTH NUMBER

Numbers to the right of company name indicate**booth #**



TAKE SOME TIME TO VISIT GEO-1

located in the parking lot just outside the doors of Ballroom A.

Geo-1, Alliant Energy's Mobile Education Vehicle, is a 35-foot Winnebago motor coach loaded with interactive features that educate and motivate visitors about geothermal energy. It also includes a working residential-sized forced air heat pump system and a functional display of radiant floor heating. Visitors can get an estimate of the energy consumption and economic payback for their own homes.

A&J SPECIALTY SERVICES, INC.19

816 Burton Boulevard, Deforest, WI 53532

CONTACT Karen Miller
PHONE 608.846.9525
TOLL FREE 800.727.8990
FAX 608.846.6925
EMAIL karen@aandjss.com
WEBSITE aandjss.com

Restoration services: certified in the remediation, cleaning and restoration of damage caused by flooding, water damage, mold and fungus.

ADVANCED RAINWATER SYSTEMS A DIVISION OF MARSHALL WATER CORP.58

P.O. Box 180467, Delafield, WI 53018

CONTACT Todd Stair
PHONE 262.951.1234
EMAIL info@advancedrainwater
 systems.com
WEBSITES advancedrainwatersystems.com
 marshallwatercorp.com

Rainwater Systems, Water Reuse / Water Conservation Measures, Gray Water Systems

ALLIANT ENERGY32

883 West Scott Street, Fond du Lac, WI 54937

CONTACT Leo Udee
PHONE 920.322.6606
FAX 920.322.6690
EMAIL leoudee@alliantenergy.com
WEBSITES alliantenergygeothermal.com
 alliantenergy.com/tradeallies

Geothermal heat pump information resources, Alliant Energy Dealer/Builder Program.

ALPINE INSULATION CO., INC.76

1941 Ashland Ave, Sheboygan, WI 53081

CONTACT Mark Vogel
PHONE 920.458.8188
TOLL FREE 800.924.5131
FAX 920.458.8937
EMAIL markv@alpineinsulation.com
WEBSITE alpineinsulation.com

Corbond foam insulation.

AMWOOD HOMES INC.37

PO Box 311, Janesville, WI 53547

CONTACT Virgil Waugh
PHONE 608.756.2989
FAX 608.756.3443
EMAIL virgilwaugh@amwoodhomes.com
WEBSITE amwoodhomes.com

Components for new energy efficient panelized homes. Manufacturer of floordecks, wall panels, and roof trusses. Design service for custom plans as well as 250 pre-priced plans.

BENJAMIN OBDYKE INCORPORATED66

400 Babylon Road, Suite A, Horsham, PA 19044

CONTACT Mike Lerner
PHONE 215.672.7200
TOLL FREE 800.523.5261
FAX 215.672.5204
EMAIL mlerner@benjaminobdyke.com
WEBSITE benjaminobdyke.com

Manufacturer of rainscreen products that improve the building envelope and the performance of the wall system.

BRAC SYSTEMS54

6819 Milwaukee Avenue, Wauwatosa, WI 53213

CONTACT Richard Wegner
PHONE 414-257-0466
EMAIL vwegner@milwpc.com

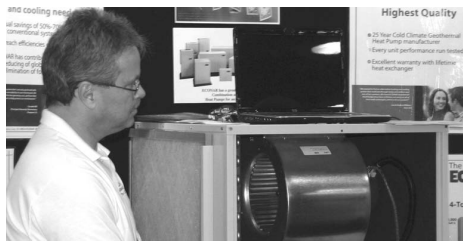
Brac Systems is a self-contained greywater product that filters, chlorinates, contains and pumps bath/shower/laundry wastewater for re-use in toilet flushing.

BRICK AND SUPPLY38

4807 West Prospect Avenue, P.O. Box 1137, Appleton, WI 54912-1137

CONTACT Kent Turkow
PHONE 920.730.7840
TOLL FREE 800.236.8113
FAX 920.730.7844
EMAIL kent.t@brickandsupply.com
WEBSITE brickandsupply.com

Distributors of Insulated Concrete Forms (I.C.F.'s).



CAROMA4

1155 Waukegan Road, Glenview, IL 60025

CONTACT Tara Gosey
PHONE 414.491.0076
FAX 608.839.0132
EMAIL t_gosey@yahoo.com
WEBSITE toc-touchofclass.com

Caroma is the inventor of the dual flush technology bringing water conservation with function and class to the green industry.

CELLOX, LLC3

1200 Industrial Street, Reedsburg, WI 53959

CONTACT Ed Herman
PHONE 608.524.2316 x 207
FAX 608.524.2362
EMAIL eherman@cellox.com
WEBSITE cellox.com

Manufacturer of CELBLOX Insulated Concrete Forms. While there are other ICFs that ship as a flat product, many of them require on-site assembly. When CELBLOX ICFs arrive, you simply pop them open and set them in place.

CHAMPION INSULATION, INC.33

PO Box 1555, Fond du Lac, WI 54936

CONTACT Mike Bauer
PHONE 920.322.8977
TOLL FREE 800.236.4310
FAX 920.322.8966
EMAIL mike@championinsulation.com

Manufacturer of U.L. Classified Cellulose Insulation for 31+ years. Our cellulose insulation is non-corrosive, non-toxic, lifetime permanent all Borate fire-retardant treated product. We distribute insulation blowing machines and offer repair parts and service. We also distribute installation accessory items.

CONVENIENCE PRODUCTS31

866 Horan Drive, Fenton, MO 63026

CONTACT Chuck Bahuriak
PHONE 636.349.5855
TOLL FREE 800.325.6180
FAX 636.349.5335
EMAIL cbahuriak@convenienceproducts.com
WEBSITE convenienceproducts.com

One and two component spray insulating foams and adhesives, including fire-retardant, high and low density portable disposable kits.

DUPONT BUILDING INNOVATION REPRESENTED BY: HALLMARK BUILDING SUPPLIES, INC., WAUSAU SUPPLY COMPANY & LUMBER DEALERS SUPPLY, INC.12 & 13

4200 White Ave, Eau Claire, WI 54703

CONTACT Randy Fenske
PHONE 715.834.8411 x 15250
FAX 715.834.5616
EMAIL rfenske@wausausupply.com
WEBSITES hllmark.com
lumberdealerssupply.com
wausausupply.com

DuPont Building Innovations line of products include: HomeWrap®, StuccoWrap®, CommercialWrap™, DrainWrap™, FlexWrap™, StraightFlash™, and the brand new Tyvek AtticWrap™

EFI23 & 24

N1070 Quality Drive, Greenville, WI 54942

CONTACT Jeff Klonowski
PHONE 920.757.6793
TOLL FREE 800.962.7015
FAX 920.757.6452
EMAIL jklonowski@efi.org
WEBSITE efi.org

EFI is a wholesale provider of TouchN'Seal foams, Panasonic fans, Fantech fans and HRVs, Tamarack fans and controls, energy efficient lighting, home testing equipment, and Solene solar hot water systems.

ENERCEPT27

3100 9th Ave SE, Watertown, SD 57201

CONTACT Ron Gleysteen
PHONE 605.882.2222
TOLL FREE 800.658.3303
FAX 605.882.2753
EMAIL rgleysteen@enercept.com
WEBSITE enercept.com

Custom manufacturer of Structural Insulated Panels (SIPs).



ENERGY CENTER OF WISCONSIN41 & 42

455 Science Drive, Suite 200, Madison, WI 53711

CONTACT Scott Pigg
PHONE 608.238.4601 x138
FAX 608.238.0523
EMAIL spigg@ecw.org
WEBSITE ecw.org

The Energy Center of Wisconsin develops solutions to energy challenges that promote economic and environmental sustainability through innovative research and education.



ENERGY FINANCE SOLUTIONS16

431 Charmany Drive, Madison, WI 53719
 CONTACT Nancy O'Brien
 PHONE 800.969.9322
 TOLL FREE 800.969.9322
 FAX 608.249.5788
 EMAIL efs@energyfinancesolutions.com
 WEBSITE energyfinancesolutions.com

As an authorized underwriter and originator of Fannie Mae's Energy Efficiency Loan Program, Energy Finance Solutions (EFS) works with utilities, contractors, and other agencies to offer residential customers a simple, affordable way to finance energy efficiency improvements.

ENERGY PANEL STRUCTURES45

PO Box 238, Graettinger, IA 51342
 CONTACT Stacy Ebel
 PHONE 712.859.3219
 Fax 712.859.3275
 TOLL FREE 800.967.2130
 EMAIL sebel@epsbuildings.com
 WEBSITE epsbuildings.com

Pre-engineered building systems, tilt-up panels.

EWC CONTROLS, INC.62

5480 Walden Bay Dr, Waunakee, WI 53597
 CONTACT Steve Wood
 PHONE 608.245.9804
 FAX 608.245.9806
 EMAIL swood@ewcccontrols.com
 WEBSITE ewcccontrols.com

Residential/ light commercial forced air zoning systems, steam humidifiers, internet compatible thermostats and fresh air/economizer control panels.

FANTECH60

1712 Northgate Boulevard, Sarasota, FL 34234
 CONTACT Kelly Michel
 PHONE 941.309.6021
 TOLL FREE 800.747.1762
 FAX 941.309.6097
 EMAIL besh@fantech.net
 WEBSITE fantech.net

Discover how Fantech ventilation products can help you improve the indoor air quality in your next residential or commercial project. Products on display will include everything from Premium Bath Fans and Dryer Booster Fans to Whole House HEPA filtration units and Heat Recovery Ventilators.

FLUKE THERMOGRAPHY68

PO Box 9090, Everett, WA 98206
 CONTACT John Pratten
 PHONE 763.398.6470
 EMAIL john.pratten@fluke.com
 WEBSITE fluke.com

Fluke Corporation is the world leader in compact professional electronic test tools. From industrial electronic installation, maintenance, service, to precision measurement and quality control to keep businesses up and running.

**FOCUS ON ENERGY/
 WISCONSIN ENERGY STAR HOMES/
 HOME PERFORMANCE WITH ENERGY
 STAR14 & 15**

431 Charmany Drive, Madison, WI 53719
 CONTACT Sue Hanson
 PHONE 888.509.3247 x 106
 FAX 608.249.0339
 EMAIL sueh@weccusa.org
 WEBSITE focusonenergy.com

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects.

GEOCOMFORT/ENERTECH . . .63 & 64

2506 S. Elm, PO Box 573, Greenville, IL 62246
 CONTACT Brian Hetzel
 PHONE 618.664.9010
 TOLL FREE 888.436.3783
 FAX 618.664.4597
 EMAIL bhetzel@enertechmfg.com
 WEBSITE geocomfort.com

GeoComfort, Inc of Greenville, IL provides geothermal heating and cooling products for both residential and commercial application to North American markets. To learn more visit us at geocomfort.com.

GREEN BUILT HOME74

16 N. Carroll St, Suite 840, Madison, WI 53703
 CONTACT Robin Pharo
 PHONE 608.437.8633
 EMAIL rlp@healthyhomereports.com
 WEBSITE greenbuilthome.org

Green Built Home is a national award winning green building initiative that reviews and certifies new homes and remodeling projects that meet sustainable building and energy standards.

GREENSKY ENERGETICS, INC.21

PO BOX 364, Manitowoc, WI 54220
 CONTACT Richard Larson
 PHONE 920.684.5115
 FAX 920.684.5880
 EMAIL info@greenskyenergetics.com
 WEBSITE greenskyenergetics.com

Installation and repair of solar domestic water heating systems, solar air heating systems and solar radiant systems in Eastern Wisconsin.

GREENSWITCH GROUP51

519 E. Harrison Ave, Wheaton, IL 60187
 CONTACT Robin Pelfrey
 PHONE 630.453.9402
 TOLL FREE 877.463.2699
 EMAIL robin.pelfrey@greenswitchgroup.com
 WEBSITE greenswitch.tv

GreenSwitch™—a new energy-saving system for homes and businesses. Flip one switch to reduce energy losses from outlets, lights and HVAC. Wireless, simple to use, easy to install—even retrofit.

HOT WATER PRODUCTS, INC.61

7254 N. Teutonia, Milwaukee, WI 53209
CONTACT Gregory "Jack" Daniels
PHONE 414.434.1371
TOLL FREE 877.377.0011
FAX 877.280.0022
EMAIL jack@hotwaterproducts.com
WEBSITE hotwaterproducts.com

Hot Water Products, Inc. is the Midwest's leading wholesaler and manufacturer's representative for high efficiency solar thermal, domestic hot water, and hydronic heating parts and systems. Stop by to see a full solar thermal system display!

JOHNSTONE SUPPLY9

2420 W. 4th Sreet, Suite 1, Appleton, WI 54914
CONTACT Steven Grzejka
PHONE 920.991.9670
FAX 920.991.9678
TOLL FREE 800.293.8459
EMAIL steve.grzejka@johnstone supply.com
WEBSITE johnstonesupply.com

Johnstone Supply is a cooperative wholesale distributor for HVACR products.

LAPOLLA INDUSTRIES67

15402 Vantage Pkwy., E.Ste 322, Houston, TX 77032
CONTACT Nick Laudenbach
PHONE 715.697.8505
TOLL FREE 800.4.LAPOLLA
FAX 281.219.4106
EMAIL nlaudenbach@lapolla.com
WEBSITE lapolla.com

Lapolla Industries is a leading manufacturer of energy-efficient spray foam insulation systems for wall, attic, foundation and roofing applications. In addition to spray foam insulation we manufacture a full-line of acrylic elastomeric "cool roof" coatings.

MARLING DISTRIBUTORS34

1236 Barberry Dr, Janesville, WI 53546
CONTACT Tom Bowman
PHONE 608.751.5209
TOLL FREE 800.236.1123
FAX 608.754.1128
EMAIL tbmkd@yahoo.com

Cabinetry, millwork, exterior and interior door systems and skylights.

MIDCO-BAY INSULATION

COMPANY50
 19740 Sommer Drive, Brookfield, WI 53045
CONTACT Randy Francois
PHONE 262.797.6675
FAX 262.797.6681
EMAIL rfrancois@midcobay insulation.com

Distributor of insulation products for commercial and residential applications.

MIDWEST RENEWABLE ENERGY ASSOCIATION52

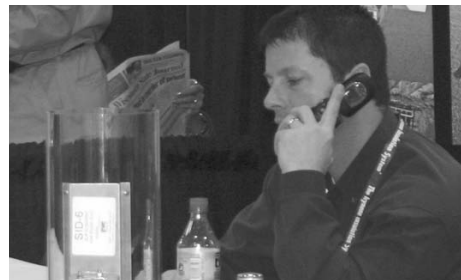
7558 Deer Rd., Custer, WI 54423
CONTACT Doug Stingle
PHONE 715.592.6595
EMAIL doug@the-mrea.org
WEBSITE the-mrea.org

The Midwest Renewable Energy Association promotes renewable energy, energy efficiency, and sustainable living through education and demonstration.

MIDWEST SALES1

2915 S. 160th St., New Berlin, WI 53151
CONTACT Matt Rodamer
PHONE 262.797.8220
FAX 262.797.8505
EMAIL mrodamer@mwsmprep.com

High efficient boilers and solar water heating.



MILWAUKEE LEAD/ASBESTOS INFO CENTER, INC.17

2223 South Kinnickinnic, Milwaukee, WI 53221
CONTACT Eric Feldmeyer
PHONE 414.481.9070
FAX 414.481.1859
EMAIL eric@mlic.com
WEBSITE mlic.com

Lead paint and asbestos certification training. Abatement equipment and supply sales. Learn about vermiculite containing asbestos and new lead paint rules!

MONROE INFRARED TECHNOLOGY, INC.2

PO Box 1058, Kennebunk, Maine 04043
CONTACT Bill Fabian
PHONE 586.247.0221
TOLL FREE 800.221.0163
FAX 586.247.3554
EMAIL billf@monroeinfrared.com
WEBSITE monroeinfrared.com

Get the right infrared camera and training program for weatherizing structures from MIT. MIT offers significant discounts to all weatherization professionals. Cameras start at under \$3000.

NATIONAL ASSOCIATION FOR THE SELF-EMPLOYED79

798 Lois Drive, Sun Prairie, WI 53590
CONTACT Larry Palmer
PHONE 608.438.6755
FAX 608.837.6833
EMAIL larrydpalmer@NASE.org
WEBSITE NASE.org

The National Association of the Self-Employed (NASE) is a non-profit organization dedicated to bringing small business owners together to create group buying power. We offer a package of over 100 benefits that reduce the cost of business operations.

NATIONAL ASSOCIATION OF THE REMODELING INDUSTRY73

780 Lee Street, Suite 200, Des Plaines, IL 60016
CONTACT Dan Taddei
PHONE 847.298.9200
TOLL FREE 800.611.6274
FAX 847.298.9225
EMAIL Dtaddei@nari.org
WEBSITE nari.org

NARI, the Voice of the Remodeling Industry, has an inclusive, encompassing purpose: to advance and promote the remodeling industry's professionalism, product and vital public purpose. The best source for knowledge in the remodeling industry, NARI is committed to educating both trade professionals and remodeling-ready homeowners.

NCFI POLYURETHANES57

1515 Carter St, Mt. Airy, NC 27030

CONTACT Mike Larson
 PHONE 336.789.9161
 TOLL FREE 800.346.8229
 FAX 336.789.9586
 EMAIL mike.larson@ncfi.net
 WEBSITE insulstar.com

Since 1966, NCFI has been manufacturing and marketing open and closed cell high performance spray foam (SPF) for residential, commercial, institutional, industrial and agricultural applications. "When just insulation isn't enough"®.

PANASONIC VENTILATION39

3415 Kilmer Lane North, Plymouth, MN 55441

CONTACT K.C. Stabeck
 PHONE 763.252.4750
 FAX 763.252.2100
 EMAIL kc@stabecksales.com

ENERGY STAR, low sone ventilation fans. DC & AC motor styles. Several models designed to meet ASHRAE 62.2 standards.

PLYMOUTH FOAM72

1800 Sunset Dr, Plymouth, WI 53073

CONTACT John Calkins
 PHONE 920.893.0535
 TOLL FREE 800.669.1176
 FAX 920.892.4986
 EMAIL johnc@plymouthfoam.com
 WEBSITE buildwithsips.com

Plymouth is a full service manufacturer of expanded polysterene products specializing in Structural Insulated Panels, tapered roofing insulation, geo foam and Gold Wall.

RETROTEC ENERGY INNOVATIONS LTD.56

1540 West 2nd Avenue, Vancouver, BC V6J 1H2

CONTACT Ron MacGregor
 PHONE 604.732.0142
 FAX 604.737.0162
 EMAIL ron@retrotec.com
 WEBSITE retrotec.com

Retrotec is the innovative leader in the manufacture of blower door and duct testing systems used to test the air tightness of building envelopes and ductwork.

RHEEM MARATHON71

3107 Sibley Memorial Highway, Eagan, MN 55121

CONTACT Dennis Schultze
 PHONE 651.688.8827 x 4076
 TOLL FREE 800.321.6718 x 4076
 FAX 651.688.6615
 EMAIL dschultz@rheem.com
 WEBSITE marathonheaters.com

The Rheem Marathon is the most energy efficient, environmentally responsible, electric tank-type water heater on the market. For the efficiency, for the durability, for the planet, choose Marathon!

SEMCO WINDOWS AND DOORS . . .30

PO Box 378, Merrill, WI 54452

CONTACT Richard Semling
 PHONE 715.536.9411 x 318
 TOLL FREE 800.333.2206
 FAX 715.536.3067
 EMAIL rsemling@semcowindows.com
 WEBSITE semcowindows.com

Clad and wood windows and doors.

STEFFES CORPORATION18

3050 Highway 22 North, Dickinson, ND 58601

CONTACT Al Takle
 PHONE 701.483.5400
 TOLL FREE 888.783.3337
 FAX 701.456.7497
 EMAIL atackle@steffes.com
 WEBSITE steffes.com

Off peak electric thermal storage heating for commercial and residential. "It's Green & Renewable Ready."

TEMPERATURE SYSTEMS INC. .69 & 70

PO Box 8030, Madison, WI 53708

CONTACT Gary Hazelberg
 PHONE 608.271.7500
 EMAIL ghazelberg@tsihvac.com
 WEBSITE tsihvac.com

Full line residential and commercial HVAC distributor located in Madison and Green Bay specializing in forced air, hydronics, geothermal, solar, refrigeration and accessories. Major product lines: Carrier, Bryant and Tempstar.



TEMTEK LLC53

PO Box 831, Lake Mills, WI 53551

CONTACT Bruce Senti
 PHONE 920.648.4495
 TOLL FREE 877.648.8324
 FAX 920.648.2675
 EMAIL bruce@temtek.biz
 WEBSITE temtek.biz

Representing high efficiency fans, energy recovery ventilators, heating and air conditioning equipment.

TERRA-THERM INC5 & 6

PO Box 428, New Richmond, MN 56072

CONTACT Wally Heumann
 PHONE 507.463.3213
 FAX 507.463.3215
 EMAIL wally@ttherm.com
 WEBSITE ttherm.com

Distributor for ECONAR® geothermal heat pump, SEISCO electric heater, Zurn radiant floor tubing.

TESTO, INC.77

40 White Lake Road, Sparta, NJ 07871

CONTACT Jim Burke
 PHONE 973.454.4257
 TOLL FREE 800.227.0729
 FAX 973.252.1729
 EMAIL jburke@testo.com
 WEBSITE testo.us

Testo is the leader in innovative solutions for HVAC systems (heating/cooling) and building performance diagnostic equipment. Combustion and CO analyzers, Pocket Line products, VideoPro inspection scope and Thermal Imager.

THE BUILDER'S JOURNAL . . .48 & 49

P.O. Box 9, Gulliver, MI 49840

CONTACT Matt Miotke
 PHONE 906.283.3590
 TOLL FREE 800.666.5659
 FAX 906.238.3243
 EMAIL thebuildersjournal@yahoo.com
 WEBSITE thebuildersjournal.com

The Builder's Journal is a regional trade magazine. We help builders improve their profitability and improve the quality of the homes they build. We also help suppliers and sub-contractors improve their profitability and the quality of the products and services they provide to builders.

THE ENERGY CONSERVATORY80

2801 21st Avenue S, Suite 160,
 Minneapolis, MN 55407

CONTACT Frank Spevak
 PHONE 612.827.1117
 FAX 612.827.1051
 EMAIL fspevak@energyconservatory.com
 WEBSITE energyconservatory.com

Minneapolis Blower Door and Duct Blaster®, Infrared Cameras, Digital Pressure Gauge, TrueFlow® Meter, Exhaust Flow Meter.

THERMAL COMFORT / ICYNE NE INSULATION SYSTEM11

8648 West Kaul Avenue, Milwaukee, WI 53225

CONTACT Dason Schultz
 PHONE 414.358.1255
 FAX 414.358.1282
 EMAIL dason@thermalcomfort.net
 WEBSITE thermalcomfort.net

Thermal Comfort is an insulation and air sealing contractor specializing in The Icyne Insulation System.

TIMMERMAN'S TALENTS8

5381 Bengle Lane, Platteville, WI 53818

CONTACT Todd Timmerman
 PHONE 608.642.2262
 FAX 608.348.2220
 EMAIL timmer@mhtc.net
 WEBSITE btfsolar.com

Midwest distributor of BTF, Solar Patriot™ solar hot water heating panels and LED lighting.

WATERFURNACE

INTERNATIONAL25 & 26

W9133 Roads End Court, Cambridge, WI 53523

CONTACT Scott Niesen
 PHONE 608.566.3272
 FAX 888.851.2804
 EMAIL scott.niesen@waterfurnace.com
 WEBSITE waterfurnace.com

Pioneer and industry leader in the development and manufacture of geothermal heating and cooling systems.

WAUSAU SUPPLY COMPANY—ENGINEERED WOOD78

4704 Bayberry Street, Schofield, WI 54476

CONTACT Mitch Goerg
 PHONE 715.359.2524
 TOLL FREE 800.236.1528
 FAX 715.359.6524
 EMAIL 3mitch@wausausupply.com
 WEBSITE wausausupply.com

Engineered Wood Products: I-joists, LVL, Rim board, Glu-lam beams and columns.

WEATHER SHIELD WINDOWS & DOORS59

One Weather Shield Plaza, Medford, WI 54451

CONTACT Ron Van Winkle
 PHONE 715.748.2100
 FAX 715.748.0169
 EMAIL rvanwinkle@weathershield.com
 WEBSITE weathershield.com

Manufacturer of windows and doors for the residential and commercial building industry.

WEIL-MCLAIN7

500 Blaine Street, Michigan City, IN 46360

CONTACT Thomas Buckley
 PHONE 708.562.6220
 FAX 708.562.6371
 EMAIL tbuckley@weil-mclain.com
 WEBSITE weilmclain.com

A leading American manufacturer of heating and cooling equipment, Weil-McLain provides boilers, domestic water heaters, forced air heating and cooling, and control systems. This years show features the new 93% to 98% efficient Ultra Series 3 Gas Boiler.

WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY (WHEDA)55

140 South 1st Street, Suite 200,
 Milwaukee, WI 53204

CONTACT John Schultz
 PHONE 414.227.4039
 FAX 414.227.4704
 WEBSITE wheda.com

Wisconsin Housing and Economic Development Authority offers innovative products and services in partnership with others to link Wisconsin residents and communities with affordable housing and economic development opportunities.

WISEENERGY EQUIPMENT SOLUTIONS65

1633 Eustis Street, St Paul, MN 55108

CONTACT Ted Schmelling
 PHONE 651.895.6627
 EMAIL tschmelling@wiseenergy.com
 WEBSITE wiseenergysolutions.com

WiseEnergy Equipment Solutions is a manufacturers representative firm specializing in global innovative, energy efficient, eco friendly equipment for HVAC systems.



ZERODRAFT22

5865A Coopers Avenue, Mississauga, ON L4Z 1R9

CONTACT Steve Tratt
 PHONE 905.890.5866 x 228
 TOLL FREE 877.272.2626
 FAX 905.890.8114
 EMAIL stratt@zerodraft.com
 WEBSITE zerodraft.com

Business opportunity package, 1 and 2 component foam kits, caulking, weatherstripping, firestopping, air leakage detectors, blower doors.

DIAMOND SPONSOR



Xcel Energy
800.895.4999
www.xcelenergy.com



THANK YOU TO
OUR SPONSORS

for their support of the
2009 Better Buildings:
Better Business Conference

We'd especially like to
thank Xcel Energy for
their added financial
contribution that made it
possible for Ed Begley Jr.
to be our keynote speaker.

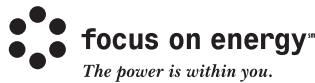


MARK YOUR CALENDARS!
Better Buildings: Better
Business Conference dates:

March 3-5, 2010
March 2-4, 2011

Printed on paper made from
30% post-consumer recycled
fiber and manufactured entirely
with renewable energy.

PLATINUM SPONSORS



Focus on Energy/Wisconsin
ENERGY STAR® Homes/Home
Performance with ENERGY STAR
800.762.7077
www.focusonenergy.com



Energy Center of Wisconsin
608.238.4601
www.ecw.org



Alliant Energy-Wisconsin Power
and Light
800.255.4268
www.alliantenergy.com



We Energies
800.242.9137
www.we-energies.com



The Builder's Journal
800.666.5659
www.thebuildersjournal.com

SILVER SPONSORS



EFI
800.962.7015
www.efi.org/wholesale



WECC
800.969.9322
www.weccusa.org



Wisconsin Public Service

Wisconsin Public Service
Corporation
800.450.7260
www.wisconsinpublicservice.com

BRONZE SPONSORS



The Icynene Insulation System®
905.363.4040
www.icynene.com



The Energy Conservatory
612.827.1117
www.energyconservatory.com



Madison Gas and Electric
800.245.1125
www.mge.com



Minnesota Power
800.228.4966
www.mnpower.com



Superior Water, Light & Power
715.395.6201
www.swlp.com



Natural Resources Defense
Council
415.875.6100
www.nrdc.org

Panasonic
ideas for life

Panasonic
262.670.9822
www.panasonic.com



WPPI Energy
608.834.4500
www.wppienergy.org



WaterFurnace International, Inc.
608.268.6257
www.waterfurnace.com