

Record Attendance at B4 Conference Demonstrates Growth in Green Building Movement

By Ashley Hoholik, Photos Courtesy Energy Center of Wisconsin

If you didn't attend the Better Buildings: Better Business Conference this past March, you missed out! With the wealth of information and beneficial workshops available, this year's conference drew in close to 900 attendees—39% of which were first-timers—from twenty-two states and provinces. The conference also touted an astounding 79 exhibit booths (20 of which were new the B4), selling out even in this period of economic unrest.

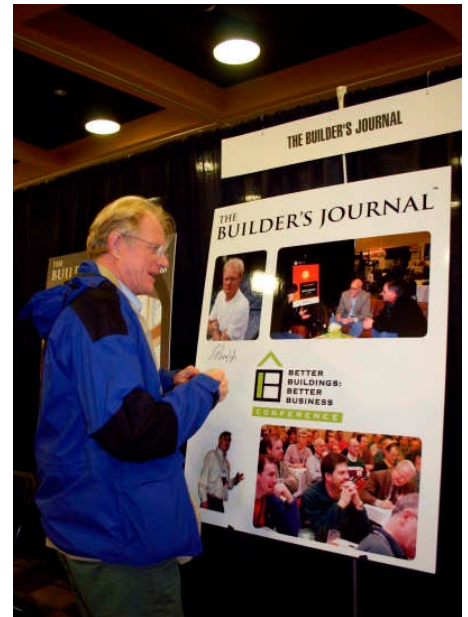
Not only are the attendance and booth numbers enough to prove the success of the conference, the attendees themselves gave the event high ratings. Of the 900 attendees, 60% of them completed a general evaluation of the conference, giving it an overall rating of 4.45 (on a five-point scale). Also, a colossal 91% of the attendees stated that they picked up new ideas

from the conference that they planned on trying and/or implementing.

The theme of the conference—"Is the green revolution leaving you behind?"—was built on research showing that consumers are willing to pay more for houses that are energy efficient and more environmentally friendly. With workshops ranging from green building to interpreting the stimulus package and headliners such as Ed Begley, the conference captured everyone's attention. In fact, the stimulus package session, entitled "Shaping Your Recovery Plan", is now available as a webcast on the B4 Web site. The session included valuable information on the new work opportunities for companies that build, renovate, and remodel residential properties.

If you are an attendee who wants to take a second look into the other presentations featured at the conference, the Energy Center of Wisconsin, which hosted the event, has set up additional webcasts on a secured Web site. This site not only includes the basic presentations, but also the Master Speaker Series, which covered subjects such as plumbing layouts, exterior walls, and the selling benefits of energy efficient homes.

For those interested in becoming a workshop presenter and contributing to next year's conference, which will be held March 3-5 in the Wisconsin Dells, the Energy Center is accepting proposals now through July 15, 2009. The 2010 topics include: basic building science, building a high performance home, remodeling to



achieve a high performance home, state-of-the-art home weatherization, and much, much more.

The vast amount of information and opportunities that were available at the 2009 conference should be enough to convince anyone in the building industry that the 2010 B4 conference is a must-see event. To find out more information about the 2009 or 2010 conferences, visit the B4 Web site at www.ecw.org/betterbuildings or contact them at 608.238.8276.

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