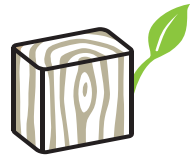


ecoVATIVE

BUILDING CONFERENCE AND EXPO



Thank you for being a part of the third annual EcoVative Building Conference and Expo. By participating in this conference, we recognize the commitment you and your company are making to better yourself and our industry.

May 10th



We have worked diligently to bring together the best of the industry to provide you with knowledge in the classroom and allow for easy follow up with the actual products that are displayed and demonstrated in the Expo portion of the conference. The Building Green Council at the HBA hopes that this connection will help you take the education from the classroom into the world of application.



Home Builders Association
of Metropolitan Portland

If you have any questions or concerns, contact the HBA at 503.684.1880.
Printed on FSC certified paper

Thanks to Our 2011 EcoVative Sponsors

Presenting



Supporting



Local Leaders



Portland General Electric



Change starts here.



Event Key

FROM THE TRENCHES

INNOVATIVE SELLING

EXHIBITORS

GENERAL BUILDING PRACTICES

GENERAL SESSION

EFFICIENT DESIGN & CONSTRUCTION

HANDS ON

8:00A.M. to 9:00A.M.

Dogwood Room

Better Buildings for a Brighter Tomorrow

Mark LaLiberte, Green Consultant, author, founder and president of LaLiberte Online

How do we get the building industry to embrace workmanship and craftsmanship? Because they both improve durability, which is directly connected to sustainability and achieving better efficiencies. The industry has to step up and promote the need for the education of their trade base and themselves. That applies to suppliers, manufacturers and lumber companies too. We need to get everybody on the same page in terms of what quality looks like from a production and installation standpoint. That alone could single-handedly and dramatically change what we see happening today. This session will focus on ways we can build our homes with better practices. *General Session sponsored by*

DuPont™

Tyvek®

PRCBuild

9:30A.M. to 11:00A.M.

Lewis & Clark

Introduction to LEED® for Homes

Presented by Randy Hansell, Earth Advantage Institute

LEED for Homes is a voluntary rating system that promotes the design and construction of high performance single-family and multifamily homes. Participants will learn how LEED for Homes certification recognizes and rewards builders for meeting high performance standards and how the certification provides homeowners with the confidence that their homes are durable, healthy, and environmentally friendly. *90 minutes*

Redwood Room

Understanding Energy Performance Score in Oregon

Presented by Angel Swanson, Energy Trust of Oregon New Homes & Products Program, Dakota Gale, Earth Advantage Institute, Kyle Barton, Energy Trust of Oregon's Existing Homes Program, Andrea Guillet, PECO Energy Trust of Oregon offers EPS as part of a performance-based program that provides a clear and quantitative way to compare a home's energy use and costs. Discover why energy ratings like EPS are important and how they influence certifications and programs that you may be involved with. This workshop presents a comprehensive analysis of the current state of EPS in Oregon that focuses on the new and existing homes sector, legislative updates, and financing options for homes featuring an EPS. 90 Minutes

Cottonwood Room

Social Media Bootcamp

Presented by Ryan Wagner George Brands

The social media bootcamp provides you real life tips, case studies and hands on training to make your social media efforts effective for your businesses specific goals. Experience an intense 90 minute panel that hits on Facebook, Twitter, LinkedIn, YouTube and the top Do's and Don'ts for each site. There are different online tools for branding and promotion. It is time to take matters into your own hands. *90 minutes*

11:00A.M. to 11:30A.M.

BREAK

Terrace

Exhibitor Booths: OPEN

Presented by the 2011 EcoVative Vendors

Unite for an industry-only tradeshow where you can interact with the products and services presented in EcoVative sessions alongside other builders and subcontractors.

11:30A.M. to 1:00P.M.

Lewis & Clark

Green Promises: From a Legal Perspective

*Presented by Susan Glen, Partner, Dunn Carney Allen Higgins & Tongue, LLP
Bill Joseph, Partner, Dunn Carney Allen Higgins & Tongue, LLP*

Green building is the name of the game these days. Homebuilders and subcontractors increasingly encounter opportunities, requests and obligations to describe the "green-ness" of their products. This presentation will address the types of representations contractors may be called upon to make in a variety of contexts, including advertising, certification programs such as LEED and Earth Advantage, contracting, code compliance, reporting for incentive programs, and proposed energy rating disclosure programs. **90 minutes**

Dogwood Room

Thermodynamics, Air Sealing & R-Values

Presented by Mark LaLiberte, Orepac

The physics of heat-flow & the effects on the system of the house when homes are made tighter and better insulated. Mark will outline best practices to obtain these goals as well as detail the latest products and applications, including housewraps, spray foams, exterior foams, and blown-in insulation. Presented by Orepac. **90 minutes**

Cottonwood Room

Damage From Water Intrusion Caused by Construction Defects in Residential Walls

Presented by George A. Tsongas, Ph.D., P.E.

Learn from engineer and building scientist, George Tsongas, who has investigated numerous building failures relating to construction defects and resultant water intrusion in residential walls, as he offers an enlightening overview of such problems in housing in the Pacific Northwest. George will draw on his experience inspecting thousands of residences, laboratory testing of water migration mechanisms in walls, and computer simulation of the moisture performance of wall components. He will conclude with recommendations for specific approaches on how to best avoid wall moisture problems and any associated litigation. **90 minutes**

11:30A.M. to 1:00P.M. Cont.

Redwood Room

Best Practices for New Homes: Understanding the six program requirements to obtain an EPS

Presented by: Energy Trust of Oregon New Homes & Products Program

Best Practices is a training offered by Energy Trust of Oregon which focuses on a team-centered, house-as-a-system approach to cultivate advanced techniques for energy-efficient home building. The workshop can help improve your project cohesiveness and sequencing, giving you a head start as 2011 Northwest ENERGY STAR ® guidelines are implemented in relation to code change. It will give you the opportunity to explore real examples of on-the-job issues. **90 Minutes**

1:00P.M. to 2:00P.M.

LUNCH

Terrace

Exhibitor Booths: OPEN

Presented by the 2011 EcoVative Vendors

Enjoy your boxed lunch, recycle your waste and then make your way to visit the product exhibitors. This is your opportunity to build relationships that will help your bottom line for the rest of the year!

2:00P.M. to 3:30P.M.

Redwood Room

The Savvy Homebuyer: Marketing High Performance Homes to a New Market

Presented by Renee Yama and Dan Wildenhaus of Fluid Market Strategies and Northwest ENERGY STAR Homes

In the past several years, the market for high performance homes has dramatically evolved. With increasing certifications, green messaging and labeling, homebuyers have been hit with a barrage of confusing and often conflicting messaging. This seminar will take a forward look at consumer messaging regarding high performance homes. Data gathered from research and focus groups will demonstrate trends in the market to help the building and Real Estate industries understand what consumers are looking for in new home purchases. **90 minutes..**

2:00P.M. to 3:30P.M. Cont.

Cottonwood Room

Lien Law & Written Contracts

Presented by Mike Hillier, President, RoHillco Business Solutions, Inc, Bill Joseph, Partner, Dunn Carney Allen Higgins & Tongue, LLP

Oregon lien law is one of the most effective in the country and arguably the best protection a contractor can have for getting paid. This presentation will provide attendees the know how to use the lien process to better assure themselves of payment. This presentation will go beyond the basics to include discussions regarding: Required notices, and how to prepare and serve them, Applicable contractual and CCB licensing requirements, Preparing and recording liens, The pros and cons of managing liens in-house & Lien enforcement and foreclosure 90 minutes

Dogwood Room

Durability & Water Management with iPhone

Apps Presented by Mark LaLiberte, Orepac

A class highlighting construction "best practices," Mark will walk us through climate specific detailing essential in constructing durable, long lasting homes. Flashing, moisture dynamics, current products and practices will all be outlined and detailed. Also highlighted will be state of the art tools to be used with your "smart phone" in the field. Presented by Orepac. 90 minutes

Lewis & Clark

Design Your Ducts Inside

Presented by Johnathan Balkema & Michael Freels with OHBA

Building with Ducts in Conditioned Spaces Designing and building homes with HVAC ducts and air handlers located within conditioned spaces can reduce energy use by 15 to 20 percent, compared to typical HVAC installations. Johnathan Balkema and Michael Freels of the Oregon Home Builders Association will be giving an abbreviated version of their training on how to build with ducts inside. Participants will analyze and be able to apply six different cost effective strategies to move their ducts and air handlers within the thermal envelope of the house and capture energy savings. 90 minutes

3:30P.M. to 4:00P.M.

BREAK

Terrace

Exhibitor Booths: OPEN

Presented by the 2011 EcoVative Vendors

Unite for an industry-only tradeshow where you can interact with the products and services presented in EcoVative sessions alongside other builders and subcontractors.

4:00P.M. to 5:30P.M.

Redwood Room

Indoor airPLUS® and WaterSense® Certification

Presented by Andrew Shepard, Earth Advantage Institute, Ryan Shanahan, Earth Advantage Institute

Although energy efficiency has been at the forefront of sustainable building discussions recently, water conservation and indoor air quality are important issues to address for personal and environmental health. Join this session to learn about two Environmental Protection Agency (EPA) certification programs: Indoor airPLUS and WaterSense. 90 minutes

Dogwood Room

Market Differentiation - If you aren't selling it, you're giving it away.

Presented by Mark LaLiberte

This class gives you the tools to market your green and efficient homes and services. Without proper education homebuyers are left to approach homebuilding as a commoditized business, buying houses purely by the square foot. Given the tools to identify healthy, efficient, long lasting homes, your clients are better prepared to make the "smart" decision. 90 minutes.

Cottonwood Room

Financing Mechanisms

Presented by Panel

If you're a high performance builder or remodeler, chances are you'll need to educate lenders, appraisal management companies and appraisers to ensure that your buyers get the best financing offers, and appraisals reflect the true value of your homes. This session will provide details that you can use to educate these transaction partners. 90 minutes

Lewis & Clark

Installing Electric Car Charging Stations

Presented by Rick Durst Portland General Electric

Think that you can plug a car into a regular house plug to charge overnight? Think again. If you are building High Performance homes catering to the eco-friendly electric car owners, then you need to sit in this course and learn what to expect as far as the electrical needs and charging station required details. 90 minutes

Candlewood Room

Portland Energy Efficiency Home Pilot Panel

Presented by Anne Hill and Ross Turkus, City of Portland. Andrew Shepard of Energy Trust of Oregon New Homes Program. Jeff Fish, Fish Construction NW

The PEEHP examines the cost of building homes to exceed the 2008 ORSC energy requirements by up to 30%. Participants will learn about the measures real builders used to make their standard plans highly efficient without breaking the bank. 90 minutes

5:30_{P.M.} to 6:30_{P.M.}

Terrace

After Hours Networking

Presented by the 2011 Building Green Council

Make sure you look for the people wearing green shirts handing out surveys. If you fill out your survey, we will trade you for a free drink ticket!

Congrats!

You earned all of your CCB Elective Credits!

Are your Core Credits still outstanding?

Join us at the **HBA** (in Lake Oswego)
tomorrow from 8:30am-1pm

or visit **www.HomeBuildersUniversity.com**

to finish your required Continuing Education



NOTES:

To Do: -Sign up as an HBA member

ATTENTION BUSINESS OWNERS

Want to save money and gain customers?

**Find someone in a Green T-Shirt. They can tell
you more about the benefits of
HBA Membership.**

*Build your business by becoming a member of the
Home Builders Association today.*

Call 503-684-1880 for more information.



EcoVative 2011

General Session	Dogwood Room	8:00A.M. to 9:00A.M.	BREAK	9:30A.M. to 11:00A.M.	BREAK	11:30A.M. to 1:00P.M.	1:00P.M. to 2:00P.M.	2:00P.M. to 3:30P.M.	BREAK	4:00P.M. to 5:30P.M.
From the Trenches	Cottonwood Room			Social Media Bootcamp		Thermodynamics Air Sealing & R-Values		Durability & Water Management		Market Differentiation
Innovative Selling	Redwood Room			Understanding EPS in Oregon		Damage from Water Intrusion		Lien Law & Written Contracts		Financing Mechanisms
General Building Practice	Lewis & Clark			Introduction to LEED® for Homes		Best Practices for New Homes		Marketing High Performance Homes to a New Market		Indoor airPLUS® and WaterSense® Certification
Efficient Design & Construction	Candlewood Room	KEYNOTE			Green Promises		Design Your Ducis Inside			Electric Car Charging Station Installation
Hands On							LUNCH			PEEHP Case Study