



Inaugural Annual Meeting & Conference 2014



Program Guide

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WELCOME

Welcome to the North Carolina Building Performance Association’s (NCBPA) inaugural Annual Meeting and Conference 2014 program guide! Included you will find helpful information and resources related to the events and activities taking place November 4 – 7, 2014 in Asheville, NC. We hope that you can attend!

2014 is an important year for our association and our industry. As NCBPA’s first in existence, we’ve taken on challenges that have been around for years and have made leaps and bounds in bringing our industry together! And just who is our industry?

NCBPA’s industry scope includes North Carolina’s residential building performance contractors, stakeholders and allies. Included in our five primary membership groups are home energy raters, energy auditors, home performance contractors, insulation contractors and crawlspace contractors. But, we are pleased to also include builders, HVAC contractors, product manufacturers, utilities and others in our membership as well.



The goal for this year’s annual meeting and conference, our industry’s first, is to define our industry and network with those that make it up. Over the course of four days this fall, conference participants will engage in best-in-class business and technical workshops, committee planning meetings, spirited competitions, social events and much more with the goal of bringing our industry together to discuss and solve its biggest challenges, learn how to improve our own businesses and celebrate our industry’s biggest victories!

At our Annual Meeting & Awards Dinner on Wednesday, November 5th, we’ll recognize key contributors from across the state whom for years have not received the praise they deserve for helping to form our industry. Leaders from training organizations, research institutions and contracting businesses, the “boots on the ground”, will all be recognized for their commitment and support of our industry... all over a fun and entertaining dinner in downtown Asheville.

Whether you choose to attend for the technical trainings, the fun competitions, the opportunity to meet new clients and partners, or just to take a few days off from your field work and enjoy our friendly community, we look forward to seeing you!

Sincerely,

A handwritten signature in blue ink, which appears to read "D. Ryan Miller".

D. Ryan Miller

Founder & Executive Director

ABOUT NCBPA

The North Carolina Building Performance Association is an association of North Carolina building performance professionals and companies seeking to lead high performance construction in the state through quality construction, workforce development, political advocacy, public education and more.

Our goals include improving the quality of buildings in North Carolina so that all residents and businesses can live and work in healthy, safe, durable, cost-effective and environmentally friendly homes and buildings.

We stand for:

- + **Residents** in need of lower utility bills and healthy places to live.
- + **Businesses** whose operating costs can be lowered with our services.
- + **Contractors** who perform quality work in homes and businesses.
- + High performance building construction in **North Carolina**.

We empower member companies by providing:

- Resources
- Industry Promotion
- Public Outreach
- Workforce Development
- Political Advocacy
- Training Workshops
- Educational Opportunities
- Standards Development
- Networking Opportunities
- Unified Industry Voice
- Relationship Building
- Growth and Discovery Opportunities
- Market Research
- Product and Service Reviews
- Referrals
- Technical Expertise
- And more!



Our Members

NCBPA member companies are leaders in high performance residential building construction who value the right way of doing their work for the betterment of their resident and business clients. These companies include North Carolina-based:

- | | |
|---|---------------------------------------|
| • Associations and Nonprofit Organizations | • Insulation Contractors |
| • Builders | • HVAC Contractors |
| • Building Automation & Energy Management Systems Providers | • Product Manufacturers and Suppliers |
| • Crawlspace Contractors | • Real Estate Professionals |

- Energy Auditors
- Energy Engineers
- Indoor Environmental Consultants
- Home Energy Raters
- Home Performance and Weatherization Contractors
- Individual Members
- Remediation & Disaster Recovery Contractors
- Renewable Energy Contractors
- Specialty Installers
- Training & Consulting Firms
- Utility Companies

Visit our website to see a full list of members here: <http://www.buildingnc.org/#!/members/c21uq>.

Our Mission, Vision and Goals

Mission: Advance and represent North Carolina’s building performance industry through valuable services to member companies and their employees while also educating and connecting residents, business owners and the general public about the industry’s products and services in order for North Carolina to continue its growth as a national leader and innovator in building performance.

Vision: To foster a building performance industry in the state that provides residents, business owners and the general public with the knowledge, resources and value they need to live and work in energy efficient, durable, environmentally-responsible and high performing buildings.

Goals:

- To advance North Carolina’s home, business, commercial and industrial energy efficiency, renewable energy and building performance professionals and companies through advocacy, education and member services.
- To support the growth, success and financial viability of member professionals and companies working in this industry.
- To provide members with legislative representation and political advocacy on building and energy codes, programs and incentives, licensing needs and more
- To educate the general public about the industry and connect them with qualified professionals and industry-recognized best practices, standards and resources.

BOARD OF DIRECTORS

The North Carolina Building Performance Association is governed by a volunteer Board of Directors, all leaders in high performance construction trades from across the state. Please take a moment to see who is guiding the mission, vision and efforts of the NCBPA.

<p>Rob Howard Board Chairman</p>	<p>Owner, Home Energy Solutions <i>Granite Falls, NC</i></p> <p>Rob is the Owner/Operator of Home Energy Solutions, Inc. and also works for Habitat for Humanity International as the Sustainable Building Specialist for the southeast region.</p> <p>Rob has been actively involved in promoting North Carolina's home energy rating industry for many years and brings enthusiasm and passion for serving homes and businesses in the state.</p>
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	<p>rhoward@habitat.org 828-217-0506 www.homeenergysol.com</p>
<p>Vondell Bullock, Jr. Board Vice-Chairman</p> 	<p>Sales Consultant, Regional Waterproofing <i>Raleigh, NC</i></p> <p>Von is a Sales Consultant at Regional Waterproofing Co. and Regional Crawlspace & Basement in the Raleigh area.</p> <p>Von and his company have performed thousands of crawlspace encapsulation and repair jobs in the state using industry-recognized quality standards and building science.</p> <p>vonjr@regionalwaterproofing.com 919-422-0220 www.regionalwaterproofing.com</p>
<p>Craig Canella Board Treasurer</p> 	<p>Owner, Canella Heating and Air <i>Conover, NC</i></p> <p>Craig has been the owner and operator of Canella Heating and Air Conditioning in Conover, NC since 1990. An industry veteran in both HVAC and home performance, Craig is a firm believer in hometown service and right sizing of mechanical systems.</p> <p>A certified BPI Professional, Craig has been an active role player in North Carolina's HVAC industry for many years. His interest in energy efficiency and building performance started in the early days of his company. Canella Heating and Air Conditioning is a credentialed ENERGY STAR HVAC Contractor.</p> <p>craig@canellaheatingandair.com 828-327-9680 http://www.canellaheatingandair.com</p>
<p>Billy Brantley Board Secretary</p> 	<p>Energy Specialist, City of Monroe, NC <i>Monroe, NC</i></p> <p>Billy works as an Energy Specialist for the City of Monroe's Energy Services Department. Billy supports his department's commitment to being the electric and natural gas supplier of choice for the citizens of Monroe and Union County.</p> <p>In his role, Billy performs energy audits for the municipal's utility customers, helping them to save money on their monthly utility bills.</p> <p>bbrantley@monroenc.org 704-282-4620 www.monroenc.org</p>
<p>David Evans</p>	<p>President, Integrated Energy Services <i>Apex, NC</i></p>

<p>Committee Chair, Advocacy & Standards</p> 	<p>David is the President of Integrated Energy Services, LLC, a home energy rating and services firm based in Apex, NC. Integrated works with single and multifamily builders, contractors, home and business owners to provide energy audits and other energy efficiency solutions.</p> <p>David is also the President of Partners Mechanical, a heating and air contractor serving single and multifamily residential customers.</p> <p>devans@integratedenergysvc.com</p> <p>919-303-1184</p> <p>www.integratedenergysvc.com</p>
<p>Justin Gibson</p> <p>Committee Chair, Partnerships & Outreach</p> 	<p>Business Development Manager, Southern Energy Management <i>Wilmington, NC</i></p> <p>Justin works in the Wilmington, NC market where he conducts energy efficiency inspections as well as code compliance testing. He is also responsible for certifying residential construction projects under the ecoSelect, ENERGY STAR, LEED for Homes and National Green Building Standard Programs. His ultimate goal when working with builders and contractors is to make sure that they have the understanding and tools needed to complete their projects efficiently. In addition to field work, Justin also works with the SEM sales team, and is involved with business development in southeastern NC and northeastern SC.</p> <p>jgibson@southern-energy.com</p> <p>919-454-5063</p> <p>www.southern-energy.com</p>
<p>Chad Ray</p> <p>Committee Chair, Communications & Marketing</p> 	<p>Vice President, Olde Heritage Builders <i>Zebulon, NC</i></p> <p>Chad proudly runs Olde Heritage Builders, a successful family-run custom builder in Zebulon, NC. Chad and his company pride themselves on building homes that cost less to operate, have safer indoor air quality, require less upkeep, are more durable, have less impact on our environment, and will be more valuable in the future. They build for those who believe green matters!</p> <p>Chad has also served as the Chair of the Green Home Builders of the Triangle and as regional Vice President and Green Building Chair for the North Carolina Home Builders Association.</p> <p>oldeheritage@gmail.com</p> <p>919-269-4555</p> <p>www.oldeheritage.com</p>

CONFERENCE SCHEDULE

The North Carolina Building Performance Association (NCBPA) invites you to attend our inaugural Annual Meeting and Conference November 4 – 7 in Asheville, NC. The 4-day event provides opportunities for our state’s building performance industry and allies to participate in educational workshops, networking and social events, fun competitions, engaging meetings and our organization’s first ever Annual Meeting & Awards Ceremony. These events and others will take place in and around Asheville over four days, allowing participants to attend the events that interest them without having to commit to multiple events or large registration fees.

The conference includes a full day of pre-conference workshops and boot camps led by industry leaders in marketing, building science education and more. Registration is open to all North Carolina building performance professionals and industry allies with discounted pricing available for member companies. Join your industry peers and allies at this engaging conference bringing our state’s building performance industry together for a week full of fun and engaging events!

Provided below are highlights of each conference day:

- Tuesday’s workshops are intended for individuals seeking certifications and CEU opportunities. There is a Welcome Reception & Networking Event this evening to kick off the conference. Drinks and hors d’oeuvres are included in the ticket price. Outdoors activities and camping are also available this evening.
- Wednesday’s conference sessions and workshops are open to all building performance professionals and last all day. The Inaugural Annual Meeting & Awards Dinner will be held this evening and requires separate registration. Dinner and drinks are included in the ticket price.
- Thursday’s conference sessions and workshops are open to all building performance professionals and will last half the day. NCBPA Committee Meetings will take place during lunch (included) for those that are interested in participating. Social activities including brewery and bicycle tours will take place throughout the day. Outdoors activities and camping are available this evening.
- Friday is NCBPA’s first annual “Day of Service” and is open to companies and individuals interested in participating in building performance related service activities in the local community. There is no cost to participate.

Additional conference information can be found at www.BuildingNC.org by clicking on the Conference tab.

Please contact Ryan Miller at Ryan@BuildingNC.org or 919-841-6207 with any questions.

SCHEDULE AT A GLANCE

Click on a hyperlink below for more information and to register for that event (register for each individually).

NCBPA Annual Conference 2014	Tuesday 11/4 Pre-Conference	Wednesday 11/5 Day One Conference	Thursday 11/6 Day Two Conference	Friday 11/7 Day of Service
Primary Events	Marketing Boot Camp with Energy Circle	Business Workshops	Business Workshops	Volunteer activities for companies and their staff in the local community
	Business Development & Sales Boot Camp with Intangibles, LLC	Technical Workshops	Technical Workshops	

	RESNET Combustion Safety & Work Scope Training with Energy Vanguard	Lunch at Restaurants in Downtown Asheville	Committee Meetings	
	Construction Roundtable with Habitat for Humanity	North Carolina's High Performance Home of the Future Design Contest	Board of Directors Meeting	
	Building Performance Olympics 2014, sponsored by Retrotec	Swap Meet	Lunch for Committee Members	
Social Events	Welcome Reception & Networking Event	Annual Meeting & Awards Dinner	Brewery, Bicycle and Other Tours	Camping
Location	Multiple Locations Around Downtown Asheville	Four Points by Sheraton Downtown Asheville	Four Points by Sheraton Downtown Asheville	Multiple Locations Around Downtown Asheville

PRE-CONFERENCE WORKSHOPS & BOOT CAMPS

Tuesday, November 4, 2014

8:00 or 9:00a – 4:00 or 5:00p

Attend one or multiple workshops and boot camps designed to train, educate and certify you and your company's staff on one day! A variety of training workshops and educational boot camps will be held on topics including RESNET Caz certification, marketing plan boot camp, developing sales plans and more.

MARKETING BOOT CAMP WITH ENERGY CIRCLE

Join us for a one-day deep dive into generating leads and converting them to sales. You'll learn what works from an industry marketing expert who's worked with hundreds of contractors to distill out what works--and what doesn't. You will walk away with tangible tools that you can implement right away.

What you'll learn: During this one-day workshop you'll learn about the nuances of successfully marketing residential efficiency -- from audits to whole house retrofits to heating and cooling systems. We'll explore the world of business-to-consumer marketing and the most impactful ways to tell the "home performance" story. Our goal is to combine theory, practical lessons and workbook takeaways to help you understand where to steer your marketing efforts and give you concrete suggestions that you can deploy immediately.

[Click here to register for this event.](#)

BUSINESS DEVELOPMENT & SALES BOOT CAMP

Looking to increase your company's sales? Searching for a long-term strategy for your business? Register for this intensive sales boot camp to develop a soup to nuts business development, sales and referral system. This boot camp will be led by Matt West and Retired Rear Admiral Cliff Sharpe, experienced consultants whose backgrounds span sports marketing and naval education. No, they aren't building scientists! They're sales trainers and proven leaders who will teach you how to build your company's rock solid business development and sales process. This boot camp was scheduled following overwhelming positive feedback from a similar session at last year's Advanced Energy Rater Camp that garnered a 97% satisfaction rating – the highest of the entire conference!

Attend this session to:

- Understand collaboration and the development of partnerships
- Develop your Elevator Speech and learn the language of sales and business development

- Learn the value of becoming a consultant to your customers, not a vendor or contractor
- Receive step-by-step plans for developing a referral network and system

Participants will leave with:

- Knowledge base and next steps on how to build a rock solid business development and sales process
- Non-traditional tools and techniques to generate revenue and long-term value for your business
- Customized referral program that can be deployed immediately
- List of proposed first steps to put in place

[Click here to register for this event.](#)

RESNET COMBUSTION SAFETY & WORK SCOPE TRAINING WITH ENERGY VANGUARD

Are you a certified HERS rater looking to meet RESNET's new combustion safety requirements? All raters must add combustion safety and work scope development to their certification before 2015. Raters who are also BPI certified are exempt from the field training requirement.

Here's what you need to do to meet the new requirements:

- Complete field training if you're not a certified BPI Building Analyst (BA)
- Pass a 25 question multiple choice test on combustion safety and work scope development
- Pass the RESCAZ simulation of combustion safety testing

Just for North Carolina Raters

In conjunction with the North Carolina Building Performance Association's statewide conference and Advanced Energy's Rater Camp, Energy Vanguard is conducting this training to help NC HERS raters meet the new RESNET CAZ requirements. Sign up here, complete the requirements at the class, and you'll be all set to continue as a rater in 2015.

Online, Classroom, & Field Training

The training begins with our online modules to get you up to speed on combustion safety basics, RESNET's combustion safety standards, and practice with the RESCAZ simulation. For those raters who don't hold the BPI BA certification, we'll go into the field where you'll get to practice the combustion safety procedures in a real house with real equipment. Then we'll head to the classroom where everyone will get more practice with RESCAZ. We'll end with a period of test review and then start you on the two tests.

About the Tests

The time limit on each test is 2 hours, although most people finish each test in less than one hour. The multiple choice test includes 25 questions, and you must get 80% correct to pass. The RESCAZ simulation requires you to go through RESNET's combustion safety testing and work scope development protocol and get 85% correct.

[Click here to register for this event.](#)

*** A second workshop has been added on Monday, November 3rd due to high demand! Click on the link to register!**

CONSTRUCTION ROUNDTABLE WITH HABITAT FOR HUMANITY

Join Habitat for Humanity Staff and Guests for a one-day construction roundtable prior to NCBPA's Annual Meeting & Conference. Activities include:

- Coffee Talk
- Presentations

- Networking Lunch
- Facilitated Discussion
- Construction Site Tour (weather permitting)

[Click here for a flyer on this event.](#)

Register for this event by emailing RHoward@Habitat.org.

NCBPA BUILDING PERFORMANCE OLYMPICS 2014, SPONSORED BY RETROTEC

Tuesday, November 4, 2014

12:00p – 5:00p

Compete or support our industry's first ever Building Performance Olympics to find the best designers, installers and verifiers in our state! Field-based competitions will test the knowledge, skills and abilities of our state's home energy raters, insulators, crawlspace contractors and others to find out who is the best! Prizes will be awarded to winners at the Inaugural Annual Meeting & Awards Dinner on Wednesday night. Sign up yourself or your company's best field staff in this friendly competition judged by industry leaders.

[Click here to register for this event.](#)

MAIN CONFERENCE EVENTS

WELCOME RECEPTION & NETWORKING EVENT

Tuesday, November 4, 2014

7:00p – 10:00p

Join your industry peers in a kickoff event for the annual conference at this private event in a venue overlooking downtown Asheville. Kick back and network with new and existing clients, vendors and special guests. Music, drinks and hors d'oeuvres will be provided.

[Click here to register for this event.](#)

CONFERENCE DAY ONE OF TWO

Wednesday, November 5, 2014

8:00a – 6:00p

Join fellow building performance professionals from across the state, national product manufacturers and key stakeholders on the first of two conference days including workshops and sessions targeted towards making your business better. With technical and business workshops throughout the day, you and your company will benefit from the knowledge and resources you receive from industry professionals presenting on a variety of residential building performance topics. Drop off your equipment and tools in the morning for calibration by certified providers. Participate in the design and judging of North Carolina's high performance home of the future. Bring gently used or new equipment and tools to the industry's first ever swap meet where you can buy, sell and trade with your peers.

Session schedule and descriptions are provided below.

[Click here to register for this event.](#)

ANNUAL MEETING & AWARDS DINNER

Wednesday, November 5, 2014

6:30p – 9:30p

Held in downtown Asheville's premier event space, the Inaugural Annual Meeting & Awards Dinner is a celebration of our state's residential building performance industry. Special guests and industry leaders will speak on topics ranging from policy, standards, consumer demand and more over dinner and drinks. Following these presentations, an awards ceremony will recognize the year's best companies in the business, industry leaders and more. Attend to network with industry allies and hear from our industry's best and brightest on what your company and our industry can do to ensure a profitable and successful business climate. Dinner, drinks and dessert are included.

[Click here to register for this event.](#)

CONFERENCE DAY TWO OF TWO

Thursday, November 6, 2014

8:00a – 1:30p

Day two of the conference starts with morning workshops and sessions designed to continue you and your company's growth and knowledge in residential building performance. But, if you had your fill on day one, organized social activities including mountain biking, a motorcycle tour, beer making and other activities are available. Join NCBPA Board Members, Staff and peers for lunch as we discuss the present and future of our industry in members-only committee meetings (lunch is provided). With the business out of the way, join your peers for outdoors activities and camping in the mountains in the afternoon and into the evening.

Session schedule and descriptions are provided below.

[Click here to register for this event.](#)

DAY OF SERVICE 2014

Friday, November 7, 2014

8:00a – 3:00p

While you and your staff are still in Asheville, bring your tools and get outside for one final day of team building and service at NCBPA's Annual Day of Service 2014. Join one of several service projects organized to allow our industry and your company to give back to the local community through residential building performance. Together, we'll repair and remodel low income and senior housing, teach students the fundamentals of building science and contribute to the local community in ways that only we can.

[Click here to register for this event.](#)

SESSION SCHEDULE & DESCRIPTIONS

DAY ONE SESSIONS (WEDNESDAY 11/5)

Time:	Presenter:	Title:	Description:
8:30a - 4:00p	North Carolina Building Performance Association	North Carolina's High Performance Home of the Future Design Competition	Teams from across the state will compete to design North Carolina's High Performance Home of the Future using only paper, pencil and their ideas for the best design principles and construction techniques available in today's market. Designs will be judged at the end of the day with awards given out at the Awards Dinner in the evening.
8:30a – 9:30a	Maggie Leslie - Executive Director, Western North Carolina Green Building Council	Participate in the WNC Green Building Council's programs for New and Existing Homes: Green Gauge and Green Built NC	Overview of the WNCGBC mission and programs including Green Built NC Certification for new homes and our newest program, Green Gauge, an online, affordable and easy to use assessment tool for new or existing homes.
8:30a – 9:30a	Chuck Perry - Program Manager, North Carolina Energy Efficiency Alliance	Building to the NGBS Standards in Single and Multifamily Buildings	In this session, Chuck Perry from NCEEA will present on best practices for building to the National Green Building Standards in single and multifamily buildings. The NGBS certification is becoming more and more popular with single family builders and multifamily developers. Learn how to participate in the program the right way!
8:30a – 9:30a	Matt West - Founder and CEO of Intangibles, LLC	Collaborative Selling- Building a Sales Network	Learn how to identify and collaborate with industry related and non-industry related organizations. Participants will leave with tools and techniques to build a 1+1=3 mindset.
9:45a – 10:45a	NCBPA Advocacy & Standards Committee Members	North Carolina Building Performance Policy Q&A	Policy leaders from NCBPA member and partner organizations will be on hand to present on current and future policy initiatives that impact our state's building performance industry and companies. Learn about changes to building and energy code, state and federal legislation, and much more. Bring your questions to participate in an interactive Q&A session to better understand what policy issues affect your company and its clients.
9:45a – 10:45a	Matt West - Founder and CEO of Intangibles, LLC	The Best Presentation the Customer Never Sees	Learn what your sales process says about you and your business. Participants will leave with templates for developing your custom sales process.
9:45a – 10:45a	Isaac Savage - Home Energy Partners	Selecting Equipment using ACCA's new Manual-S 2nd Edition	In this session, we'll cover the basic process of selecting forced-air heating and cooling equipment using the brand new edition of ACCA's Manual-S. We'll discuss the sizing limits for various locations and equipment types and work through an example or two from start to finish.
11:00a – 12:00p	Chuck Perry - Program Manager, North Carolina Energy Efficiency Alliance	Appraisal Process for High Performance Homes - How to be Successful	NC homebuyers and homebuilders have spoken, more and more homes are being certified to better than code standards. When will the appraisal industry join in? This session will explore appraisal theory and guidelines as well as identify roles the rater and homebuilder can play in gaining value for their Certified homes or homes with significant payback.
11:00a – 12:00p	Michael Peaden - Building Performance Technical Specialist, Dow Building Solutions	The Myths of Continuous Insulation DEBUNKED	"Why does continuous insulation make so much sense in residential homes? How does continuous insulation model in REM? How do continuous insulation and the utility incentives work together? How much continuous insulation does a home

			<p>need in North Carolina? How does a Rater work with a builder to get him to adopt this winning strategy of insulating a home from the outside? What are some of the challenges associated with the sourcing and more importantly the installation of continuous insulation?</p> <p>Come to this session and receive an in depth education on continuous insulation in existing homes from Michael Peaden of Dow Building Solutions. Handouts and continuous insulation checklists and cheat sheets will be provided.</p>
11:00a – 12:00p	Matt West - Founder and CEO of Intangibles, LLC	Language of Sales	Learn how to ask for the business or the referral. Participants will leave with multiple strategies on dynamic communication.
12:00p – 1:45p	North Carolina Building Performance Association	Lunch at Restaurants in Downtown Asheville	Tired of typical boring conference lunches? We are too! Instead, grab a \$15 gift card and walk to the downtown Asheville restaurant of your choice for lunch with your peers, co-workers and new friends! Enjoy a long lunch on us and browse the downtown scene. Just make sure to come back at 2:00pm for the start of the afternoon sessions!
2:00p - 3:00p	Tom Colasanto - President, Tamarack Technologies	Indoor Air Flow-Pressure Balance: “Perfect Balance VS Door Undercut”	Learn the in’s and out’s of indoor air flow pressure balancing from Tom Colasanto, President of Tamarack Technologies, a leading provider of whole-house ventilation products.
2:00p - 3:00p	Danielle Cooley - Financial Advisor, Edward Jones	The Entrepreneurial Equation	<p>This program is designed to help educate business owners about tools and strategies to help make building, running and preserving a business easier. Instructed by Danielle Cooley, a Financial Advisor with Edward Jones, topics for this workshop include:</p> <ul style="list-style-type: none"> • Creating retirement plans for your business • Investing in disability, key person life and other forms of insurance • Buy-sell agreements <p>Bring your questions on how your business can plan for and preserve its financial future!</p>
2:00p - 3:00p	Joe Medosch - Trainer, Energy Education Curriculum	How and Why to Implement Quality Assurance in Your Building Performance Business	<p>Drop the benefits and features approach to selling clients by communicating their needs as tangible problems that your company can solve! Learn how converting benefits and features into anti-benefits and missing features can close the sale with everyday clients!</p> <p>Building performance contractors haven't all been trained on how best to communicate with clients. In this session, we'll demonstrate why the best communicator is an active listener. Learn how active listening and asking open ended questions leads clients to discover for themselves the real underlying issues with their home. By focusing the sale on emotion and need in place of price and products you become a trusted solutions advisor to the client. Remember: buyer's remorse is not typically with the purchase - but with the sales experience!</p>
3:15p - 4:15p	Josh Collins - Prime Energy Group	Foam Insulation: Applications & Techniques	Spray foam insulation is the go-to solution for improving energy efficiency in all new construction and retrofit work. For home builders, commercial contractors and architects, foam is a one-stop solution for the lower air infiltration rates in the 2012

			residential code and the continuous insulation requirements in the commercial code. For remodelers or home performance contractors, spray foam can tighten an existing house or be part of total energy retrofit. This session will examine open cell and closed cell foam basics, interior and exterior applications, and what product to use where and when, and will also cover the new foams on the market, understanding ESR reports, and ignition and thermal barrier requirements. Attend this session to delve into best practices for safety and proper installation and to hear about typical problems and failures in foam installations, how to remediate them, and how to keep them from happening.
3:15p - 4:15p	Joe Medosch - Trainer, Energy Education Curriculum	Stop Selling - Because No One Likes to be Sold	This workshop teaches participants how get your client's full commitment with a "no sales" approach - they sell themselves. Forget the benefits and features sales technique - instead, focus on solving the issues that your clients share with you. Learn how to stop selling and start listening to the client's language using these innovative communications techniques. Other powerful skills provided in this workshop include qualifying clients and developing strong up-front contracts that eliminate wasted time.
3:15p - 4:15p	Ryan Miller - Founder & Executive Director, NCBPA	Build Your Business Operations Framework from the Ground Up Part One of Two	Part One: To begin this workshop on improving your company's business operations, participants will receive a Business Operations Framework, Checklist and Survey that will be used throughout the workshop to self-grade your company's business operations in all major operating departments including Accounting, IT, HR, Sales and more. During the workshop, 5 minute sessions will be presented on best practices, metrics, resources and more per business department, providing quick but insightful best practices and resources on how to improve your business. Part Two: Participants will score their own business, discuss their results and walk away with actionable steps geared towards improving business operations, increasing profit and improving customer and employee satisfaction.
4:30p - 5:30p	North Carolina Building Performance Association	Judging of Design Competition	Stop by to place your vote for the high performance home design of the year! Results to be announced at the Awards Dinner.
4:30p - 5:30p	North Carolina Building Performance Association	Building Performance Swap Meet	Bring your new, gently used or beat up (but still functional!) tools and equipment to sell, swap or buy!

DAY TWO SESSIONS (THURSDAY 11/6)

Time:	Presenter:	Title:	Description:
8:30a – 10:00a	North Carolina Building Performance Association	What Makes a Great North Carolina Energy Auditor	Join this interactive discussion on what makes a great Energy Auditor working in our state. Bring your questions, best practices and ideas to share with the group as we begin to formulate standards, identify resources and learn tips and tricks of the trade.

8:30a – 10:00a	North Carolina Building Performance Association	What Makes a Great North Carolina Crawlspace Contractor	Join this interactive discussion on what makes a great Crawlspace Contractor working in our state. Bring your questions, best practices and ideas to share with the group as we begin to formulate standards, identify resources and learn tips and tricks of the trade.
8:30a – 10:00a	North Carolina Building Performance Association	What Makes a Great North Carolina Home Performance Contractor	Join this interactive discussion on what makes a great Home Performance Contractor working in our state. Bring your questions, best practices and ideas to share with the group as we begin to formulate standards, identify resources and learn tips and tricks of the trade.
10:15a – 11:45a	North Carolina Building Performance Association	NCBPA Board of Directors Meeting (Private)	NCBPA Board of Directors Meeting (Private)
10:15a – 11:45a	TBD	TBD	TBD
10:15a – 11:45a	Ryan Miller - Founder & Executive Director, NCBPA	Build Your Business Operations Framework from the Ground Up Part Two of Two	<p>Part One: To begin this workshop on improving your company's business operations, participants will receive a Business Operations Framework, Checklist and Survey that will be used throughout the workshop to self-grade your company's business operations in all major operating departments including Accounting, IT, HR, Sales and more. During the workshop, 5 minute sessions will be presented on best practices, metrics, resources and more per business department, providing quick but insightful best practices and resources on how to improve your business.</p> <p>Part Two: Participants will score their own business, discuss their results and walk away with actionable steps geared towards improving business operations, increasing profit and improving customer and employee satisfaction.</p>
12:00p – 1:30p	North Carolina Building Performance Association	NCBPA Committee Meetings (lunch provided)	Whether you're already a member of an NCBPA committee or interested in joining, participants are welcomed to four meetings led by NCBPA's Board of Directors and Committee Chairs offering opportunities to plan NCBPA's efforts to support and lead our industry in four committee categories: Advocacy & Standards, Partnerships & Outreach, Communications & Marketing and Member Services.

GENERAL CONFERENCE INFORMATION

WHY YOU SHOULD ATTEND

Whether you and your company choose to attend one day of events or the full four days, there are many reasons to attend this year's conference, including:

1. Network with clients, partners, key decision-makers and stakeholders from across the state and country.
2. Learn from leading business and technical trainers interested in helping your business succeed.
3. Participate in discussions on what market barriers, technology challenges and policy issues need to be addressed to strengthen our industry.
4. Celebrate our industry and your participation by attending an Awards Dinner for our industry.
5. Promote your company, its products and services, and your support for our industry to others.
6. Step away from the field for a few days to enjoy Asheville and our state's fun and friendly building performance community. Attend brewery tours, bicycle trips, camping trips and more!
7. Demonstrate your interest, capabilities and support for key initiatives our industry is taking on.
8. Reward employees by registering them for fun and rewarding events like the Building Performance Olympics.

LOCATION & ACCOMMODATIONS

The conference is being held in and around downtown Asheville, NC. The primary conference location is the Four Points by Sheraton Downtown Asheville hotel and conference center located a few blocks from downtown shopping and restaurants. Some workshops and activities will be held in other parts of downtown Asheville and the surrounding area at facilities with defined training rooms (HVAC supply house, HBA office, etc.).

A car is not needed while attending events in downtown Asheville but is recommended for field-based workshops and outdoor activities, including camping and the Building Performance Olympics.

Asheville is an excellent location for this year's conference, due in part to the city's:

1. Multiple conference facilities and field locations.
2. Vibrant downtown area with many restaurants and social activities.
3. Committed local contractors, partners and builders with homes and buildings available for demonstrations.
4. In-progress multi-family construction projects available in the area to include in site visits.

Accommodations

Nearly the entire [Four Points by Sheraton Downtown Asheville](#) has been reserved for lodging at \$99 per room throughout the week. We highly recommend that participants [make reservations early](#) to take advantage of the low pricing and availability, while it lasts.

REGISTRATION

Registration for the conference is currently open on our website at www.BuildingNC.org. Most of the events can be purchased individually, allowing participants to pick and choose how and when they want to attend.

PRICING

Early bird pricing expires on September 12th so register early before registration fees increase!

Member companies can save more than \$200 per person when registering for events at the conference. [Join NCBPA to take advantage of discounted member pricing.](#)

Tuesday 11/4 Workshops:

- See event pages for pricing

Wednesday 11/5 Conference (Day 1 of 2):

- Member: \$125
- Early Bird: \$150
- Regular: \$175

Thursday 11/6 Conference (Day 2 of 2):

- Member: \$75
- Early Bird: \$100
- Regular: \$125

Friday 11/7:

- No fees for Day of Service

SOCIAL ACTIVITIES THROUGHOUT THE WEEK

Throughout the week, participants are encouraged to take advantage of downtown Asheville and the surrounding area by participating in planned events that include:

- Camping
- Hiking
- Bicycle tours
- Motorcycle tours
- Shopping
- Brewery tours
- And more!

Check the schedule a few days before the conference for updates on when and where to meet to participate in these activities!

ADVANCED ENERGY'S 6TH ANNUAL NORTH CAROLINA RATER CAMP

NCBPA has worked closely with Advanced Energy so that its 6th Annual Rater Camp would coincide with our inaugural Annual Meeting & Conference in the same location.

Advanced Energy's 6th Annual Rater Camp will be held at the YMCA Blue Ridge Assembly November 6 - 7th in Black Mountain, NC. This year's event, sponsored by Duke Energy and North Carolina Electric Membership

Corporation (NCEMC), will provide networking, collaboration and technical information along with RESNET and BPI CEUs.

The building science industry is shifting into a new phase. Future success includes adapting to new standards and policies, as well as satisfying new wants and expectations that will shape the next generation. Be a part of what's on the horizon and stay in pace, if not ahead, of the next frontier while applying lessons learned from the past. Look ahead and be a creator of this ever-forming landscape.

Sessions will start Thursday, November 6th at 8:30am followed by an evening reception hosted by North Carolina Building Performance Association (NCBPA). We will conclude the Rater Camp on Friday, November 7th after our final lunch at 1:00pm.

NCBPA will host a welcome reception for Rater Camp participants on Thursday, November 6th from 6:30 – 8:30pm at the Black Mountain Ale House. Appetizers and drinks are included.

For more information on Rater Camp and to register, please visit:

<http://www.advancedenergy.org/brilliance/post/6th-annual-north-carolina-rater-camp>

FAQs

Q: Who should attend the conference?

A: NCBPA estimates that between 150 – 200 industry professionals from across North Carolina and the country will participate in the conference. These companies include, but are not limited to: home energy raters, energy auditors, home performance contractors, insulation contractors and crawlspace contractors. Business owners, office staff, field staff and industry stakeholders are all encouraged to attend.

Q: What are the objectives of the conference?

A: Specific objectives of this conference include:

1. Educating the professionals and companies working in our industry.
2. Defining market barriers, opportunities, best practices and key performance criteria in our industry.
3. Providing convenient and low-cost continuing education opportunities in one location during one week.
4. Recognizing leaders in our industry with awards and recognition.
5. Bringing together competitors, partners, allies, clients, vendors and key decision-makers to discuss our industry's needs and work together on solutions in structured formats.
6. Raising awareness of the role our industry plays and the impact we have on the public as a whole.
7. Bringing media attention to the industry to illustrate to consumers the value our industry provides.
8. Including fun, engaging and rewarding social and volunteer activities that make the conference the “bell cow” annual industry event.
9. Providing business training and resources that increase the strength and profitability of our companies.
10. Connecting industry companies with product manufacturers and service providers that can help grow their businesses.

Q: What construction types will be featured at the conference?

Annual Meeting and Conference 2014 – Program Guide

A: For the past several years, our state’s residential building performance training events and conferences have been dominated by single family new construction topics. Recent survey results indicate a shift towards multi-family new construction and single family existing construction. This year’s conference focuses on the following areas:

	Commercial Buildings	Single Family Homes	Multi-Family Homes
New Construction	Low	Medium	High
Existing Construction	Low	High	Medium
Affordable Housing	Low	Low	Low

THANK YOU

On behalf of our membership and conference participants, NCBPA would like to thank the following Sponsors, Partners and Presenters who are lending their support and time to make the conference possible.

SPONSORS

