



The Indiana Builders Association Presents

**Indiana's Midwest
Builders Convention**
January 23-24, 2008
Indiana Convention Center
Indianapolis, Indiana

**Learn how to be the one who
gets all the business by
attending Indiana's Midwest
Builders Convention**



**National speakers
Product displays
Networking ... we have it all !**

*Nationally acclaimed
educational speakers*

*Take home the tools you need to prosper
in today's housing market*

*Learn and re-energize
with your colleagues*

Prizes and fun!

30+ Seminars - 100+ Exhibits - 1,000+ Attendees



Negotiating For Success

By Chuck Breidenstein, CAPS, CGB, CPC. Breidenstein is a featured speaker at Indiana's 2008 Midwest Builders Convention. See the Special Convention Edition insert in this issue.

"Some people feel the rain - others just get wet."
- Roger Miller

Negotiate. The mere sound of the word often sends people running. While few among us believe we have a talent for it, the reality is that all of us are constantly in the process of several ongoing negotiations. The operative word here is process. Your spouse wants

to spend your tax refund on a cruise, while practical you would prefer a new set of golf clubs. She says "no," but you know that is only a position, not a rejection. During the six weeks that Uncle Sam holds on to your money, your bride advances her position by constantly reminding you how many of your friends and associates have "already gone" on cruises and "how wonderful" the food is.

Not content to let this attack on your ego do the trick, she also plants small seeds of anticipation with comparisons to "your honeymoon", the wonderful solitude of a deserted beach, and the inherent romance

of warm tropical evenings. You counter, knowing time is on your side. In a few short weeks, the weather will improve and her thoughts will turn to the garden. Even if she persists, you know prices will be lower in the off season, so you plot a compromise...

As business people, we too often reduce the art of negotiating to an event, which lives or dies as a result of the moment — the unwitting victim of too little thought and planning. Herb Cohen, author of *You Can Negotiate Anything*, reduces the basic strategy for successful negotiating to control of power, time, and information. Before entering any negotiation you should be armed

with information regarding what you want as well as what your opposition wants. All too often we fail because of incorrect pre-summptions.

The story is told of a developer who wished to purchase a parcel of land owned by a well-to-do older gentleman. Try as he may, the buyer could not persuade the man to sell at any price. What he failed to realize was that money was the least of what this man needed or desired. He had provided for all of his loved ones and was now in the twilight of his life. The sale was finally consummated at a very reasonable price, with the seller providing financing, on the condition that the future development carry the seller's name. What he sought was a legacy, not money.

Knowledge is to power what carbon is to steel.

Negotiating (see page 5)

Be the one who gets the business from Indiana's Midwest Builders Convention



Indiana's Midwest Builders Convention
January 23-24, 2008
Indiana Convention Center
Indianapolis, Indiana

Sponsorships

- Sold** Welcome & Legislative Reception \$2,000 (Tuesday)
- ___ Keynote Speaker - \$3,000 (Wednesday)
- ___ Coffee & Donuts in Exhibits - \$1,500 (Wednesday or Thursday)
- ___ Lunch in Exhibits - \$3,000 (Wednesday or Thursday)
- ___ Refreshments in Exhibits - \$1,000 (Wednesday or Thursday)
- ___ Drink Neckties - \$3,000
- ___ Aisle Carpet - \$3,000
- Sold** Registration Portfolios - \$1,500
- Sold** Badge Neckties - \$1,250
- ___ Attendee Notepads - \$1,000
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- ___ Bronze Sponsor - \$500
- ___ Seminar Sponsor - \$250
- ___ Registration Insert - \$250 exhibitors; \$500 non-exhibitors
- ___ Grand Prize Drawings - \$500
- ___ Exhibit Hall Game Prizes - \$250
- ___ Hourly Exhibit Hall Drawings - \$100
- ___ Door Prize Item. Item _____

Commitment & Payment

Company _____ Phone _____
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 Total due: \$ _____ Payment by: _____ Check _____ Invoice _____ MC/Visa _____
 Credit Card# _____ Exp. Date _____
 Signature _____

Please return form to IBA, PO Box 44670, Indpls., IN 46244 or Fax (317) 236-6342.

www.BuildIndiana.org 800-377-6334

Housing University Tailgate Area for Designation Holders

All IBA members holding NAHB professional designations and IBA Education Partners are invited to relax and network in the Designation Tailgate Area at **Indiana's 2008 Midwest Builders Convention**. Hospitality will be available in the specially designated **Housing University Tailgate Area** of the exhibit hall. Enjoy a beverage and snack, while networking with other designation holders from around Indiana.



Did you know you can get 12 hours of continuing education credit toward your national professional designation by attending **Indiana's Midwest Builders Convention?**



Designation Tailgate Area Hours

Wednesday, January 23, 2008
8:00 to 10:45 a.m. & 12:00 noon to 5:00 p.m.

Thursday, January 24, 2008
8:00 to 1:00 p.m.

Questions?

(800) 377-6334 (317) 236-6334



Designed Exclusively for Building Industry Professionals



Welcome & Legislative Reception

Tuesday, January 22

6:00 - 7:30 pm

Begin your convention experience by attending a welcome and legislative reception hosted by the Indiana Builders Association. Members will mingle and enjoy cocktails and hors d'oeuvres, while networking with their state legislators.

This event is included in all full and additional full convention registration packages. Additional tickets may be purchased for \$30.

Over 100 Suppliers to Showcase Latest Housing Industry Products and Services

Wednesday, January 23

8:00 - 10:45 am & 12:00 - 5:00 pm

Thursday, January 24

8:00 am - 1:00 pm

Find out about the latest products and services your customers will want to include in their new homes and remodeling projects. Over 100 industry suppliers will showcase their products and be on hand to answer your questions.

Special events in the exhibit hall each day include donuts and coffee for breakfast and several hot options for lunch.

All convention registration packages include entrance into the exhibit hall. Exhibit hall only passes are free for all builders and remodelers. Exhibit hall only passes for suppliers not exhibiting are \$50 per day.

Housing University Tailgate Area for Designation Holders

Wednesday, January 23

8:00 - 10:45 am & 12:00 - 5:00 pm

Thursday, January 24

8:00 am - 1:00 pm

Did you know you can get 12 hours of continuing education credit toward your national professional designation by attending Indiana's Midwest Builders Convention?

All IBA members holding NAHB professional designations and IBA Education Partners are invited to relax and network in the Designation Tailgate Area at Indiana's 2008 Midwest Builders Convention. Hospitality will be available in the specially designated Housing University Tailgate Area of the exhibit hall. Enjoy a beverage and snack, while networking with other designation holders from around Indiana.



Keynote Presentation featuring Morton Marcus

Wednesday, January 23

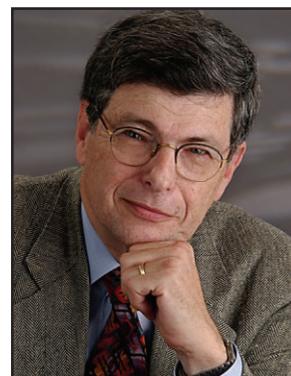
10:45 am - 12:00 noon

Morton Marcus, Director Emeritus of the Indiana Business Research Center in the Kelley School of Business at Indiana University, will keynote the convention with an economic overview.

Marcus has served six Indiana governors as an advisor on taxation and economic development.

Prior to his retirement, he was a professor of Economics for 33 years. His observations on the Midwest economy have been seen by viewers on the News Hour on PBS and read in newspapers across America.

The keynote presentation is included in all full, additional full, and Wednesday convention registration packages. Additional tickets may be purchased for \$30.



Keynote Session featuring Bernice Helman singing the Star Spangled Banner and Northwest High School JROTC presenting the Colors

Wednesday, January 23

10:45 am - 12:00 noon

Bernice Helman, VP of First Financial Mortgage Loan Department in Terre Haute, will sing the Star Spangled Banner during the Opening Ceremonies.

Northwest High School's ROTC will present the Color Guard.

"Howl at the Moon" Celebration

Wednesday, January 23

5:30 - 7:00 pm

Howl at the Moon piano bar

20 East Georgia Street, Indianapolis

Celebrate a day of learning with your colleagues at the Howl at the Moon piano bar. The Indiana Builders Association has reserved the facility for a private celebration prior to their opening to the public.

This event is open to all convention exhibitors and attendees. Hors d'oeuvres will be served. Cash bar. Sponsorship opportunities available.

Schedule of Events

Tuesday, January 22, 2008

9:00 - 4:00 p.m. IBA Committee Meetings
11:00 - 7:00 p.m. Exhibitor Setup
4:00 - 6:00 p.m. IBA Board Meeting
6:00 - 7:30 p.m. Welcome & Legislative Reception

Wednesday, January 23, 2008

8:00 - 10:45 a.m. Exhibit Hall Open
8:30 - 10:30 a.m. Seminars
10:45 - 12:00 p.m. Keynote Session featuring Morton Marcus
12:00 - 5:00 p.m. Exhibit Hall Open
12:00 - 1:30 p.m. Lunch & Festivities in Exhibits
1:00 - 5:00 p.m. Seminars
5:30 - 10:00 p.m. Texas Hold 'Em Tournament
5:30 - 7:00 p.m. Howl at the Moon Celebration

Thursday, January 24, 2008

8:00 - 1:00 p.m. Exhibit Hall Open
9:00 - 11:30 a.m. Seminars
11:00 - 1:00 p.m. Lunch & Grand Prize Drawings in Exhibits
12:30 - 4:45 p.m. Seminars

New Members of the Builders Association

Wednesday, January 23 and Thursday, January 24

All members joining the Builders Association in 2007 are encouraged to attend the Indiana's Midwest Builders Convention for \$100 off your full, additional full and one-day registrations.

Texas Hold 'Em Tournament to Benefit IBA's Educational Scholarship Foundation

Wednesday, January 23

5:30 - 10:00 pm

Indianapolis Marriott Downtown

Take a chance at winning part of the \$2,500 pot by participating in a Texas Hold 'Em Tournament hosted by the Indiana Builders Association.

Enjoy a fun evening and support a great cause as all proceeds benefit the IBA Educational Scholarship Foundation, a 501(c)3 tax deductible organization. Complementary hors d'oeuvres will be served. Cash bar. Entry fee is \$100 per person to play, \$35 to attend. Sponsorship opportunities available. Gaming license applied for.



Prizes and Fun!

To add a little fun to the two days of intense seminars and workshops, over \$2,000 in cash and prizes will be awarded in exhibit hall drawings to be held continuously during the Convention.

Visit each booth and enter for a chance to get in the "Cash Cube". Several lucky IBA members will be taking home cold hard cash.



Hotel Accommodations

The Indianapolis Marriott Downtown (350 W. Maryland St.) is the headquarter hotel. The room rate is \$149 plus tax. Reservations can be made via the internet at www.marriott.com, the group code is BUIBUA. Reservations may also be made by calling the Marriott at (800)228-9290. Be sure to say you are with Indiana's Midwest Builders Convention to receive the special convention rate. Rooms are limited and cannot be guaranteed as all room requests are filled on a first-come, first-serve basis.

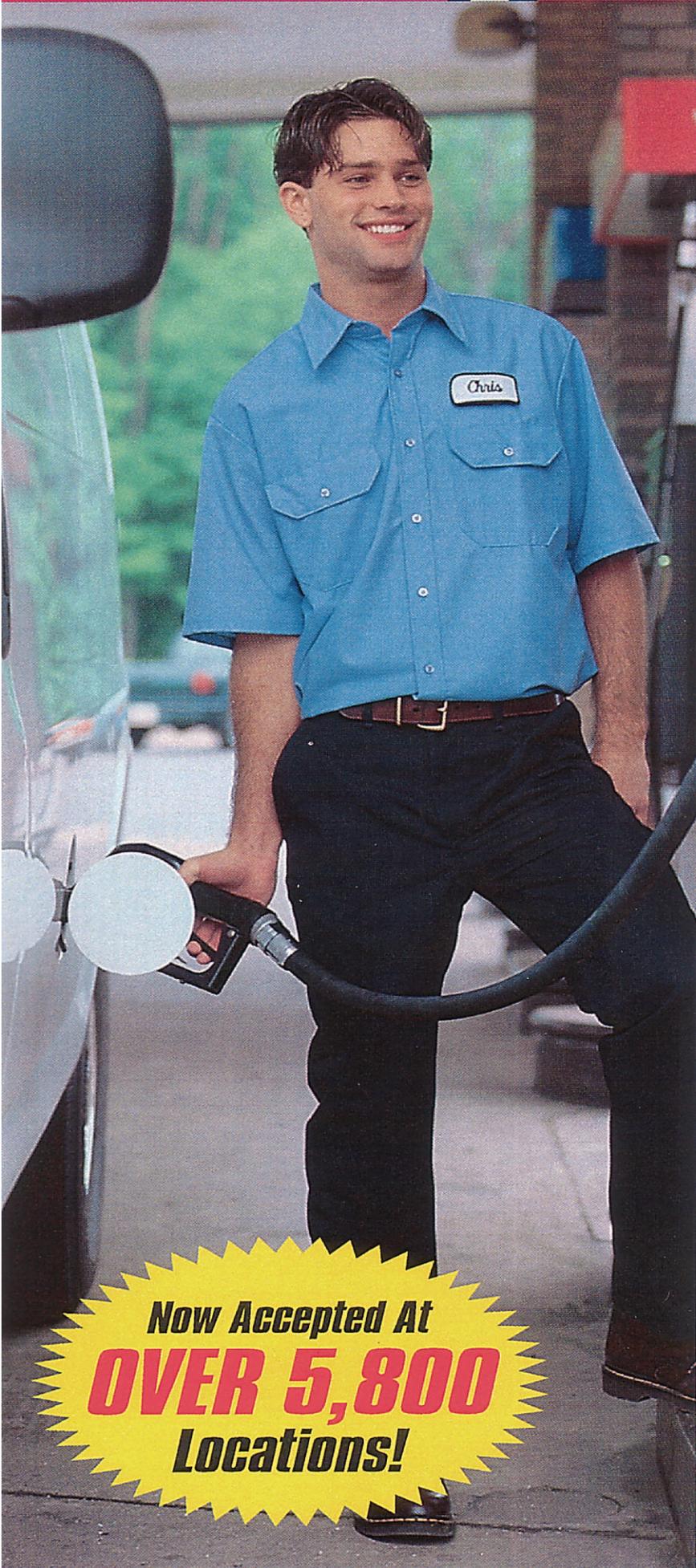


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 Builders Convention
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www.superfleet.net



Negotiating *(from page 2)*

Understanding that successful negotiating is an ongoing process can better help us get our price while meeting our client's expectations. What is it that your clients want from you when they enlist your services? Perfection? No. Cheap housing? Hardly. You wouldn't hunt wild boar without first loading your gun, yet how many of us sign a contract for a new home with a customer whose needs we don't understand? Why did these people call you? What housing/construction experience do they have? What do they hope to gain from this experience? There is power in knowing the answers to these questions.

We must begin to script our contacts with prospects from marketing through follow-up so that we can gain vital information that allows us to speak their language. A west coast real estate sales associate with a seven-figure income literally scripts all of her contacts to the point where she reads them to people. Her reasoning? "This is too big an issue and your time is too valuable to risk not getting everything right the first time." Who can argue?

Time: we create it, we waste it, we save it, we throw it away. As builders and remodelers, we often devalue our time in the eyes of the client. We are willing to bid almost any job, any time, regardless of our need or even our ability to complete the contract. We fail to plant the price seed early in the relationship, then wonder why the negotiation boils down to dollar issues. We meet the client wherever and whenever they request, give away bits and pieces of our lifeblood and hard-won experience, then wonder why they feel we are overpaid.

We have information. That is the reason our clients called in the first place. Our knowledge of the building process, including trades people, suppliers, techniques, etc. gives us much power. In addition, our power is gleaned from having and maintaining control of the jobsite. We must recognize that few consumers today will pay you more for 2x6s versus 2x4s, or Douglas fir versus spf framing grade lumber.

Your customer is selling you money and referrals. We want both. What they are willing to spend more for is good service from a professional firm. They want the security of dealing with someone who will take care of their problems. They want an elevation that strokes their ego. They want energy efficiency. They want square footage. They want to move in tomorrow...

Time can often become our enemy in the negotiating process. Almost without exception, most concessions are made in the "twelfth hour." Whether it is a term paper for school, a report for work, or a letter your secretary is writing, most of us schedule and then produce to the "drop dead date." A business associate was so bad at pushing the envelope with schedules that I began to produce false times and dates for him. Not knowing any better, he produced to the new requirements. I suffered less anxiety and we began to accomplish more in less time.

Author Cohen tells of a crucial negotiation with a group of Japanese businessmen.

Upon arriving in Japan, he was greeted by a chauffeured limousine. When asked if they could prearrange similar transportation to the airport for his return trip, he produced his airline tickets for the date and time. Thus armed with Cohen's schedule and knowing he could not return to the United States without an agreement, the businessmen proceeded to stall until the return trip to the airport, during which Cohen signed the worst deal of his life.

Another strategy forwarded has to do with the power of the printed word. Consumer studies show that while we might argue a charge that is presented orally, or even

in the handwriting of the seller, we rarely debate the validity of a computer generated amount. One-price retailers from fast food restaurants to automobile dealers play off from this dynamic knowing few people will question the "nonnegotiable" cost indicated on the signs portrayed in the business. Who asks for a deal on a Big Mac?

This type of dynamic can also help competitors because of the psychology of "precedent." A pricing standard and methodology for a group of products evolves and the buyer becomes conditioned to pay the asking price. The auto industry played this well during the energy crisis of the late seven-

ties. First they raised the price of entry level cars "economy cars" on the cusp of Lee Iacocca's famous statement to the effect "the american consumer will pay anything for fuel efficiency."

This drove us to buy larger vehicles because of the small differences in cost. They then raised the price of the upper end. Thus conditioned, we readily accept the new, "artificial," range of cost. And their profits soared.

In the building industry we have done this in reverse. On the front side, we don't

Negotiating *(see page 11)*



It's Going to Be a Howlin' Good Time!

Held in conjunction with Indiana's Midwest Builders Convention.

Private Celebration for members of the Indiana Builders Association.



Wednesday, January 23, 2008
5:30 - 7:00 p.m.

Howl at the Moon piano bar
20 E. Georgia Street, Indianapolis



Hors d'oeuvres will be served. Cash bar.

There is no charge for open seating and general attendance.

Be a sponsor and reserve seats for you and your guests.



Reserved Select Sponsor Table for 8 = \$500

Reserved Secondary Sponsor Table for 4 = \$250



"Howl at the Moon" Sponsorship Form

___ Select Sponsor Reserved Table for 8 at \$500.

___ Secondary Sponsor Reserved Table for 4 at \$250.

Sponsor Company _____

Contact Name _____

Address _____

City, State, Zip _____

Phone (_____) _____ - _____ FAX (_____) _____ - _____

E-mail _____

Payment Information:

___ Check Enclosed ___ Please Invoice ___ MasterCard/VISA

Credit Card # _____ Expiration Date _____

Signature _____

Return to: Indiana Builders Association, PO Box 44670, Indianapolis, IN 46244.
FAX (317) 236-6342. Questions? (800)377-6334.

Seminars at a Glance and Descriptions

Sales & Marketing

Selling and Closing Skills in a Difficult Market

Charles Clarke III, MIRM
Wednesday, January 23, 2008
8:30-10:30 a.m.

In today's market, salespersons need every advantage to be successful. Charles Clarke III, one of the nation's top sales experts, will present 27 specific steps that every salesperson needs to implement to be successful in today's market. He will also present 11 closing strategies that increase the probability of a buyer saying "yes". Clarke is a Member of the Institute of Residential Marketing and is one of the nation's leading instructors. He is the creator and author of "Bulls, Owls, Lambs and Tigers: Personality Selling & Personality Marketing." *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*

Sales Rally
Charles Clarke III, MIRM
Wednesday, January 23, 2008
1:00-3:00 p.m.

Attendees will join one of the most entertaining speakers at the Indiana's Midwest Builders Convention, Charles Clarke III, MIRM, for a whole new experience in high energy sales training and motivation. Learn how to be more successful in selling new homes with less stress and more fun, even in softer markets. Clarke is a Member of the Institute of Residential Marketing and is one of the nation's leading instructors. He is the creator and author of "Bulls, Owls, Lambs and Tigers: Personality Selling & Personality Marketing." *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*

The Malaise and Mandates of Sales Management
Tom Richey, MIRM
Wednesday, January 23, 2008
3:30-5:00 p.m.

Sales guru Tom Richey, MIRM, will present proven sales management techniques that work in today's housing market. Richey is president of Richey Resources Company based in Houston, Texas. He is a nationally known authority on sales training, management, and profitability strategies. He is a Member of the Institute of Residential Marketing.

25 Tough Market Home Selling Secrets
Tom Richey, MIRM

Thursday, January 24, 2008
9:00-11:30 a.m.

Sales guru Tom Richey, MIRM, will present a blueprint for new home selling success in 2008. Learn what to do before...during...and after the selling act. This is a high performance program for instant success. Richey is president of Richey Resources Company based in Houston, Texas. He is a nationally known authority on sales training, management, and profitability strategies. He is a Member of the Institute of Residential Marketing. *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*

Basic Sales Techniques for Success
Manny Schatz, MIRM, ARCS, CAASH

Thursday, January 24, 2008
12:30-2:30 p.m.

Attendees at this seminar will be able to guarantee their sales success in today's market by learning basic new home sales techniques that work. The techniques will start at the preparation stage and end at the successful sale. Re-energize your sales actions to ensure your ultimate sales success in today's challenging marketplace. Manny Schatz, MIRM, ARCS, CAASH, is principal of Professional Builder Services with offices in Nevada and California. He has been involved in nearly every aspect of home building, and holds a general contractor license, a brokers' license, a Mem-

Tracks	Sales & Marketing	Hot Topics	Professional Growth	Hands-On-Training	Codes
Seminar Rooms	Room 120	Room 121	Room 122	Room 123	Room 124
Wed., Jan. 23 8:30-9:30 am	Selling and Closing Skills in a Difficult Market Charles Clarke III, MIRM R	How To Go Green Panel R	Finding Your Path Marianne Glick R	Stone By Design StoneWorks	Corrugated Stainless Steel Tubing Regulations Panel H
Wed., Jan. 23 9:30-10:30 am				Best Installation Practices for Windows & Doors Andersen Windows	
Wed., Jan. 23 1:00-2:00 pm	Sales Rally Charles Clarke III, MIRM R	Fear Factor How to Create Traffic in a Scary Housing Market Richard Elkman, MIRM R	Negotiating Skills Chuck Breidenstein, CGB R	Achieving Sustainable Green Design with Air Barriers Mike Smith, CGA	New Amendments to the 2005 IRC Lynn Madden
Wed., Jan. 23 2:00-3:00 pm				Air Barriers: Increasing Building Performance and Decreasing Energy Costs Mike Smith, CGA	
Wed., Jan. 23 3:30-5:00 pm	The Malaise and Mandates of Sales Management Tom Richey, MIRM	Successful Sales Strategies for Active Adult Communities Manny Schatz, MIRM	Improving Your Sales, Profits and Employees John Mautner	Marketing Clinic with Richard Elkman, MIRM	H
Thurs., Jan. 24 9:00-10:00 am	25 Tough Market Home Selling Secrets Tom Richey, MIRM R	Now That's A Good Idea - Creative Strategies for Effective Advertising Richard Elkman, MIRM R	State House Tour Rick Wajda	Solid Surface Installation Rick Ruple	Top 10 Framing Errors and 5 Ways to Avoid Them Joe Heinsman H
Thurs., Jan. 24 10:00-11:30 am				Wastewater Management John Linn	
Thurs., Jan. 24 12:30-2:30 pm	Basic Sales Techniques for Success in Today's Market Manny Schatz, MIRM R	Economic Forecast Edsel Charles	The Four Questions the Extraordinary Leader Asks Himself Dr. Brad R	Cross-Link Polyethylene System Plumbing Options & Installation Procedures Panel H	Unvented Crawl Spaces Bill Fox, Jr., GMB, CGB H
Thurs., Jan. 24 2:45-4:45 pm	73 Strategies to Boost Your Sales NOW! John Palumbo, MIRM Jack Gallagher, MIRM	Green Sites for Green Building Lynn Rigney Brian Neilson, P.E.	The Six Abilities of Being an Extraordinary Leader Dr. Brad R	Wired Versus Wireless Dave Pedigo	Roof Issues: Wind Loads and Trusses Joe Heinsman H

All seminars approved for continuing education credits for GMB, CGB, CGR, CGA, CAPS, MIRM, CSP, RCS.

R = Approved for elective continuing education credits for Indiana's Real Estate License.
 H = Approved for Indiana Home Inspector License, Category 1 continuing education credits.

ber of the Institute of Residential Marketing designation, an Advanced Residential Construction Superintendent designation, and a Certified Active Adult Specialist in Housing designation. *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*

73 Strategies to Boost Your Sales NOW!
John Palumbo, MIRM & Jack Gallagher, MIRM
Thursday, January 24, 2008
2:45-4:45 p.m.

In this seminar learn how to go from hiring and training to marketing and closing – advance all areas of your sales process in this dynamic, fast paced program. Join John Palumbo, MIRM, and Jack Gallagher, MIRM, as they reveal 73 proven strategies that are guaranteed to boost your sales NOW! John Palumbo, MIRM, is the CEO of The Sales DNA Institute, an idea studio and research laboratory for sales and marketing management. He has altered the Sales DNA of small single-family homebuilders as well as large-scale developers such as Trump Grande International. Palumbo is a recipient of The National Association of Home Builders "Sales Manager of the Year Award" and "The Million Dollar Circle Lifetime Award" with over a BILLION dollars in total sales garnered from his sales laboratory - the field! Palumbo is the founding professor of Sterling Learning Seminars, which hosts Selling on Stage, an advanced sales program. He is a member of and instructor for the Institute of Residential Marketing. Jack Gallagher, MIRM, is the President of GMG, Inc. (Gallagher Marketing Group) and consults with builders, lenders and realtors throughout the country to develop new business through unique and individualized marketing strategies. During the last 24 years,

Jack has held positions with, and helped boost sales with, a National Mortgage Co. a Regional Real Estate Firm, a Builder Marketing Company, a Down Payment Assistance Company, Golf Course Community Developers, a National Home Automation Company and National Production Builders.

Hot Topics

How to Go Green Panel

Wednesday, January 23, 2008, 8:30-10:30 a.m.
Sponsored by: Vectren

What is "green"? Join this seminar for a panel discussion on what "green" means and how you can go "green" in your business. This panel will be presented by David Kovich, GMB, CAPS, Mark Jansen, Bob Proctor and Stephen Robinson, GMB, CGB, CGR, CAPS. Kovich is the owner of Komark Companies. He is a builder and developer in Lake, Porter and Tippecanoe counties. He is also a Past State President of the Indiana Builders Association. Proctor is the owner of Maple Road Construction, Inc. in Indianapolis. Robinson is a Certified Energy Rater, Certified Graduate Builder, Graduate Master Builder, Certified Graduate Remodeler, and Certified Aging-in-Place Specialist. He is founder, owner, and president of R.E. Construction and president of Raintree Insulation, based in New Castle. He is the immediate Past President of the Indiana Builders Association and on the Research Committee of the National Association of Home Builders. Jansen is the President of Energy Efficient Homes Midwest. Energy Efficient Homes Midwest program that conducts energy ratings in Indiana and the surrounding states. He has conducted over 10,000 energy ratings and over 5,000 residential

energy audits in Indiana, Illinois, Kentucky, and Michigan. He began the "Energy Rated Homes Midwest" program during his 13 years tenure with the Indiana Dept. of Commerce, Energy Policy Division. He attended the Jordan Energy Institute and is on the Energy Subcommittee of the National Association of Home Builders. *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*

Fear Factor: How to Create Traffic in a Scary Housing Market
Richard Elkman, MIRM

Wednesday, January 23, 2008
1:00-3:00 p.m.

It doesn't appear that 2008 is going to be a "fun" year for builders in the Midwest. Builders will have to use everything in their "marketing arsenal" to "differentiate or die". Traffic will not come without a struggle and competing with the nationals will continue to be problematic. Richard Elkman, MIRM, will present techniques for creating traffic in a scary housing market. This seminar will be controversial as it relates to new marketing strategies for success. It is created for participants who are willing to "think outside the box". Elkman is president of Group Two Advertising, one of the largest real estate marketing and advertising companies in the country, representing builders in more than 30 states. Elkman has written five books for the NAHB. He is a Member of the Institute of Residential Marketing. *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*



Convention Seminars (from page 6)

Successful Sales Strategies for Active Adult Communities

Manny Schatz, MIRM

Wednesday, January 23, 2008, 3:30-5:00 p.m.

Selling homes in the active adult market requires focused sales strategies that can differ from a typical new home sales approach. Attend this program and learn key points on successful sales strategies for the 50+ buyer that will help assure the early and continuous success of your active adult community. Manny Schatz, MIRM, ARCS, CAASH, is principal of Professional Builder Services with offices in Nevada and California. He has been involved in nearly every aspect of home building, and holds a general contractor license, a brokers' license, a Member of the Institute of Residential Marketing designation, an Advanced Residential Construction Superintendent designation, and a Certified Active Adult Specialist in Housing designation.

Now That's A Good Idea - Creative Strategies for Effective Advertising

Richard Elkman, MIRM

Thursday, January 24, 2008
9:00-11:30 a.m.

The Midwest real estate markets are in a severe down turn. Traffic is down significantly. Recovery is not likely to happen in 2008. Advertising as usual will not work. The time is ripe for new, affordable strategies. This unique program, presented by Richard Elkman, MIRM, will give participants more than 100 examples of marketing and advertising that work... not the same old stuff. Elkman is president of Group Two Advertising, one of the largest real estate marketing and advertising companies in the country, representing builders in more than 30 states. Elkman has written five books for the NAHB. He is a Member of the Institute of Residential Marketing. *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*

Economic Forecast

Edsel Charles

Thursday, January 24, 2008
12:30-2:30 p.m.

Edsel Charles, founder and Chairman of the Board for MarketGraphics Research Group, will forecast how can you make money or go broke by 2009. MarketGraphics is a new home market research company. After building over \$100,000,000 new single-family homes during the late '70s and '80s, Charles started MarketGraphics. The company has grown to one of the largest new-home research companies of its type in the United States.

Green Sites for Green Building

Lynn Rigney and Brian Neilson, P.E.

Thursday, January 24, 2008
2:45-4:45 p.m.

Lynn Rigney and Brian Neilson, P.E., will provide background on green stormwater infrastructure, how these alternative techniques fit Low Impact Development, Conservation Design, Sustainable Site Design and LEED oriented projects. Specific local, regional and national examples, performance observations and cost of these techniques will be discussed. Rigney has over 15 years in various aspects of private development including support of green building techniques. Neilson has over 22 years of both private development and public works project management with focus on the use of alternative green oriented stormwater management practices for residential, commercial, industrial and regional municipal projects.

Professional Growth

Finding Your Path

Marianne Glick

Wednesday, January 23, 2008
8:30-10:30 a.m.

In this workshop, participants will develop a personal mission statement and begin to develop a vision of what life will look like when they are truly living their vision. Marianne Glick is President of Glick Training Associates and has been helping people improve their productivity and performance for over 22 years. *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*

Negotiating Skills

Chuck Breidenstein, CGB

Wednesday, January 23, 2008
1:00-3:00 p.m.

Profitable negotiation is the spring from which all success flows in the world of business. Join Chuck Breidenstein, CGB, to learn how to maximize your negotiating skills. Breidenstein is a national speaker, author, success consultant and builder who has spent over three decades learning about successful strategies in business. *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*

Improving your Sales, Profits and Employees

John Mautner

Wednesday, January 23, 2008
3:30-5:00 p.m.

Stop doing things the hard way and learn hands-on what an IBA member and homebuilder did to quickly turn his company around in today's tough economy. Learn how he implemented Cycle-of-Success, a four-step process that energized employees, increased profits, productivity and sales. See how they made big things happen. All suppliers, subcontractors and homebuilders need this valuable information. Learn techniques that you can use the very same day to get your business quickly moving in the right direction. This seminar is for medium size businesses (suppliers with 10 to 50 employees and builders who build 25 to 75 homes). John Mautner is the Founder and President of Cycle of Success Institute and is a true serial entrepreneur. His strategies and principals lead him to build five successful multi-million dollar corporations before turning 40. He has a live talk radio show "Small Business Talk" on AM1530 in Chicago. He is the Profit Improvement Columnist for *Entrepreneur Magazine*.

State House Tour

Thursday, January 24, 2008
9:00-11:30 a.m.

IBA has setup a statehouse tour with the State House Tour Office, who provides historical tours that combine a discussion on the three branches of government with details on the restoration and architectural aspects of the building. All three branches of government will be visited. IBA CEO and Chief Lobbyist Rick Wajda will also update attendees on housing issues being debated in the Indiana General Assembly.

The Four Questions the Extraordinary Leader Asks Himself

Dr. Brad Seaman

Thursday, January 24, 2008
12:30-2:30 p.m.

Knowing that building a house needs a blueprint, Dr. Brad will show you how being successful in today's marketplace also requires following a detailed blueprint to achieve success. Dr. Brad will address the four marketing questions successful people ask themselves over and over again. Anyone can survive the good times, but tough times require extraordinary leadership in order to survive. Learn how to address the four primary reoccurring questions each business owner needs to repetitively ask as they present or re-invent themselves in today's struggling housing marketplace. Dr. Brad will teach you how to find the path of personal and professional suc-

cess. Dr. Brad, trained in family and organizational behavior, is a successful business owner and entrepreneur. *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*

The Six Abilities of Being an Extraordinary Leader

Dr. Brad Seaman

Thursday, January 24, 2008, 2:45-4:45 p.m.

Being an extraordinary leader requires six abilities to continue to achieve and keep being successful. Dr. Brad will teach you how to incorporate one set of skills to arrive at being successful and another set of skills to keep you on the cutting edge of staying successful. Dr. Brad, trained in family and organizational behavior, is a successful business owner and entrepreneur. *Approved for 2 hours of elective continuing education for Indiana's Real Estate License.*

Hands-On-Training

Stone By Design

StoneWorks Masonry and StoneCenter

Wednesday, January 23, 2008
8:30-9:20 a.m.

Watch as stone crafters build two structures using real stone. One structure will take half the time. Attend and learn what other markets in the Midwest and east coast are already taking advantage of: How to get natural stone without the extra cost typically involved. Stone is what's hot in the market! Join experts from StoneWorks Masonry and StoneCenter in a real life demonstration of how to save money using real stone. Issues to be addressed include mold prevention, saved labor expenses, and material specifications. An Indianapolis Colts game package will also be given away.

Best Installation Practices for Windows & Doors

Andersen Windows

Wednesday, January 23, 2008
9:30-10:30 a.m.

Representatives from Andersen Windows will show you best practices for window and patio door installations.

Achieving Sustainable Green Design with Air Barriers

Mike Smith, CGA

Wednesday, January 23, 1:00-1:50 p.m.

This seminar will help you to understand the sustainable design market and the role of air barriers. Learn what "green" means, why it is important, and what makes a building green. You will gain an understanding of how air barriers function; and learn how air barriers help designers and builders achieve sustainable design. Mike Smith, CGA, has been in the building industry for 25 years. He is a Certified DuPont Building Innovation Specialist and is trained to support and educate architects, builders, remodeling contractors, code officials and students regarding weatherization techniques for wall systems as part of constructing effective building envelopes.

Air Barriers: Increasing Building Performance and Decreasing Energy Costs

Mike Smith, CGA

Wednesday, January 23, 2008
2:00-3:00 p.m.

After attending this seminar, you will be able to explain recent trends in air barriers for buildings, understand the physics of air and moisture movement through the building enclosure, discuss air barrier functions, benefits and performance requirements, and select the appropriate air

Convention Seminars (see page 8)

See us at the IBS
Orlando, Feb 13-16, 2008
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Convention Seminars (from page 6)

barrier for building projects. Mike Smith, CGA has been in the building industry for 25 years. He is a Certified DuPont Building Innovation Specialist and is trained to support and educate architects, builders, remodeling contractors, code officials and students regarding weatherization techniques for wall systems as part of constructing effective building envelopes.

Marketing Clinic with Richard Elkman, MIRM
Wednesday, January 23, 2008
3:30-5:00 p.m.

In good times, "okay" advertising is accept-

able. In tough times, you need "great" advertising. Today, innovative strategy is more important than award winning marketing. **Participants are encouraged to bring a copy of their latest ads and Web site home page.** Richard Elkman, MIRM, will facilitate an interactive session that will demonstrate examples of successful marketing from around the country involving new media opportunities. This program is for participants who can take criticism and use it the next day to their advantage. Elkman is president of Group Two Advertising, one of the largest real estate marketing and advertising companies in the country, representing builders in more than 30 states. Elkman has written five books for the NAHB. He is a past president and a Member of the Institute of Residential Marketing.

resenting builders in more than 30 states. Elkman has written five books for the NAHB. He is a past president and a Member of the Institute of Residential Marketing.

Solid Surface Installation
Rick Ruple

Thursday, January 24, 2008
9:00-9:50 a.m.

Learn from the experts, Rick Ruple with LE Smith Corp. runs through the do's and do not's of solid surface installation.

Wastewater Management
John Linn

Thursday, January 24, 2008
10:00-11:30 a.m.

Learn the latest about wastewater management. John Linn, Abonmarche Consultants, is Chairman of IBA's Rural On-Site Wastewater Subcommittee.

Cross-Link Polyethylene System Plumbing Options & Installation Procedures
Panel

Thursday, January 24, 2008
12:30-2:30 p.m.

Learn how to look at PEX and see what it is. How it runs, why use it and what it is made of. Touch It. Grip It. Bend It. Why block systems versus standard run systems? Panelists include: Eugene Schuler and Ken Shockley. Schuler has been in the plumbing industry for 33 years and has worked with Polyethylene Systems since 1977. He is a member of the Indiana Plumbing Heating and Cooling Contractors Association. Shockley has been in the HVAC and plumbing industry since 1981, beginning as a helper and continuing to upper management. He has a degree in HVAC&R and has a number of certifications in plumbing, heating, and air conditioning fields. He is the general manager of the heating division for Battersby Danielson. *Approved for Indiana Home Inspector License, Category 1 continuing education credits.*

Wired Versus Wireless
Dave Pedigo

Thursday, January 24, 2008
2:45-4:45 p.m.

This course will discuss the advantages of wired and wireless technology, upcoming technologies, and planning the home for wired and wireless. Dave Pedigo will present the seminar. Pedigo oversees CEDIA's volunteer Technology Council, which works to assess current trends in the home technology industry and project how those trends will shape the industry's future.

Codes

Corrugated Stainless Steel Tubing Regulations
Panel

Wednesday, January 23, 2008
8:30-10:30 a.m.

A panel will discuss corrugated stainless steel tubing (CSST) regulations and lead a discussion on and answer pertinent questions on the CSST requirements burdening builders and local building officials across the state. The panel consists of Tim Scanlan, Steve Treichel and William Rich. Scanlan is the General Counsel for Omega Flex, Inc. in Massachusetts. He handles all legal issues affecting the company, which include corporate, employment, contracts, intellectual property, and litigation. He received his bachelor's degree from the University of Massachusetts and his law degree from New England School of Law in Boston. Treichel is currently the Senior Vice President-Corporate Development and Facilities Management of Omega Flex, Inc. Previously he served as Vice President - TracPipe® Operations, where he was responsible for engineering for the TracPipe® product line and research and development. Rich is the Manager of Codes and Standards for Omega Flex, Inc., and is responsible for the qualification of new products under existing codes and standards, compliance with industry requirements, and development of change proposals. Rich is a graduate of the University of Pennsylvania with a BS in physics. *Approved for Indiana Home Inspector License, Category 1 continuing education credits.*

New Amendments to the 2005 IRC
Lynn Madden

Wednesday, January 23, 2008
1:00-5:00 p.m.

Indiana Builders Association's Educational Scholarship Foundation, Inc.

Texas Hold 'Em Tournament

Wednesday, January 23, 2008

5:30-6:00 p.m. Registration

6:00-10:00 p.m. Tournament

Indiana Convention Center, Room 110

100 S. Capitol Avenue, Indianapolis

Total Payout

\$2,500

1st - \$1,000

2nd - \$500

3rd - \$400

4th - \$300

5th - \$200

6th - \$100

Proceeds Benefit IBA's Educational Scholarship Foundation
a 501(c)3 tax deductible organization
Tax Identification #20-3910424



Entry fee includes
 \$1,500 worth of chips
 and finger food.



Cash Bar.



Rebuy includes
 \$1,500 worth of chips
 (only one per player)



Don't play but one to contribute to a great cause? Become a Scholarship Supporter.

Donor levels identified on participation form



Questions?
 (800) 377-6334



Entry Fee
\$100 per player
Rebuy
\$50 per player
Non-Playing Guest
\$35

Gaming License Pending.

Texas Hold 'Em Tournament Participation Form

___ Entry Fee - \$100 Scholarship Supporter
 ___ Prepay for Rebuy - \$50 ___ Four of a Kind Donor - \$1,000 ___ Flush Donor - \$250
 ___ Non-Playing Guest - \$35 ___ Full House Donor - \$500 ___ 3 of a Kind Donor - \$100

Name _____ Company _____
 Address _____ Phone Number _____
 City, State, Zip _____ FAX Number _____
 E-mail _____

All checks for the event should be made payable to: IBA's Educational Scholarship Foundation. Complete and return to IBA, PO Box 44670, Indianapolis, IN 46244. FAX (317)236-6342. E-mail Cindy@BuildIndiana.org.



Tournament being held in conjunction with Indiana's Midwest Builders Convention.

Convention Seminars *(from page 8)*

Come hear the short version, the bottom line, of all the code changes that will take effect in the spring of 2008. Fun, interesting, and very informative. Lynn Madden is a Journeyman Carpenter by trade, and worked in the trades for eight years before becoming a building inspector in 13 different fields and serving as a Building Commissioner/Zoning Administrator. She is the Code Compliance/Quality Control Supervisor for Hallmark Homes and the IBA Codes Committee Chairwoman. **Approved for Indiana Home Inspector License, Category 1 continuing education credits.**

Top 10 Framing Errors and 5 Ways to Avoid Them

Joe Heinsman

Thursday, January 24, 2008, 9:00-11:30 a.m.

As houses become more and more complicated the framing for them does as well. Understanding how to comply with the code and getting it done in some of these complex situations can be difficult. This seminar will cover both old and new problems and how to avoid them. Joe Heinsman is the manager of the Stock Building Supply design department, based in Franklin, Indiana. His background includes working in several areas of the construction industry prior to specializing in structural wood components for the past 13 years. He is a Registered Professional Engineer and the IBA Codes Committee Vice Chairman. **Approved for Indiana Home Inspector License, Category 1 continuing education credits.**

Unvented Crawl Spaces

Bill Fox, Jr., GMB, CGB

Thursday, January 24, 2008

12:30-2:30 p.m.

The "code jury" may still be out on unvented crawlspaces, but the Indiana code, the IRC, solved the problem! Come learn about the new IRC amendments that will allow unvented crawlspaces, how they work, and what happens when vented crawlspaces don't work. Seminar presented by Bill Fox, Jr., Fox, Inc. **Approved for Indiana Home Inspector License, Category 1 continuing education credits.**

Roof Issues: Wind Load & Trusses

Joe Heinsman

Thursday, January 24, 2008

2:45-4:45 p.m.

Wind loads have come to the forefront as an issue receiving significant attention. Uplifts created by wind loads have become a significant consideration with a variety of solutions. Trusses, while in common use, have become more complex and proper usage is a must. Learn from Joe Heinsman proper wind loads and truss usage. Heinsman is the manager of the Stock Building Supply design department, based in Franklin, Indiana. His background includes working in several areas of the construction industry prior to specializing in structural wood components for the past 14 years. **Approved for Indiana Home Inspector License, Category 1 continuing education credits.**



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Indiana's 2008 Midwest Builders Convention

Indiana Convention Center, Hall C, Indianapolis, Indiana

- Over 1,000 Attendees
- New Focused Exhibit Hall Hours
- Free Exhibit Hall Passes for Builders & Remodelers



Exhibit Show Hours

Wednesday, January 23, 2008
8 to 10:45 a.m. & 12 to 5 p.m.
Thursday, January 24, 2008
8 to 1 p.m.

Exhibit Set-Up Hours

Tuesday, January 22, 2008, 11 to 7 p.m.

Exhibit Tear-Down Hours

Thursday, January 24, 2008, 1 to 5 p.m.

Exhibit Space Includes

- 10' x 10' Booth with Pipe & Drape
- 4 Exhibitor Badges
- Refreshments in Exhibits
- Coffee & Donuts in Exhibits
- 2 Tickets to Welcome Reception
- 4 Tickets to Keynote Speaker
- Lunches in Exhibits
- 1 Seminar Pass
- Company Identification Sign
- Promotions in Convention Program
- Listing in "The Indiana Bildor"
- Website Listing & Link
- Discounted Advertising Rates

Exhibit Space Rental

Prime Booth \$995

64 Prime Booths Available
(Shaded on Floorplan)

Regular Booth \$795

55 Regular Booths Available
Access to Attendees from 1 Aisle

Furnishings Package \$147

One 6' Table Skirted, 2 Chairs, Trash Can

Carpeting

- 10' x 10' - \$105
- 10' x 20' - \$176
- 10' x 30' - \$253

Electrical

Hookup to 120 volt 5 amp single outlet \$66 before Dec. 22; \$97 after.

Additional Exhibit Details

Exhibit Hall is concrete.
Exhibit aisles will be carpeted in black.
Other services available.

Headquarter Hotel

Indianapolis Marriott Downtown
350 W. Maryland
Room Rate \$149; Group Code: BUIBUA
www.marriott.com 1-800-228-9290

Schedule of Events

Tuesday, January 22, 2008

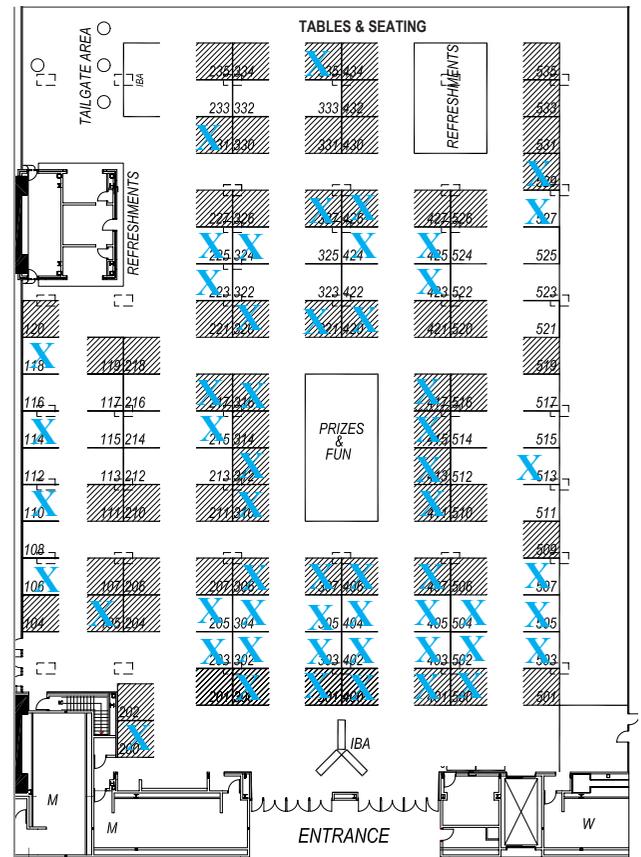
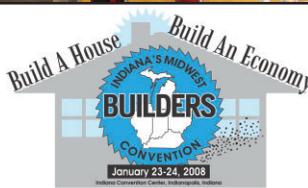
- 11:00 - 7:00 p.m. Exhibitor Registration & Set-up
- 6:30 - 7:30 p.m. Welcome & Legislative Reception

Wednesday, January 23, 2008

- 8:00 - 10:45 a.m. Exhibit Hall Open
- 8:00 - 9:00 a.m. Coffee & Donuts in Exhibits
- 8:30 - 10:30 a.m. Seminars
- 10:30 - 10:45 a.m. Refreshments in Exhibits
- 10:45 - 12:00 p.m. Keynote Session featuring Morton Marcus
- 12:00 - 5:00 p.m. Exhibit Hall Open
- 12:00 - 1:30 p.m. Lunch & Festivities in Exhibits

Thursday, January 24, 2008

- 8:00 - 1:00 p.m. Exhibit Hall Open
- 8:00 - 9:00 a.m. Coffee & Donuts in Exhibits
- 9:00 - 11:30 a.m. Seminars
- 11:00 - 1:00 p.m. Networking Lunch & Grand Prize Drawings
- 12:30 - 4:30 p.m. Seminars
- 1:00 - 5:00 p.m. Exhibitor Tear Down



Sponsorship & Advertising Opportunities Also Available

Indiana's 2008 Midwest Builders Convention Participation Form

Exhibit Space

- ___ Prime Booths x \$995 each
- ___ Regular Booths x \$795 each
- Booth(s): ___ 1st Choice(s) ___
- ___ 2nd Choice(s) ___ 3rd Choice(s) ___
- ___ Exhibit Furnishing Package x \$147 each
- ___ Carpet (10' x 10') x \$105
- ___ Carpet (10' x 20') x \$176
- ___ Carpet (10 x 30') x \$253

___ Electrical Hookup x \$66 each
(120 volt, 5 amp single outlet)

Parking Passes (2 per exhibit per day)

- ___ Wednesday Parking Passes x \$10 each
- ___ Thursday Parking Passes x \$10 each

"The Indiana Bildor" Exhibitor/Sponsor Advertising Rates

- Show Edition (Deadline - December 17th)
- ___ Full Page - \$750 Color/\$700 BW
- ___ Half Page - \$500 Color/\$450 BW
- ___ 1/4 Page - \$350 Color/\$300 BW
- ___ 1/8 Page - \$250 Color/\$200 BW
- 3 Editions (Pre, Show, & Wrap-up) (Deadline November 19th)
- ___ Full Page - \$1,950 Color/\$1,800 BW
- ___ Half Page - \$1,230 Color/\$1,080 BW
- ___ 1/4 Page - \$870 Color/\$720 BW
- ___ 1/8 Page - \$540 Color/\$390 BW



Program Book Advertising

- ___ Back Cover - \$950
- ___ Full Page - \$375 (Deadline - December 17th)
- ___ Half Page - \$250
- ___ Business Card - \$150

Exhibitor Convention Registration

- ___ Exhibitor Seminar Pass x \$125
- ___ Wednesday Exhibits Only Pass x \$50
- ___ Thursday Exhibits Only Pass x \$50

Commitment & Payment

Company _____ Phone _____
 Contact _____ Fax _____
 Address _____
 City _____ State _____ Zip _____
 Email _____ Web Address for link _____
 Product Description _____
 Total due: \$ _____ Payment by: ___ Check ___ Invoice ___ MC/Visa
 Credit Card# _____ Exp. Date _____
 V Code (last 3 digits on back of card) _____ Signature _____
 Terms accepted by: _____ Date: _____
 Please return form to IBA, PO Box 44670, Indpls., IN 46244 or Fax (317) 236-6342.

Sponsorships

- ___ Welcome & Legislative Reception \$2,000 (Tuesday)
- ___ Keynote Speaker - \$3,000 (Wednesday)
- ___ Coffee & Donuts in Exhibits - \$1,500 (Wednesday or Thursday)
- ___ Lunch in Exhibits - \$3,000 (Wednesday or Thursday)
- ___ Refreshments in Exhibits - \$1,000 (Wednesday or Thursday)
- ___ Drink Neckties - \$3,000
- ___ Aisle Carpet - \$3,000
- ___ Registration Portfolios - \$1,500
- ___ Badge Neckties - \$1,250
- ___ Attendee Notepads - \$1,000
- ___ Gold Sponsor - \$1,000
- ___ Silver Sponsor - \$750
- ___ Bronze Sponsor - \$500
- ___ Seminar Sponsor - \$250
- ___ Registration Insert - \$250 exhibitors; \$500 non-exhibitors
- ___ Grand Prize Drawings - \$500
- ___ Exhibit Hall Game Prizes - \$250
- ___ Hourly Exhibit Hall Drawings - \$100
- ___ Door Prize Item. Item _____

Completion of this form is a binding agreement to participate as identified in Indiana's 2008 Midwest Builders Convention. A minimum of a 50% deposit is required to guarantee exhibit space. Payment in full must be received by Dec. 15, 2007. Written cancellation prior to Oct. 31, 2007 will receive a refund less 20% processing fee. No refunds after Oct. 31. Above rates are NAHB member rates, non-member rates are an additional 30%. Exhibitors agree to abide by all rules and regulations as established by IBA.

Questions? 1-800-377-6334
www.BuildIndiana.org

Company & Booth Number

- 2-10 Home Buyers Warranty, 320
- ABC Supply Company, 217 316
- AccuLevel, 324
- Airtron, Inc., 415
- All-Dry Waterproofing, 424
- Andersen Windows, 411
- Aurora Cabinet Co., Inc. 327 & 426
- Bauer Better Water Co., 505
- CG Visions, Inc., 401 500
- Comcast, 420
- Demilec USA LLC, 502
- Doody Lighting Sales, Inc., 306
- Doors Plus, Inc., 529
- Drake Products, Inc., 327 & 426
- Fischer Sips, 312
- Fluid & Thermal Systems, Inc., 200
- GRK Fasteners, 507
- Habitat for Humanity of Indiana, 106
- hh gregg Commercial Division, 413
- HOLDFAST Technologies, 300
- IBA Educational Scholarship Foundation, Inc., 114
- ICC Floors, 321
- Indiana Assoc. of Building Officials, 513
- Indiana Geothermal, 205
- Indiana Underground Plant Protection, 118
- Indianapolis Glass Block, LTD, 307
- JF New, 405
- Kerman's Fine Flooring, 105
- Kinetico Quality Water Systems, 404
- Le Design, 407
- Lockhart Cadillac / Hummer, 335
- Lushin & Associates, 215
- Luxury Bath of Indy, 527
- Marvin Windows & Doors, 301 400
- Masonry Cosmetics, 402
- Masonry Innovations, Inc., 304
- Residential Warranty Co., LLC, 310
- Roger Ward Engineering, 302
- Seward Sales Corp., 303 305
- Softubs To Go, 231
- Speedway SuperAmerica LLC, 403
- Stone Works, 203
- Tempco Products Co., 406
- The Builder's Journal, 417
- Thomas Docks, Inc., 225
- Trim-A-Door, Inc., 504
- Unique Window and Door, 503
- United Dynamics, Inc., 223
- Vincennes University, 110
- WaterFurnace International, 423 425

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Drake Products, Inc.
- Badge Necktie Sponsor**
Airtron
- Seminar Sponsor**
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- Highlighter Pens Sponsor**
F.C. Tucker Company,
Sarah Huff, REALTOR
- Registration Packet Sponsors**
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Speedway SuperAmerica
The Builder's Journal
- Hourly Exhibit Hall Drawing Sponsor**
Fluid & Thermal Systems, Inc.
- Door Prize Sponsors**
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Fluid & Thermal Systems, Inc.
Masonry Innovations, Inc.

If you joined the Indiana Builders Association in 2007, you are entitled to a \$100 discount for all registrants from your company.



\$\$ Clip and Save \$\$

\$100

Coupon good for all full, additional full and one-day registrants who joined the IBA in 2007.

Negotiating *(from page 5)*

condition buyers regarding price. Buyers expect us to negotiate downward, and we expect buyers to question our price; the result is that we often take jobs below acceptable margin. When we allow this to occur, the secondary effect is that the owner now believes we were overpriced to begin with and wonders exactly how much lower our price should have been. The market now sees reduced value in what we offer.

Negotiating for yourself may be analogous to the attorney who represents himself. We often are blinded by perceived need, emotion and passion and enter into a bad deal. But proper planning that allows us to see how both sides can win will reward us with better profits and happier customers.

The next time you are preparing to enter into a negotiation, remember a simple truth — The secret to walking on water is in knowing where the stones are.

Chuck Breidenstein is a national speaker, success consultant, author and builder. Breidenstein may be contacted at Chuck@BPSG.com or (517)719-5445.



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Attendee Convention Registration Form

GENERAL INFORMATION *(Please print clearly.)*

Name _____

Company _____

Address _____

City _____

State ____ Zip _____ Local HBA _____

Phone _____ Fax _____

E-mail _____

Additional Registrants Names & E-mails:

CONVENTION REGISTRATION FEE SCHEDULE

	Amount Due
Full Convention Registrant.....	\$225.....
Additional Registrant from Same Co.....	\$200.....
One Day Only Registrant.....	\$175.....
Full-Time Student (\$25/day).....	\$50.....
Exhibitor Seminar Registration.....	\$125.....

REFER A FRIEND & SAVE \$10!

WHO REFERRED YOU _____

WHO ARE YOU REFERRING _____

INDICATE DAY(S) YOU WILL BE ATTENDING

____ Tues., Jan. 22 ____ Wed., Jan. 23 ____ Thurs., Jan. 24

PAYMENT PROCEDURE

Check Enclosed. Please Invoice.

MasterCard/VISA-Credit Card - Exp. Date _____

_____ Code _____

(Code is last 3 #'s on back of credit card in signature block)

CANCELLATION POLICY

Written cancellation prior to December 14th will receive refund less 20% processing fee. A 50% cancellation fee will be charged after December 14th. Registrants responsible for all fees within 10 days of the event.

SPECIAL EVENT TICKETS

(These tickets are only necessary if person is not registered above.)

Welcome Reception (Tues., 6:30-7:30 pm).....	\$30.....	_____
Keynote Presentation (Wed., 10:45-12 noon).....	\$30.....	_____
Exhibit Hall Pass for Builders & Remodelers.....	FREE.....	_____
Exhibit Hall Pass for Suppliers.....	\$50.....	_____
Howl at the Moon Celebration (Wed., 5:30 pm).....	FREE.....	_____
Texas Hold 'Em Tournament (Wed., 5:30 pm).....	\$100.....	_____

NON-MEMBER FEE *(Above rates are IBA & NAHB member rates.)*

Additional \$50 for non-members.....	\$50.....	_____
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PARKING PASSES

(100 spaces are available in Victory Field baseball parking lot West of Convention Center; limit 1 per registrant, per day)

Wednesday Parking Passes.....	\$10 each	_____
Thursday Parking Passes.....	\$10 each	_____

REFER A FRIEND & SAVE

Refer a Friend and Save \$10.....	(-\$10).....	_____
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RETURN REGISTRATION

Indiana Builders Association, P.O. Box 44670, Indianapolis, IN 46244
Fax (317) 236-6342 **Questions? Call 1-800-377-6334**

Total Amount Due \$ _____

Exhibit, Sponsorship, & Advertising Opportunities Available

There are still several exhibit, sponsorship and advertising opportunities available at **Indiana's 2008 Midwest Builders Convention**. Exhibit booths range from \$795 to \$995. Sponsorship opportunities range from \$250 to \$5,000. Advertising opportunities begin at \$150. Visit www.BuildIndiana.org or call the IBA office at 1-800-377-6334 for complete details.





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260-456-1247
www.busheys.net

Carter Lee Lumber
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317-639-5431
www.carterlee.com

Marsh Building Products
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South Bend, IN
574-288-4433
www.marshbuild.com

Roberts Glass & Service Inc.
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(Just off of Pendleton Pike and I-465)
Indianapolis, IN
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www.robertsglass.com



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