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 !

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

Cycle of Success Construction Industry Graduate Stories

Written by John Mautner. Mautner is a featured speaker at Indiana's 2008 Midwest Builders Convention.

Andy Place Sr. has operated Place Builders, South Bend, for 25 years and builds 50-60 single family homes per year. Yet, Place was still falling short of achieving his goals.

Place and his son, Andy Jr., were working harder than ever— but still were not able to increase profitability or market share.

Place enrolled in the Cycle of Success Institute to improve his company's profitability. To increase the success of the program, Place involved his entire staff of ten employees.

In the first month, the staff realized they were struggling to manage the over 100 complex processes such as: managing each home from ground breaking to closing, handling contracts, completing paper work, banking and dealing with difficult customers who demanded perfection and on-time delivery of each new home.

The staff also had trouble managing and evaluating the work of over 50 subcontractors in several different trades including landscaping, foundation and plumbing.

With many moving parts, projects, people and tight margins, mistakes were costing Place over a million dollars per year.

By the third month of the program, Place was ready to start attacking the company's top 21 problems. The first problem he attacked was employee stress in the work place.

Everyone felt as if they were drowning in confusion. The stress was caused by a lack of written job descriptions, responsibilities and performance standards. Once these details were documented for each employee, they eliminated many costly miscommunication problems, paperwork errors, delays and duplication of effort. Instead of employees not knowing where to go for a decision or to get an answer, everyone now knows who is held responsible for each specific task.

Accountability increased, customer satisfaction increased, 100 percent of the homes are now delivered on time, mistakes were reduced by 75 percent and employees stress was significantly reduced just by solving only one of the top 21 problems.

Place Builders graduated from the COSI in February 2007, solving 17 costly problems during the year and increasing the profit per home by 100 percent.

Place is now the only profitable home builder in the South Bend area that continues to grow in a very tough economy. After graduation, Place started to involve his contractors and suppliers in COSI and a number of Place Builders subcontractors have enrolled in the COSI problem.

Learn more about increasing your profitability by attending John Mautner's seminar, "Improving Your Sales, Profits and Employees," at Indiana's Midwest Builders Convention. See the Special Convention Section for more details and registration information.

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
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___Exhibit Hall Game Prizes - $250 ___Hourly Exhibit Hall Drawings - $100
___Door Prize Item. Item_____

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www.BuildIndiana.org 800-377-6334

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GO GREEN!

Designed Exclusively for Building Industry Professionals

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

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.

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 BUIBUIA. 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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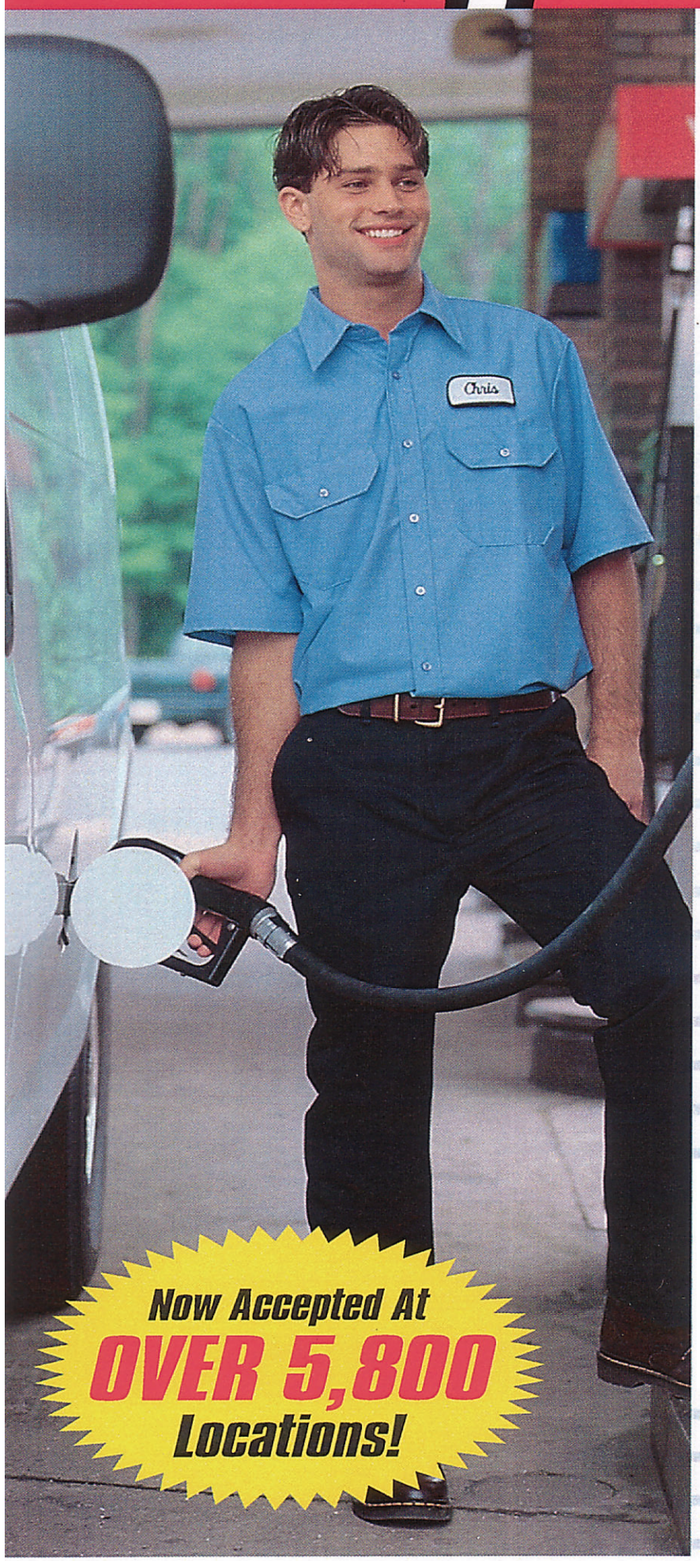

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Indiana's 2008 Midwest Builders Convention
Visit Booth # 403

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Seminars at a Glance and Descriptions

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 Skilss 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* H
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*	
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* R	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.

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 Member 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. ***Approved for 2 hours of elective continuing education for Indiana's Real Estate License.***

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 Remodelor, 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 Efficent 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 *(see page 7)*

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, Jan. 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

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

Convention Seminars *(from page 5)*

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.*

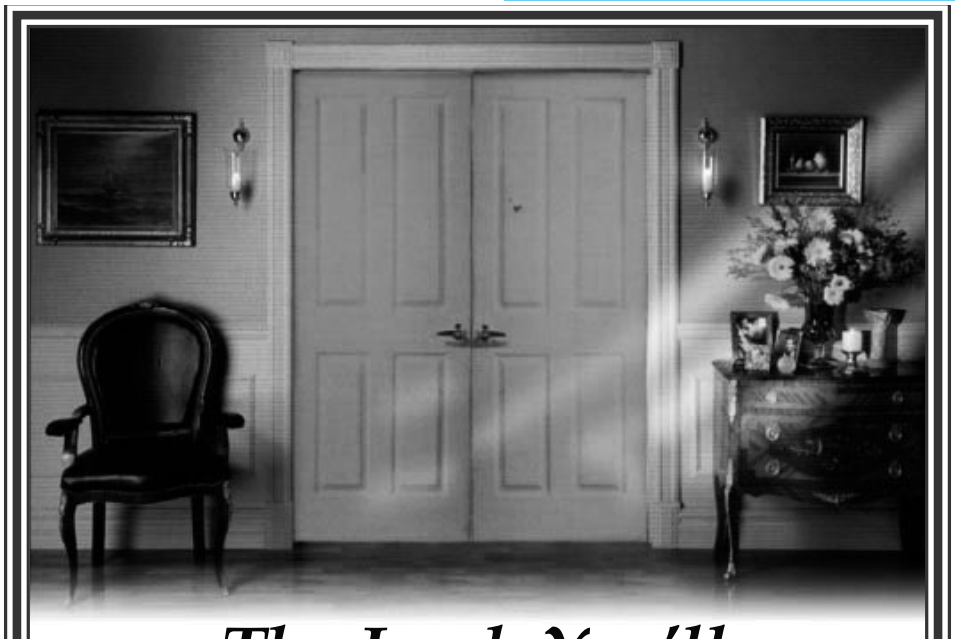
State House Tour
Thursday, January 24, 2008
9:00-11:30 a.m.

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

Convention Seminars *(see page 8)*



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Convention Seminars *(from page 7)*

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 success. 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 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 acceptable. 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.

Solid Surface Installation
Rick Ruple
Thursday, January 24, 2008
9:00-9:50 a.m.

Learn from the experts, Rick Ruple with LE

Convention Seminars *(see page 9)*

Indiana Builders Association's Educational Scholarship Foundation, Inc.

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

IBA Bill Carson Scholarship Fund

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

Gaming License Pending.

Build A House Build An Economy — Indiana's Midwest BUILDERS Convention — January 23-24, 2008

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

Texas Hold 'Em Tournament Participation Form

___ Entry Fee - $100
___ Prepay for Rebuy - $50
___ Non-Playing Guest - $35

Scholarship Supporter
___ Four of a Kind Donor - $1,000
___ Full House Donor - $500
___ Flush Donor - $250
___ 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.

Convention Seminars *(from page 8)*

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 Managerment 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.**

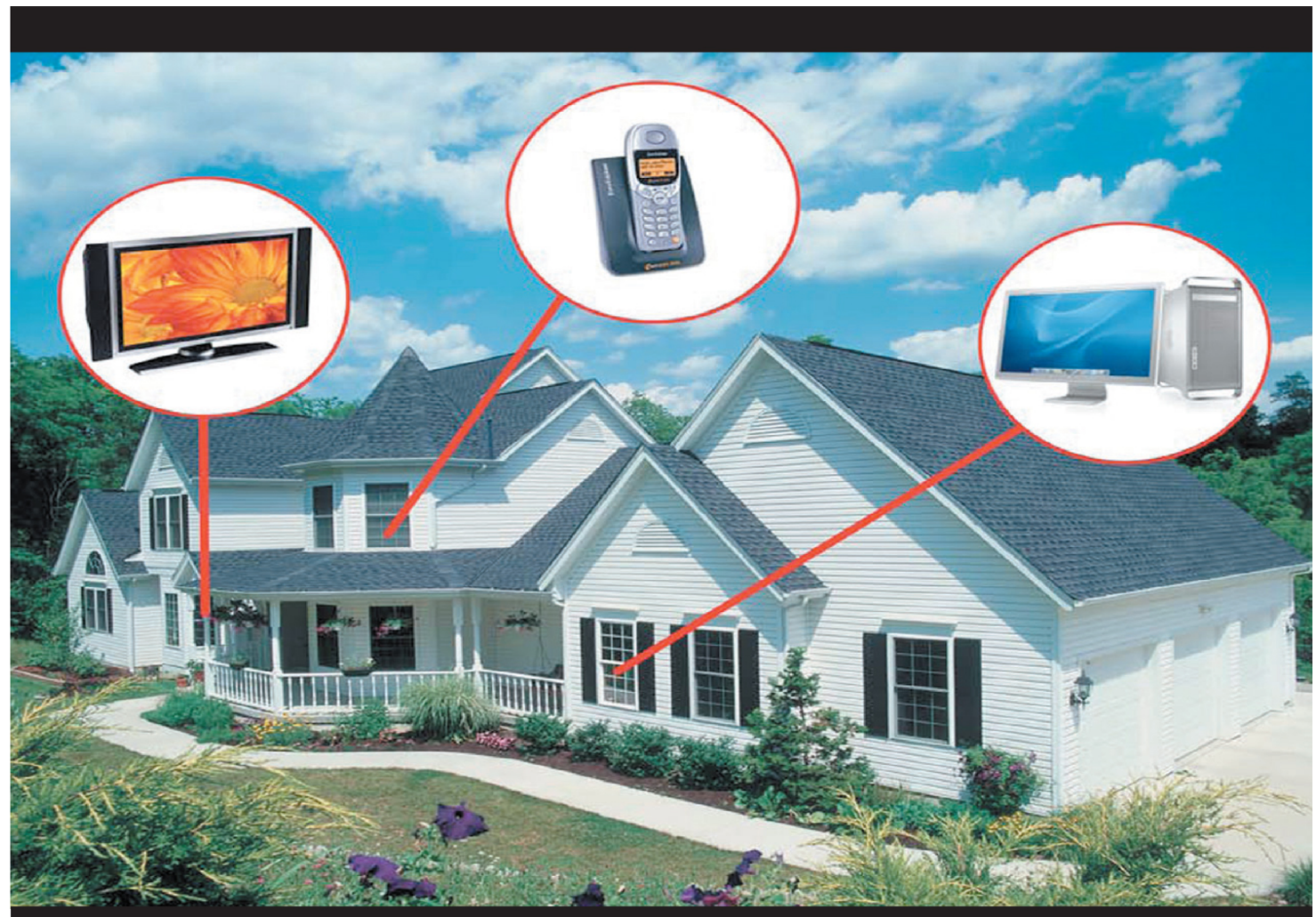
New Amendments to the 2005 IRC
Lynn Madden
Wednesday, January 23, 2008
1:00-5:00 p.m.

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 sev-

Convention Seminars *(see page 11)*



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 •

GO GREEN!

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)
Access to Attendees from 2 or more Aisles
***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.

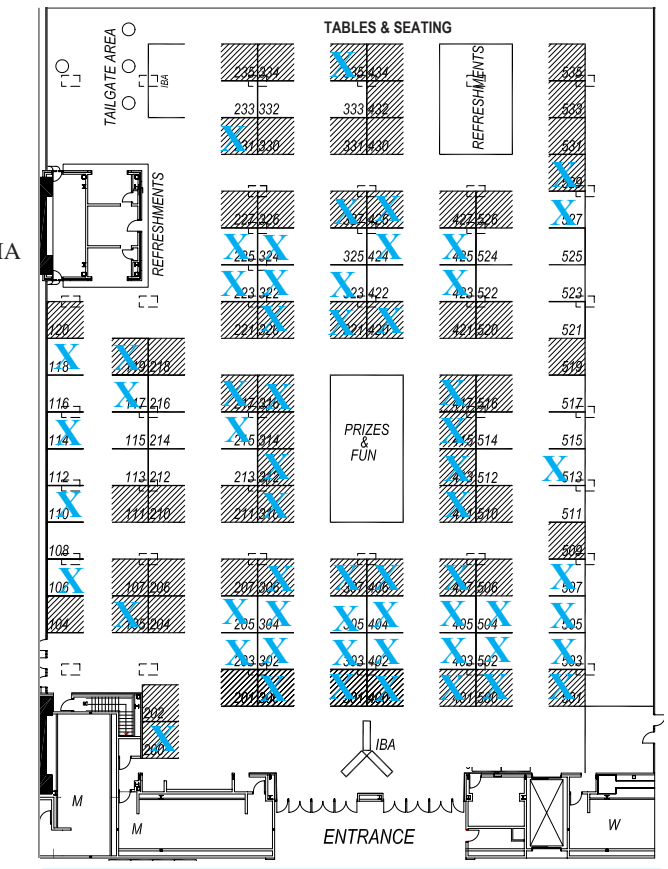
Headquarter Hotel
Indianapolis Marriott Downtown
350 W. Maryland
Room Rate $149; Group Code: BUIBUIA
www.marriott.com 1-800-228-9290

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

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
Sold ___Registration Portfolios - $1,500
Sold ___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_____
_____

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.

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
AT&T, 413
Aurora Cabinet Co., Inc. 327 426
Bath Fitter, 323
Bauer Better Water Co., 505
Carter Components, 501
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
GMAC Mortgage, 322
GRK Fasteners, 507
Habitat for Humanity of Indiana, 106
HOLDFAST Technologies, 300
IBA Educational Scholarship Foundation, Inc., 114
ICC Floors, 321
Indiana Assoc. of Bldg. 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
MMP Company, Inc., 117 119
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

Convention Seminars *(from page 9)*

eral 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.**

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

GO GREEN TODAY 800-377-6334!

$ $ Clip and Save $ $

$100

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

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

Build A House Build An Economy — Indiana's Midwest Builders Convention — January 23-24, 2008 — Indiana Convention Center, Indianapolis, Indiana

Check All That Apply
____ Builder
____ Supplier
____ Remodeler
____ Developer
____ New Member

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:
_____ _____
_____ _____

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.

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	_____

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..... _____

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)..... _____

Return Registration **Total Amount Due** $_____
Indiana Builders Association, P.O. Box 44670, Indianapolis, IN 46244
Fax (317) 236-6342 **Questions? Call 1-800-377-6334**

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We've made it easy to offer your customers more. Our jobsite-tough extruded aluminum clad now comes in nineteen colors at standard pricing. We also offer new casing options – applied at the factory, along with jamb extension, to save you time. For an unparalleled experience, work with us. Call us or visit www.marvin.com for more details.

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Indiana's 2008 Midwest
Builders Convention
Visit Booths # 301 & 400

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