

BIBS[®]

STANDING THE TEST OF TIME



2012 Convention and Trade Show

February 16-18, 2012

Fort McDowell Resort

Scottsdale, AZ

Building Science and Business Development



Wednesday, February 15

- 12:00 BIBCA Executive Committee and Board Meeting
- 7:00 New Dealer and Welcome Reception

Thursday, February 16

- 8:00 Exhibitor Setup
- 8:00 Home Inspectors Will Save America, Ben Gromiko, InterNACHI
- 9:30 The Use of Infrared Technology, Steve Oberstein, FLIR
- 10:30 The Science of Hybrid Systems, Lucas Hamilton, CertainTeed
- 11:30 Exhibit Hall and Networking Luncheon
- 1:00 Betrayal in Business; Avoiding Embezzlement, Steve Malon, Doug Kooyman
- 2:00 High Performance Diagnostics, Pete Burns, The Energy Conservatory
- 3:00 The Importance of Air Sealing, Knauf Insulation
- 4:00 Market Outlook for the Contractor in 2012, Trent Johnson, Service Partners
- 5:30-7 Sponsors and Exhibitors Cocktail Reception
- 7:30 Group shuttle to Old Town Scottsdale, return at 10:00 pm

Friday, February 17

- 8:00 Industry Partner Presentation, Johns Manville
- 9:00 Market Opportunities of Working With RESNET, Steve Baden, RESNET
- 10:00 Insulation Council and Code Update, Charles Cottrell, NAIMA
- 11:00 Exhibit Hall and Networking Luncheon
- 1:00 SAVE Act Saves the Economy, C.R. Herro, Vice President, Environmental Affairs for Meritage Homes
- 2:00 Thinking Inside the Box: Bigger Jobs, More Money, Tiger Adolf, Director, Western Region, Building Performance Institute
- 3:00 Keynote, The Sales Shift; Selling for Value in the New Economy, Ryan Estis
- 5:00 Annual Meeting and Board Installation
- 6:00-8 Roundtable Discussions, Cocktail Reception and Wine Tasting Event

Saturday, February 18

Reach Gold or Platinum Member Status at No Additional Cost

One of BIBCA's greatest offerings is the high-quality training we offer BIBS and BIBS HP installers. Whether you are a new company or your crews need a refresher course, this is your chance to get them all trained at no extra cost. For companies who keep their crews well-trained, premium levels of membership pay off in discounts and other benefits of membership. BIBS and BIBS HP training will include classroom and on-site work, and covers everything from basic installation to advanced building science principles. Partner organizations join in this training to offer additional hands-on demonstrations on various products and techniques from air sealing to blower door testing. Pre-registration for this free training is required, as space is limited. Training is available at not cost to conference attendees only, and membership is required.

- 8:00 BIBCA Classroom and Hands-on Training, BIBS and BIBS HP
- 1:00 American Chemistry Council training, Ed Pentz, CertainTeed

The Science of Hybrid Systems

Now that we recognize the influence of air leakage on a home's energy consumption, many builders and homeowners are trying to get their houses as "tight" as they can. With hybrid systems, what you get is the best of both worlds; the inexpensive high R-value of the fiberglass batt combined with a smaller amount of foam which gives you the air tightening effects desired. This is a cost efficient, high R-value, well performing system. Discuss the benefits and challenges of BIBS HP with Lucas Hamilton, Manager, Building Science Applications for Presenting Sponsor CertainTeed Corporation.

Market Opportunities of Working With RESNET

HERS raters nationwide will soon be introduced to all BIBCA Platinum and Gold members as preferred contractors in their marketplace. This exciting partnership development will roll out at both BIBCA and RESNET shows in February. Baden and BIBCA Director Kristin Bennett will introduce a webinar series designed to match raters with our best BIBS dealers nationwide. Don't miss this opportunity to hear how about the RESNET and BIBCA program aimed at making the rater's job easier, and recognizing premium BIBCA members for their commitment to professionalism and continued education. Steve Baden has worked in the residential energy efficiency field for over twenty five years, including eighteen years with home energy ratings and energy mortgages on both the state and national levels, and ten years administering a state energy office. Mr. Baden initiated the "Warm Homes for Alaskans Initiative" which received the "1993 National Award for the Most Outstanding State Housing Program" from the National Council of State Housing Agencies. Steve was also awarded "Lifetime Achievement Awards" from the U.S. Department of Energy and RESNET.



The Sales Shift - Selling for Value in the New Economy

Great salespeople aren't born but become this way through the disciplined mastery of skills. In a hyper competitive market where fear of change is prevalent, budgets are being scrutinized and eliminated, and competition is fighting to survive, sales excellence is the mandate. Ryan Estis will introduce the sales skill transformation required to compete in the knowledge economy. He will reinforce the importance of relying on sales process while emphasizing the appropriate intersection of passion to drive more meaningful connections, communication, relationships and results. Ryan includes specific, actionable steps with real client case studies helping sellers understand how to elevate sense of urgency and value to beat the competition to the close time and time again. This session is a high energy, interactive experience designed to elevate the confidence of individual contributors, build unity among a sales team and inject passion, energy and enthusiasm into the sales organization that is competing to win more market share. Even top producers will be challenged with ideas that will yield understanding and commitment to achieve the next level of breakthrough performance. Eliminate lamenting about the recession and Shift the Sales focus back to revenue creation!

Ryan Estis Ryan is a Professional Speaker and Business Performance Expert helping companies, managers, leaders and sellers more effectively connect to their two most important audiences: employees and customers. Ryan is widely recognized as a leading expert in Leadership & Culture, Sales Effectiveness, Branding & Social Media and HR/Workforce Trends. Recently recognized as "one of the best keynote speakers seen or heard" by Meetings & Conventions Magazine alongside Tony Robbins, Bill Gates, Al Gore and Marcus Buckingham, he is regarded as one of The Top 100 Keynote Speakers in America. The Ryan Estis experience blends interaction, energy and actionable content designed to elevate business outcomes. His message is a compelling crusade on corporate culture, communication, client acquisition, brand ambassadorship, change and preparing to thrive in the ultra competitive, hyper connected business environment we now know as the new normal.

Consumers that intended to flip homes are now nesting in the current economy and looking for long-term holistic health, comfort and energy solutions with quality installation. The contractor who owns the whole job to provide those solutions gains a customer for a lifetime. Whole-home performance is the solution consumers and utilities seek. Learn why more than 120 residential energy efficiency programs rely on the new norm--BPI's nationally accredited Standards and Professional Credentialing--as the foundation for their programs across the nation. Understand how risk management drives contractors to whole-house services, even when rebate programs aren't available. Interactive discussion will include learning how other successful insulation contractors have taken advantage of program funds to leverage their investments, and how to plan on creating repeat business--after the rebates are gone.

Thinking Inside the Box: Bigger Jobs, More Money



Home Inspectors Will Save America

Home inspectors feel that the greatest, untapped resource for America's Recovery Through Retrofit campaign is the residential home inspector. Thousands of times every day, home inspectors sit at the breakfast table with home buyers, home sellers and their real estate agents discussing energy efficiency. Inspectors educate millions of homeowners and directly influence their purchase decisions and living behavior. Home inspectors will champion on a national scale the home performance and energy upgrade message of taking action to save money, increase comfort and protect the environment. Find out more about BIBCA and InterNACHI's new relationship from Ben Gromicko, NACHI's Executive Director.

FLIR develops affordable thermal imaging cameras that are playing a vital role today in improving energy efficiency, building performance, construction integrity, and more. Thermal cameras detect telltale heat signatures and provide energy auditors and weatherization specialists an extremely fast and easy way to find and see missing or shoddy insulation, air infiltration issues, and other hidden sources of wasteful energy loss. Using the thermal images and related measurement data that FLIR cameras capture, professionals can deliver clear documentation to customers and decision makers to help justify and verify repairs and improvements. In a world focused on lowering energy bills and saving resources, FLIR thermal cameras have quickly become a "must-have" tool. Join Steve Oberstein, Flir Regional Sales Director to discuss how this technology is important to you, and get your imaging questions answered.

The Use of Infrared Technology



SAVE Act Saves the Economy

A pending new law will require major appraisal and lending institution to give potential buyers credit for the money they will save over their mortgage. This new law will revolutionize the way builders build and the considerations people make when buying or renting. C.R. Herro, Vice President, Environmental Affairs for Meritage Homes talks about why SAVE is important to consumers, and how it can greatly impact your business in the coming years.

Mr. Charles Cottrell 2012 Code Update

is the Vice President of Technical Services for the North American Insulation Manufacturers Association, the association that represents the fiber glass, rock and slag wool manufacturers. He is responsible for identifying opportunities which improve building energy efficiency, creating regional networks, and implementing activities in the areas of building energy codes for new and existing homes. Join Charles for an update on code changes coming in 2012.



BIBCA Convention Registration

February 16-18, 2012 Scottsdale, AZ

Registration for the 2012 BIBCA Convention includes continental breakfast Friday, Lunch Thursday and Friday, cocktail reception and heavy hors d'oeuvres Thursday and Friday. Attendance at all educational and social events is included with your full registration. Questions? We're happy to help you register by phone: 866.330.2427.

Member Type	Online By 10-15-11	By 12-31-11	After 1-1-12	Day Pass	Exhibitors	Before 1-1-12	After 1-1-12	Extra Rep
Non-member	\$550	\$600	\$625	\$300	Presenting Partner	\$13,000, custom package		
Member	\$375	\$425	\$450	\$250	Associate Member	\$1,200	\$1,500	\$350
Gold Member	\$350	\$400	\$425	\$200	Affiliate Member	\$1,400	\$1,700	\$375
Platinum Member	\$325	\$375	\$400	\$150	Non-Member	\$1,600	\$1,900	\$400

Not sure of your membership status? Call us toll free at 866.330.2427.

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Registration is fully refundable before January 1, 2012. After this date, registration may be credited to a future conference or training event.

Additional Support options:

Logo placement on promotional items	\$1,000
Bag inserts	\$250
Hotel Key Card logo placement	\$1,500
Break Sponsor	\$500



Exhibitor registration includes 8x10 booth and furnishings. Non-member registration includes 2012 membership in BIBCA. Non-presenting packages include full registration, meals and events for 2 representatives.

Registration Information

Name _____ Company _____ Additional Attendees: _____

Address _____ City, State, Zip _____ _____

Email, web site: _____ Phone: _____ _____

Member \$ _____

Additional Attendee(s) \$ _____ BIBCA Certified Training Saturday? Yes No

Non Member \$ _____ Payment Method: VISA Mastercard American Express Check

Total Registration Due: \$ _____ Card Number _____ Expiration Date _____

Signature _____ Security Code _____

To pay by credit card, please complete this form and fax to the BIBCA office.

Register and Pay Online at www.bibca.org. Visit www.bibca.org for more information on the convention and to register online. Online payments accepted, major credit cards or PayPal.

Registration mailing information
 BIBCA, PO Box 67, Britton, SD 57430
 Phone: 866.330.2427, Fax: 605.448.2948
www.bibca.org bibca@bibca.org

Fort McDowell Resort

The Radisson Fort McDowell Resort offers 248 upscale guest rooms and suites in a desert setting. This AAA rated 4 Diamond Scottsdale resort is the premier lodging choice while staying in the Phoenix, Arizona area. The Radisson Fort McDowell Resort is located just 24 miles from the Phoenix Sky Harbor International Airport (PHX) and is less than 30 miles from downtown Phoenix. The Resort is close to many attractions such as: US Airways Arena, Old Town Scottsdale, Fountain Hills golf courses, McDowell Mountain Regional Park, and Arizona Mills Outlet shopping mall.

Guests enjoy not only the onsite Fort McDowell Casino, but also the one-of-a-kind exquisite golf course. The We-Ko-Pa Golf Club is located adjacent to the resort, providing guests with one more way to escape winter during the convention. Additional amenities include an outdoor heated desert pool, complimentary wireless internet, Ahnala Restaurant and Lounge, Amethyst Spa and Salon, and Fitness Center.

Resort Booking Information

Convention attendees will enjoy a special discounted rate of \$140 for a king or double room. This discounted rate is available until January 24, 2012. A Resort Fee of \$10.00 per room, per day will be charged to each room. This fee includes In-room coffee, bottled water, hi-speed internet, valet parking, fitness & business center access (24-hour), daily newspaper, in-room safe, and local telephone calls.

Reservations can be made by calling the Resort directly at (480) 789-5300, toll free at Radisson Worldwide Reservations at (800) 333-3333, or on-line at www.radissonfortmcdowellresort.com. When making reservations, individuals must identify themselves as a member of the Blow in Blanket Contractors Association in order to receive the group rate. All reservations must be guaranteed with a major credit card and are subject to a 72 hour advance cancellation notice. If booking online, please use promotional code **BLANKT**.

The resort is expected to sell out, so make your reservations early! There is plenty of family fun to be had in the immediate area. BIBCA will be happy to help you book something extra for your family if you plan to stay an extra day. Saturday afternoon, a group 4-wheeling trip through the desert is planned. Watch bibca.org and your email for more details.

To make this event as affordable as possible, BIBCA will be providing a free shuttle from the airport on Wednesday evening, returning on Sunday morning. Please make arrangements directly with the BIBCA office if you are interested in utilizing this service. Alternative ground transportation options include shuttle and taxi service. The hotel does not provide this service, but information and directions can be found on the Fort McDowell web site.

Radisson Fort McDowell Resort Hotel
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Phone: (480) 789-5300 • Fax: (480) 789-5333
<http://www.radissonfortmcdowellresort.com>



Blanket



“Integrity is Doing the Right Thing Even if Nobody is Watching.” John Dillard



The 2012 BIBCA Convention is dedicated to the memory of John Jacob Dillard, who passed away in 2010.

His desire for excellence and quality was evident by the product he and his staff provided. He was extremely proud of his employees and often referred to them as “good hands.”

John was a part of the BIBCA family for decades, and was a tireless advocate of the convention and certification program. He will be greatly missed by the entire organization.

KNAUF INSULATION
it's time to save energy



SERVICE
partners

CertainTeed
SAINT-GOBAIN



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Vision: BIBCA Certified Members are the best trained, highly professional, most successful insulation contractors working together with industry partners to make BIBS a household word.

Mission: To promote BIBS as the most value-added premium insulation system, and to support BIBCA members as they grow their businesses.