






**SESSION SCHEDULE THURSDAY, FEBRUARY 15**

	BETTER BUSINESS		BETTER BUILDINGS			CONSTRUCTION INDUSTRY TRENDS	HVAC	MOISTURE AND INDOOR AIR QUALITY	WEATHERIZATION	DEMONSTRATIONS	
<b>A</b> 10:30-11:45 am	<b>Growing on purpose</b> DAVE MOLENDIA, POSITIVE POLARITY, LLC  Room Moderator: Lauren Hodkiewicz  Wisteria	<b>How to drive results through a culture of accountability</b> JASON FORREST AND MARY MARSHALL, FORREST PERFORMANCE GROUP  Sponsored by: Blenker Building Systems  Room Moderator: Mark Robinson  Mangrove	<b>Waterproofing existing basements from the inside</b> PETER YOST, BUILDINGGREEN, INC.  <b>Master Speaker</b>  Room Moderator: Scott Bloedorn  Tamboti / Aloeswood  	<b>Understanding roof system resiliency</b> JAMES KIRBY, GAF  Room Moderator: Cory Neeley  Cypress		<b>Energy modeling for a net zero tiny house</b> DAVID KINYON, KINYON CONSTRUCTION AND JOHN STEPHANY, MADISON AREA TECHNICAL COLLEGE  Room Moderator: Travis Jones  Crown Palm	<b>Mechanical systems for high performance enclosures</b> PAT HUELMAN, UNIVERSITY OF MINNESOTA  Room Moderator: Nancy Alberte  Guava	<b>Mold: how, why and so what?</b> MAC PEARCE, CONSULTANT  Room Moderator: Chad Laibly  Portia	<b>Working with affordable housing programs</b> AMY KLUSMEIER, DIVISION OF ENERGY, HOUSING AND COMMUNITY RESOURCES; PHYLLIS NOVINSKIE, SOUTHWESTERN WISCONSIN COMMUNITY ACTION PROGRAM; TIM MATHER, WEST CENTRAL WISCONSIN COMMUNITY ACTION PROGRAM; AND PATRICK LARKIN, LA CASA DE ESPERANZA  Sponsored by: Division of Energy, Housing and Community Resources  Room Moderator: Mary Meunier  Tamarind	<b>High performance walls and exterior insulation</b> GORD COOKE, CONSTRUCTION INSTRUCTION INC. Sponsored by: Hallmark Building Supplies Inc. Room Moderator: Mike Hoium Aralia/Marula  ----- <b>Residential design with structural insulated panels</b> JONATHAN GOLZ, ENERCEPT, INC. AND GOLZ ENTERPRISES Sponsored by: Enercept, Inc. Room Moderator: Lisa Lounsbrough Expo	
	<b>B</b> 1:30-2:45 pm	<b>Getting higher value for high-performance homes</b> JASON LA FLEUR, ECO ACHIEVERS  Room Moderator: Scott Bloedorn  Wisteria	<b>How to become a leader/owner who creates fast growth</b> JASON FORREST AND MARY MARSHALL, FORREST PERFORMANCE GROUP  Sponsored by: Blenker Building Systems  Room Moderator: Mark Robinson  Mangrove	<b>The gravity of gravity: water management success</b> STEVEN BACZEK, STEVEN BACZEK ARCHITECT  Room Moderator: Kim DiMaggio  Tamboti / Aloeswood	<b>Primary barrier systems: residential versus commercial</b> JOHN BERGMAN, DB HMS  Room Moderator: Mary Eiler Radl  Cypress	<b>Improving the performance of concrete flooring</b> JEFF SCOTT, ARTISAN DESIGN AND FINISHING  Room Moderator: Lori Drilling  Crown Palm	<b>Advancements in window and wall technology</b> ROSS DEPAOLA, INTEGRATED ENERGY SERVICES/WESTLAB AND JOE NAGAN, HOME BUILDING TECHNOLOGY SERVICES <b>Master Speaker</b>  Sponsored by: Madison Gas and Electric  Room Moderator: David Kinyon  Aralia/Marula  	<b>Balanced ventilation: what works for design and performance</b> MIKE WILSON, DAKOTA SUPPLY GROUP  Room Moderator: Don Hynek  Guava	<b>Water intrusion into buildings</b> THOMAS FEIZA, MR. FIX-IT, INC.  Room Moderator: Nancy Alberte  Portia	<b>Optimizing boilers for efficiency and performance</b> PAUL LEBRECK, NORTHEAST WISCONSIN COMMUNITY ACTION PROGRAM AND ROBERT PARKHURST, WECC  Sponsored by: Division of Energy, Housing and Community Resources  Room Moderator: Mary Meunier  Tamarind	<b>Foundation strategies</b> GORD COOKE, CONSTRUCTION INSTRUCTION INC.  Sponsored by: Hallmark Building Supplies Inc.  Room Moderator: Mike Hoium  Ballroom A / H
		<b>C</b> 3:15-4:30 pm	<b>Digital marketing: five tactics for performance building contractors</b> PETER TROAST, ENERGY CIRCLE  Room Moderator: Lauren Hodkiewicz  Wisteria	<b>Drive profits with increased conversion rates</b> JASON FORREST AND MARY MARSHALL, FORREST PERFORMANCE GROUP  <b>Master Speaker</b>  Sponsored by: Blenker Building Systems  Room Moderator: Mark Robinson  Aralia / Marula	<b>Veteran wingnuts! More PSA tape testing</b> PETER YOST, BUILDINGGREEN, INC.  Room Moderator: Linda Heipp  Tamboti / Aloeswood	<b>The OA Awesome House: a case study</b> MICHAEL ANSCHEL, OTOGAWA-ANSCHER DESIGN BUILD  Room Moderator: Anna Nadon  Mangrove	<b>Air sealing difficult framing structures and inaccessible spaces</b> KEITH WILLIAMS, FOCUS ON ENERGY  Room Moderator: Lori Drilling  Crown Palm	<b>Energy efficient lighting for a healthy environment</b> TAMARA SONDERGROTH, EMPHASIS ON ENERGY  Sponsored by: WPPI Energy  Room Moderator: Cory Neeley  Portia	<b>Ducted mini splits applications and performance</b> MIKE WILSON, DAKOTA SUPPLY GROUP  Room Moderator: Randy Fenske  Guava  	<b>How to detect and reduce moisture in slabs during construction</b> CASSIDY KUCHENBECKER, ENVIRONMENTAL INITIATIVES OF NORTH AMERICA, INC.  Room Moderator: Kim DiMaggio  Cypress	<b>Sizing heating systems in existing homes</b> JOE NAGAN, HOME BUILDING TECHNOLOGY SERVICES AND ROBERT PARKHURST, WECC  Sponsored by: Division of Energy, Housing and Community Resources  Room Moderator: Nancy Alberte  Tamarind

SESSION SCHEDULE FRIDAY, FEBRUARY 16

	BETTER BUSINESS	BETTER BUILDINGS			CONSTRUCTION INDUSTRY TRENDS	BETTER BUSINESS	MOISTURE AND INDOOR AIR QUALITY	WEATHERIZATION	DEMONSTRATIONS
<b>D</b> 8:30–9:45 am	<p><b>Estimating and job costing for profit</b> MARK ETRHEIM, MASTERCRAFT HOMES, INC.</p> <p>Room Moderator: Chad Laibly</p> <p>Wisteria</p>	<p><b>Leverage social media to increase leads</b> MARY MARSHALL, FORREST PERFORMANCE GROUP</p> <p>Sponsored by: Blenker Building Systems</p> <p>Room Moderator: Mark Robinson</p> <p>Mangrove</p>	<p><b>The dollars behind the drive for net zero</b> STEVEN BACZEK, STEVEN BACZEK ARCHITECT</p> <p>Room Moderator: Norman Bair</p> <p>Tamboti / Aloeswood</p>	<p><b>Moisture and thermal management with continuous insulation</b> BRIAN SHORES, HUBER ENGINEERED WOODS</p> <p>Room Moderator: Randy Fenske</p> <p>Cypress</p>	<p><b>Resilient building solutions for a changing climate</b> TONY HOLUB, FARR ASSOCIATES AND CONNOR JANSEN, SEVENTHWAVE</p> <p>Room Moderator: David Kinyon</p> <p>Portia</p>	<p><b>The healthy homes market opportunity</b> PETER TROAST, ENERGY CIRCLE</p> <p><b>Master Speaker</b></p> <p>Sponsored by: American Home Consultants, LLC</p> <p>Room Moderator: Torrance Kramer</p> <p>Aralia / Marula</p>	<p><b>Moisture in the building envelope. Whose problem is it?</b> MARK PARLEE, THE BUILDING CONSULTANT</p> <p>Room Moderator: Don Hynek</p> <p>Guava</p>	<p><b>Forced air heating systems operation and self-diagnostics</b> ADRIAN SCOTT, WECC</p> <p>Sponsored by: Division of Energy, Housing and Community Resources</p> <p>Room Moderator: Mary Meunier</p> <p>Tamarind</p>	<p><b>Residential design with structural insulated panels (repeat)</b> JONATHAN GOLZ, ENERCEPT, INC. AND GOLZ ENTERPRISES</p> <p>Sponsored by: Enercept, Inc.</p> <p>Room Moderator: Lisa Lounsbrough</p> <p>Expo</p>
<b>E</b> 10:15–11:30 am	<p><b>Building a strategy for your small business</b> REBECCA NIEMEYER RENS, RENS CONCRETE, INC.</p> <p>Room Moderator: Chad Bulman</p> <p>Wisteria</p>	<p><b>Your website as a business asset</b> BEN LINDBERG, LION TREE GROUP</p> <p>Room Moderator: Donna Bambrough</p> <p>Mangrove</p>	<p><b>Building science puzzles—large buildings</b> PETER YOST, BUILDINGGREEN, INC.</p> <p>Room Moderator: Don Hynek</p> <p>Tamboti / Aloeswood</p>	<p><b>Insulating concrete forms for residential construction</b> MANNY UMPIERRE, AMC FOAM TECHNOLOGIES INC. / LOGIX INSULATED CONCRETE FORMS AND SAM BONTRAGER, BUILDING FOUNDRY</p> <p>Room Moderator: Mary Eiler Radl</p> <p>Cypress</p>	<p><b>Solar for homes in Wisconsin</b> TYLER HUEBNER, RENEW WISCONSIN</p> <p>Room Moderator: Nancy Alberte</p> <p>Portia</p>	<p><b>How to turn adversity into opportunity</b> MICHAEL ANSCHEL, OTOGAWA-ANSCHL DESIGN BUILD</p> <p><b>Master Speaker</b></p> <p>Room Moderator: Chad Laibly</p> <p>Aralia / Marula</p>	<p><b>Managing moisture in residential construction</b> MIKE HOIUM, HALLMARK BUILDING SUPPLIES INC</p> <p>Room Moderator: Lori Drilling</p> <p>Guava</p>	<p><b>Developing work orders that meet multiple expectations</b> ROBERT PARKHURST, WECC AND BEN TAYLOR, SOUTHWEST WISCONSIN COMMUNITY ACTION PROGRAM</p> <p>Sponsored by: Division of Energy, Housing and Community Resources</p> <p>Room Moderator: Norman Bair</p> <p>Tamarind</p>	
<b>F</b> 12:45–2 pm	<p><b>Addressing the labor shortage epidemic</b> JASON BLENKER, BLENKER BUILDING SYSTEMS</p> <p>Room Moderator: Chad Laibly</p> <p>Wisteria</p>	<p><b>The buyer-seller dance</b> WAYNE DEHN, 3D SANDLER TRAINING</p> <p>Room Moderator: Donna Bambrough</p> <p>Mangrove</p>	<p><b>The next steps on the performance ladder</b> STEVEN BACZEK, STEVEN BACZEK ARCHITECT</p> <p><b>Master Speaker</b></p> <p>Room Moderator: Norman Bair</p> <p>Aralia / Marula</p>	<p><b>High performance enclosures: is the cavity-insulated 2x6 wall dead?</b> PAT HUELMAN, UNIVERSITY OF MINNESOTA</p> <p>Sponsored by: Enercept, Inc.</p> <p>Room Moderator: Lisa Lounsbrough</p> <p>Cypress</p>	<p><b>Infrared and weatherization building clinic</b> JAY BOWEN, BOWEN &amp; ASSOCIATES, LLC</p> <p>Room Moderator: Nancy Alberte</p> <p>Banyan</p>	<p><b>Zero energy trends and market insight</b> SHILPA SANKARAN, NET-ZERO ENERGY COALITION; ANTHONY AEBI, GREENHILL CONTRACTING INC.; AND MATT NEUMANN, NEUMANN COMPANIES INC.</p> <p>Room Moderator: Mary Meunier</p> <p>Portia</p>	<p><b>The future of residential new construction in Wisconsin</b> ANDY KUC, WECC</p> <p>Room Moderator: Mary Eiler Radl</p> <p>Guava</p>	<p><b>Mold: a building science approach</b> MAC PEARCE, CONSULTANT</p> <p>Room Moderator: Anna Nadon</p> <p>Tamboti / Aloeswood</p>	<p><b>Zone pressure diagnostics primer</b> CORY CHOVANEC, WECC</p> <p>Sponsored by: Division of Energy, Housing and Community Resources</p> <p>Room Moderator: Torrance Kramer</p> <p>Tamarind</p>
<b>G</b> 2:30–3:45 pm	<p align="center"><b>NEW! Closing plenary—Pioneers in the Heartland</b></p> <p align="center">KELLY CAIN, ST.CROIX INSTITUE LLC; TONY HOLUB, FARR ASSOCIATES; ELDEN LINDAMOOD, WAGNER ZAUN ARCHITECTURE; BRYANT MORODER, BAUM REVISION; MATT NEUMANN, NEUMANN COMPANIES INC.</p> <p align="center">Room Moderator: Michael Anschel</p> <p align="center">Ballroom A / H</p>								