



## 2009 Course Descriptions

*Updated July 14, 2009*

Note: See schedule for dates and times

### **A Special 60 Minutes**

This practical approach to surviving the tough times is all about playing a winning hand with the cards you are dealt. You'll learn how education, job skills, networking, and industry contacts can be your lifeline to survive and succeed.

### **Advanced FBC 2007 Significant Code Changes – Commercial Construction**

This mandatory course presents the significant code changes from the 2004 Florida Building Code to the 2007 Florida Building Code. The course highlights the differences and includes base code changes in the 2006 International Building Code and the Florida specific changes.

### **Are You a Secret Agent?**

A guide to free or low-cost traffic generation, plus a process for developing never-ended referrals.

### **Asset Protection for Contractors**

Unfortunately we live in a litigious society and contractors are subject to as much if not more liability than the typical business owner. When you become more successful, lawsuits will become more likely because lawyers go where the money is. This course is intended to teach contractors how to build a legal fortress around their business.

### **Bright Ideas to Build On**

Focused on raising the awareness of sustainable technology through the design and construction of energy monitored homes on various university campuses nationwide, the Evergreen Demonstration Home Corporation invited The Evans Group to participate in the program on the campus of the University of West Florida in Pensacola, Florida and the University of Florida in Gainesville, Florida. The program's intent is to provide a home featuring energy efficient sustainable design techniques available to the median homebuilder and buyer of today. The homes are a study model featuring passive solar collectors, greywater and rainwater harvesting systems, advanced insulation systems, a geothermal heat pump, whole house ventilation, energy efficient appliances and lighting, daylighting, and sustainable building products.

### **Building Storm-Resistant Homes**

The top twenty hurricanes have cost Americans over \$220 billion. Tremendous amounts of money and materials go into restoring these properties giving credence to the saying "the greenest home you can build is one you don't have to rebuild". The weakest part of a home in severe wind and weather are the roof and wall assemblies. Typically the garage door blows in, the house becomes pressurized and the roof blows off. Water intrusion in homes after a wind event is almost always the most costly property damage. This class will illustrate cost effective steps to design and build homes that are hurricane resistant, including selecting the best products and construction methods that reduce water intrusion in roofs and walls. In addition, the class highlights examples of how using closed cell spray can dramatically increase a roof's up lift resistance. The audience will learn these cutting edge technologies that will help performance of existing homes and new construction.

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## **Business Management for Building Professionals**

Get a solid foundation in the practices so valuable to the management of smaller businesses: planning, organizing, staffing/directing and controlling. Business Management for Building Professionals (7.5 Hours) has been approved for Continuing Education credits for American Institute of Architects (AIA) members. *(Additional Fee Required)*

## **Chinese Drywall Update: What You Need to Know From Inspections to Expectations and Minimize the Financial Impact of the Problem**

This presentation will provide a short history of Chinese drywall and the related issues facing home builders today. There will be a practical discussion concerning the best methods to determine the presence of Chinese drywall and its affects and the best practices for dealing with affected homes and homeowners. This presentation will provide a summary of the history and current status of legal claims related to Chinese-made drywall. The speakers will discuss strategies for minimizing the costs of this growing problem to suppliers, developers, contractors, and subcontractors, who typically purchased and installed the drywall without knowledge of its allegedly harmful properties, but who nonetheless may be liable under product liability law. The presentation will address specific, practical mechanisms for achieving cost minimization, including pursuing insurance coverage under commercial general liability insurance policies, using alternative dispute resolution mechanisms to adjust claims by homeowners, and using government relations experts to help create political pressure on the truly responsible parties, namely the manufacturers in China and their parent company in Germany. There will be time for questions and answers and attendees are encouraged to ask questions and/or request information.

## **Collaborating with Challenging Customers**

Explore the motivation behind the challenging customer's behavior. It provides tools and techniques to effectively cope with the challenging behavior and satisfy the customer's needs while retaining composure and professionalism. Participants will uncover the driving forces behind the challenging customer's behavior, identify four of the most common challenging customers and develop a roadmap for productive customer service interactions. *(Additional Fee Required)*

## **Connecting the Office to the Field**

Even in a time of slower production, communication from the office to the field is important. Listen to experienced small, medium and large builders share their ideas on this important element of the construction process.

## **Connecting the Past with the Future**

The past is history. The future is before us. We have new tools. We have new players. Many salespeople, Realtors, and builders who were part of the boom times are gone. New people have taken their place. There are new rules for moving forward. Customers shop for homes differently now with the internet. They expect to be communicated with in different ways than in the past. Four factors that are influencing and dramatically changing the way we need to do business today and into the future are (1) website and the email leads they produce, (2) internet advertising and search engines, (3) social networking and the opportunities they present for connecting with the public, and (4) blogging. Learn how to put them to use in your marketing efforts.

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## **Construction Business Management**

Take a journey through your business lifecycle and learn how to mitigate the risks along the way and grow a company that is built to last. From corporate structure and risk management issues to employee growth and retention plans and business successions planning this course has it all. A timely course designed to help you survive and thrive in today's challenging environment.

## **Customer Service**

Make your business grow by keeping your clients happy during and after the sale. This course teaches you how to manage every phase of customer interaction from the initial contact through construction and beyond. *(Additional Fee Required)*

## **Design/Build Solutions for Aging and Accessibility (CAPS II)**

Learn how to provide the best services to the growing number of Baby Boomers who wish to remodel their home to fit their new lifestyle and abilities. *(Additional Fee Required)*

## **Designing for Today's Market – Home Design Strategies to Break Through the Clutter**

This seminar will answer the questions: Who's Buying Today? What do those buyers want? You'll learn to recognize the emerging buyer profile and their floor plan preferences as well as design strategies for the current market with respect to efficiency, size, density, and lifestyle.

## **Diversification: Capitalizing on New Business Opportunities**

Identify opportunities to build and diversify your business. This course examines more than 25 different opportunities within the construction industry ideal for expansion. *(Additional Fee Required)*

## **Employment Law for Contractors**

As the new employment law landscape evolves, all employers in the construction industry should be aware of the law and looming legal changes. During this course, one of the nation's leading employment lawyers will provide a practical, straightforward and interactive discussion of various employment law topics, including: discrimination, harassment, immigration, union organizing and the proposed EFCA. This course will provide preventative steps employers can take to help limit their potential liability and lay the foundation for success in the challenges ahead.

## **Federal, State and Local Government Contracting Opportunities**

Federal stimulus dollars have made their way to the Southeast and offer new ways for builders to do business through government programs. You'll learn about home-hardening, home inspection, weatherization, and other non-traditional ways to get paid for the services, construction and remodeling you can deliver.

## **Financial Management**

Improve productivity and increase profits by applying essential financial management techniques used in successful businesses. *(Additional Fee Required)*

## **Finding Reliability in the Lender Relationship**

Now more than ever, builders and their associates must work effectively with lending institutions. This seminar talks about three key activities: better communication, earlier

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communication, and increased documentation that will improve your relationship with your lender.

### **Five Greatest Web Marketing Mistakes Builders Make**

Wondering what Internet marketing tools are right for you? Overwhelmed by emerging technology and social media? Join us for a frank discussion of the web marketing mistakes builders make and learn how to avoid them. You'll learn what really works online depending on your business model, budget, sales goals, brand, target audience, location and product.

### **Florida Laws and Rules**

Attend this mandatory course and learn the construction laws and rules of the state of Florida with specific reference to Statute 489, part 1. Learn where to access these rules and find helpful information to keep up-to-date and in compliance.

### **Green Building Basics of Building Science**

The Green Building Basics of Building Science training offered by the *Environments For Living®* program covers key principles of building science that all builders should know. Energy efficiency and green building are resonating with consumers. Demand for energy efficient, water efficient, durable, comfortable and environmentally responsible homes is on the rise at a time when the residential new construction market is tougher than ever.

Consumers are drawn to tangible benefits such as reduced energy costs and improved indoor air quality — and that's only going to increase in the coming years. And, building to a higher standard doesn't necessarily mean adding to builders' costs. The time-tested principles of building science may actually help save money by reducing risk and post-closing callbacks, along with providing new marketing opportunities. Training topics include creating a tight structure, improving the thermal boundary, developing a conditioning strategy that works in your climate, understanding and implementing moisture management, offering indoor environmental quality in your homes, achieving water conservation with no trade-off in performance, developing an energy-efficient lighting plan implementing, promoting sound control for enhanced quality of living and leveraging the power of green marketing.

### **Green Building Specifics Overview**

Ever wonder what all this Green Building stuff is all about? Join us for this presentation on the major components of what green building is. This course is intended to provide a first step look at green building concepts followed by specific courses in each area.

### **Green Building for Building Professionals (two-day course)**

Learn how green homes provide buyers with lower energy costs and better long-term value. This course discusses strategies for incorporating green-building principles into homes without driving up the cost of construction. Green Building for Building Professionals has been approved for Continuing Education Credits for American Institute of Architects (AIA) members.

*(Additional Fee Required)*

### **Green Building Specifics: Energy & Water Efficiency**

Energy & water efficiency in a green built home not only contribute to a lower operational cost to the homeowners, but it creates the backbone of the entire performance of the home. Learn what features are the most cost effective and practical for incorporating into your green building's performance.

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## **Green Building Specifics: Indoor Air Quality**

From pollutant source control and ventilation to the use of materials that do not off-gas, this segment of green building is the largest contributor to the health and well being of the occupants of a green built home. This segment will provide you with examples of how to utilize materials in order to achieve a healthy, clear air environment.

## **Green Building Specifics: Lot Design, Preparation and Development**

Green Building begins from the ground up and this section of the green building model can be the most important to the overall performance of the green built home. Learn how the building orientation, natural resources on the site and the impact of environmentally sensitive areas can be incorporated into your plan.

## **Green Building Specifics: Operations & Owner Education**

All of the really great ideas that go into a green built home will not mean anything if the persons occupying the home do not realize how the building operates and how critical each component is to the overall performance of the home. This session will focus on how to build the manual for the occupants as well as how to educate the end-user on their unique dwelling.

## **Green Building Specifics: Resource Efficiency**

If you are going to build a truly green home, then you have to consider all aspects including what you do with construction debris, the size of the home itself, durability of the materials used as well as recycled, reused or renewable materials. Find out what's out there and how to get the most bang for your buck when it comes to green building resources.

## **Green Remodeling**

Using the national Green Building Remodel of the Year as a case study, this course focuses on the effective use of affordable Green Building principles. You'll learn how to execute as many energy efficient practices as possible either by maintaining existing benefits or adding in new ones. Through execution of an overall energy strategy, you'll achieve exceptional energy value as well as water through utilization of high-performing low-flow water fixtures.

## **How to Master Any Market (Sales Summit)**

Learn effective planning; the science of staying positive; the keys to attracting the market you desire; and providing unsurpassable service levels.

## **Improved Management Techniques**

Learn a myriad of professional techniques used to manage a successful construction company while achieving employee buy-in and company growth. Elevate your management style and discover planning techniques that will allow you to reduce expenses and increase margins by utilizing employee incentives.

## **Jobsite Leadership: Sales and Production Handoff**

An experienced trades professional explains the important relationship between the supplier and the builder and how the sale is just the first step in assuring that the product or service is delivered on-time and in-condition to meet the builders' expectations.

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### **Knockout Punches for Your Marketing Success**

Despite what you might read in the media, the new home market is not dead and there's a buyer standing in front of you anxious for you to meet their needs. Deliver the knockout blow by making sure your sales people are well-trained and your product is poised to set you apart from the competition.

### **Landscaping and Water Efficiency**

With water conservation set to become a major issue for the state of Florida, "Green" Landscaping is even more important than ever. Learn how to incorporate "Right Plant, Right Place," irrigation systems and drought tolerant plants to create a Water Efficient Green Landscape.

### **Marketing and Communications Strategies for Aging in Place (CAPS I)**

This course will teach best practices in communicating and interacting with this exciting and evolving population – one of the fastest-growing segments in remodeling and related industries.

### **Marketing Tool Chest for Builders**

Help for builders who have to handle it all.

### **Merchandising Powerfully in a Pinched Market**

Learn what your buyers expect and why they won't settle for less. Learn how to: design perfectly for your target market; create an emotional experience; attract eco-conscious home buyers; differentiate yourself and set trends; utilize technology and innovation; and maximize your merchandising dollars.

### **Negotiating Skills**

Negotiating skills could spell the difference between profit and loss. This course helps build your negotiating confidence through a combination of lectures, exercises and role-playing.

### **New Florida Energy Code & How It Will Effect Home Building**

Did the new Florida Energy Bill that went into effect Mar 1, 2009 catch you by surprise? The bill requires a 15 percent increase the energy efficiency in the building code. Starting in 2010, that will increase every three years until the code reaches a 50 percent increase in energy efficiency. This seminar will help you understand the new requirements and provide cost-effective ways to meet these new standards.

### **New Opportunities in Profitable Remodeling**

One of Florida's leading residential remodelers will paint a portrait of an exciting and rewarding future for professional in the remodeling industry. You'll learn that the keys to success are understanding the trends that are driving consumer demand for remodeling (i.e., what your consumers want), effectively qualifying prospects (and avoid clients from hell), and strategically pricing your time and talents (you've earned it). There's also a special message for home builders looking to take the leap into remodeling with a practical explanation of what they'll need to succeed in a lucrative but challenging business.

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## **New Technologies and Multi-Channel Marketing**

If you're not taking advantage of social and viral marketing strategies, you're missing the boat on reaching today's largest home buying segment – ages 24-44 – and their reliance on the Internet for information about housing. Learn the new tools of the trade.

## **Opportunities in Workforce Housing**

With the \$8,000 federal tax credit for first-time buyers in play, it's time to look at ways you can produce affordable housing in your market. An experienced player in the workforce housing arena will share tools and techniques that can make you a winner in this viable segment of the market.

## **Outsourced Sales Management**

What it is and is it right for your company?

## **Primer on How to Avoid Green Washing**

Green building is anticipated to generate \$15 billion in sales next year. With builders eager to get a piece of this pie, they first need to understand how to evaluate green product claims and make accurate marketing representations to avoid potential litigation and the damage associated with a greenwashing label. This class offers a tutorial for builders about how to evaluate a product's performance to ensure that their green homes live up to their green claims.

## **Reducing Your Carbon Footprint: A Blueprint**

To reduce their carbon footprint and differentiate themselves from the competition, builders are taking up the mantle to become green, energy efficient and environmentally-friendly. By 2010 about 10 percent of all new homes are expected to be "green" energy-smart homes. Even in a fragile housing market "green" homes are outselling their counterparts, sometimes as much a two-to-one. Learn how to build an energy efficient home that will allow both you and your homebuyers to reduce your environmental impact.

## **Relationship Selling: Engagement and Connection to Win the Heart Battle**

Learn to think like a buyer.

## **Retirement Income Planning**

The presentation will focus on retirement income planning which will allow you to sustain your chosen retirement lifestyle. The five key risks focused on will include those that determine whether or not your assets last as long as you do. Those factors are health care costs, longevity, inflation, asset allocation and withdrawal rates. Regardless of your pre-retirement or retirement stage in life, this information will be very beneficial as you make decisions with your money up to and through your retirement years.

## **Running a Successful Job: Jobsite Best Practices**

This course is designed to identify the components of a successful job so that superintendents can improve the home building process, achieve product quality and on-time delivery. The course first identifies three essential skills of successful superintendents and then outlines how to use those skills for effective project management. Participants discuss and review best jobsite practices so the job is done right the first time. They also learn how to effectively implement emergency procedures by utilizing a 3-step process.

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### **Selling a Home Today (Sales Summit)**

A builder and sales professional panel discussion.

### **Set Yourself Apart: Get Green Certified to the National Green Building Standard™**

Moderated by Don Carr of the NAHB Research Center, this 2 speaker panel features Tracy DeCarlo, NAHB Green Accredited Verifier, One Stop Green Homes, Apopka FL and Tom Sims, Builder, Buckhead Building Company, Inc., Winter Park FL

Mr. Carr will provide a brief overview of the national green building certification program available to builders in the Southeast and the status of the program in Florida. Don will highlight two of the first green certified homes in Florida. Ms. DeCarlo brings the perspective of an active green verifier and a consultant to builders in Florida and will discuss the issues she currently sees as she tests, inspects, and verifies homes in Florida. And as a builder, Mr. Sims will review the working relationship needed with the verifier and show the challenges, the green features and the marketing approach facing a builder in the current Southeast housing market. Each speaker will take about 30 minutes and there will be approximately 30 minutes for introductions and questions from the audience.

### **Significant Changes to the 2007 Florida Building Code Residential with Glitch Changes**

This course presents a comprehensive look at the significant code changes from the 2004 Florida Building Code - Residential to the 2007 Florida Building Code - Residential. The course highlights the differences and includes base code changes in the 2006 International Residential Code and the Florida specific changes. The course includes topics such as new inspection and labeling criteria, roofing mitigation criteria, carbon monoxide detection, Wind Borne Debris region and opening protectives, changes to pools, and structural requirements.

### **Spokesperson Training**

Become a more confident and persuasive public speaker. Learn the tricks of the trade and give better interviews, testimony, presentations, lectures and more. *(Additional Fee Required)*

### **Successfully Marketing Certified Green Developments**

Moderated by Don Carr of the NAHB Research Center, this panel discussion will feature Ed Tombari of NAHB as he presents some historical perspective on the ways land developers have responded to market and regulatory pressures to be more sustainable and better stewards of the land, culminating in Chapter 4 of the National Green Building standard. Ed may also address the use of the word “development” in this context of green and sustainable communities. Mike Rogers of Tallahassee brings Florida and Southeast land developer perspectives to the topic. Mike will review the issues raised in the previous presentation, and the direction he sees for a rollout of green and sustainable issues in the Southeast market area. Mike will also discuss specific projects and issues encountered in his development and advisory business. And, Cliff Fleming of Burns Harbor, IN will present as a developer of the very first green certified community in the nation. Cliff will provide his vision and perspective as the developer of Village in Burns Harbor, from the interest in sustainable communities in the Indiana market area to what was specifically done to implement this vision. Cliff will also discuss how the green certification process works in the case of Village in Burns Harbor.

Each speaker will take about 30 minutes and there will be approximately 30 minutes for introductions and questions from the audience.

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### **Successful Sales for Associates (Sales Summit)**

Panel of successful associates sale professionals.

### **Successfully Exiting Your Business: How to Leave Your Business on Your Terms**

Business owners typically spend most of their time working *IN* their business, but little time working *ON* their business. Hear from a national expert on ways you can structure a business exit strategy that works for you...especially in this challenging economy. Learn about how to value your business, work with professionals, determine triggers for the transfer of your business, factor in family issues, and fund the plan. Best practices from around the country will be discussed, and actionable ideas will be presented, all with the goal of helping you plan the successful exit from your business.

### **Tapping into the Power of Green Marketing**

Everywhere you turn, green building is the buzz. This highly popular seminar will teach you how to reduce risks and increase profits while *Turning Green Into Gold*. Learn how to implement marketing techniques specifically for a Certified Green Home. Discover the power of niche marketing and how it applies to a Green Building Home compared to traditional properties. Learn to educate the consumer and be prepared for the Green Educated consumer! Lastly, learn tools and techniques to close the green sale.

### **The Court of Selling**

In the court of selling, uncover the art of investigating if the prospects are “guilty” of being a buyer.

### **The Perfect Match: Marry Your Online and Onsite Sales Process**

Your website doesn't have to be a passive online brochure. It can be an active sales vehicle if you integrate the online and onsite visitor experience. Learn how to capture more leads online, improve sales agent follow-up, set more onsite appointments and close more eLeads to eSales. Increase your return on investment on your Web marketing with a sales approach to your website.

### **Train the Trainer**

Pass your knowledge onto peers. You'll learn how to prepare and present The NAHB University of Housing curriculum and get a chance to practice your presentation skills in a classroom.

### **Understanding Residential Certifications & What Works Best For You**

Learn from one of the leading experts in the field how to determine which certification will benefit your project. See a comparison of USGBC LEED for Homes, NAHB Green Home Standard, and FGBC Green Home Standard. Find out the differences in each of the green certifications and what are the determining factors for picking a specific certification. Learn why some homes get all three! See the facts, find out the fiction and gain some understanding into world of green certifications.

### **Understanding Window and Door Performance Standards**

Addresses the air, water, structural and forced-entry resistance requirements of the performance standard governing window and door products as well as performance rating systems. It includes national as well as Florida-specific issues and discusses the performance requirements in terms

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of how they relate to building code requirements. Segments of the training cover using certification labels to determine code compliance of the installed product.

### **Understanding Workers Compensation**

Worker's compensation regulations are important to all owners in the construction industry. This mandatory course informs contractors about the basic worker's compensation regulations, coverage, class codes, experience modification factors and worker's compensation exemptions. This course was developed to help employers understand the laws mandated by the state and NCCI.

### **Where the Green Jobs Will Grow in Home Building**

Billions of dollars of stimulus money are being funneled into businesses to help create the "green economy." This class offers some timely insights to help builders access those resources. Building greener homes requires educated green professionals in design, planning, entitlement, certification, and both horizontal and vertical construction. The class will contrast past construction practices with the greener methods being required today and outline where the green jobs will be in home building's green future.

### **Wind Mitigation Methodologies**

This mandatory course covers the requirements of Rule 61G4-18.001(2) (f), Florida Administrative Code. After attending this workshop, attendees should be familiar with the construction requirements, as they relate to wind mitigation retrofitting and related issues. Learn where to go to access these requirements and find helpful information to keep them up-to-date and in compliance.

### **Win-Win Negotiations with Clients**

It's more important than ever to negotiate with your clients and everyone is looking for the "best deal." But is the "best deal" actually best for both parties? Learn how to get on the same negotiating page with techniques that work in good, and not so good, times.

### **Worksite Safety**

During this mandatory course you will learn the components of a successful safety program for your company. This course will inform you about workplace safety regulations and to keep you updated on the new laws and regulations that are necessary to operate a successful construction business.