ACI is bringing an outstanding educational agenda to La Jolla, just minutes from San Diego! By attending this event, you can learn more about:

- Proven strategies for marketing and sales
- How to generate more business through an understanding of health and comfort
- Innovative HVAC practices and techniques
- How to take your technical expertise to the next level
- Practical takeaways that will set you apart from the competition

…and much more! If you’re interested in growing your business and competing in this market, you need to register for this event. Our educational sessions will present local program updates and results, as well as successful programs around the region and how to connect with your area Realtors®. Learn what is impacting the industry in this area and how you can stay ahead of the game.
# AGENDA  |  Monday, November 18

## REGISTRATION, BREAKFAST, & EXHIBITS
7:00 AM – 8:30 AM

## GENERAL SESSION – Building a Scalable Industry: What Is the Path to Success?
A contractor panel discussion moderated by Conrad Asper and featuring California’s leading experts.

---

## TRACK TITLES

**Health & Comfort (HEALTH)**

<table>
<thead>
<tr>
<th>Breakout 1</th>
<th>10:30 AM – Noon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding Thermal Comfort</td>
<td>Nickie Irvine, Linda Wigington</td>
</tr>
<tr>
<td>Bolting Home Performance onto Your HVAC Business</td>
<td>Ken Justo, Mike Rogers</td>
</tr>
</tbody>
</table>

**HVAC (HVAC)**

<table>
<thead>
<tr>
<th>Breakout 1</th>
<th>10:30 AM – Noon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heat Pumps Do Work in California</td>
<td>Mike MacFarland</td>
</tr>
</tbody>
</table>

**Tools & Techniques for the Field (TOOLS)**

<table>
<thead>
<tr>
<th>Breakout 1</th>
<th>10:30 AM – Noon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Envelope Improvement Practices</td>
<td>Gavin Healy, Mike MacFarland, Dan Panukta</td>
</tr>
</tbody>
</table>

**Growth Opportunities (GROWTH)**

<table>
<thead>
<tr>
<th>Breakout 1</th>
<th>10:30 AM – Noon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profiting from the Power of Performance Testing</td>
<td>Corbett Lunsford</td>
</tr>
</tbody>
</table>

**Moving the Marketplace (MOVE)**

<table>
<thead>
<tr>
<th>Breakout 1</th>
<th>10:30 AM – Noon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moving Energy Upgrade California toward a True Performance-Based Market</td>
<td>Conrad Asper, Matt Golden, Leif Magnuson, Bruce Mast</td>
</tr>
</tbody>
</table>

**Business, Sales, & Marketing (BUS)**

<table>
<thead>
<tr>
<th>Breakout 1</th>
<th>10:30 AM – Noon</th>
</tr>
</thead>
<tbody>
<tr>
<td>The In-Home Conversation: Listening Your Way to Yes</td>
<td>Jay Gentry</td>
</tr>
</tbody>
</table>

---

## LUNCH & EXHIBITS
Noon – 1:30 PM

<table>
<thead>
<tr>
<th>Breakout 2</th>
<th>1:30 PM – 3:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor Air Quality Basics for Home Performance Contractors</td>
<td>Brett Singer</td>
</tr>
<tr>
<td>Heat Pumps Do Work in California</td>
<td>Mike MacFarland</td>
</tr>
<tr>
<td>An Analytical Tool to Support the Design of Efficient Hot Water Systems</td>
<td>Gary Klein, Craig Selover</td>
</tr>
<tr>
<td>Passive House for ALL of California</td>
<td>Graham Irwin</td>
</tr>
<tr>
<td>What Can Home Performance with ENERGY STAR Mean for Californians?</td>
<td>Jason Bogovich, Ely Jacobsohn</td>
</tr>
<tr>
<td>Lead Generation &amp; Internet Marketing for Home Performance Professionals</td>
<td>Peter Troast</td>
</tr>
</tbody>
</table>

---

## BREAK
3:00 PM – 3:30 PM

---

## BREAK
5:00 PM – 7:00 PM

**NETWORKING RECEPTION AT THE TRADE SHOW**

---

*Agenda Subject to Change.*
## AGENDA  |  Tuesday, November 19

### 7:00 AM – 8:30 AM

<table>
<thead>
<tr>
<th>TRACK TITLES</th>
<th><strong>Health &amp; Comfort (HEALTH)</strong></th>
<th><strong>HVAC (HVAC)</strong></th>
<th><strong>Case Studies from the Field (CASE)</strong></th>
<th><strong>Growth Opportunities (GROWTH)</strong></th>
<th><strong>Moving the Marketplace (MOVE)</strong></th>
<th><strong>Business, Sales, &amp; Marketing (BUS)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>8:30 AM – 10:00 AM</strong></td>
<td>Bob Coleman, Spencer Rosen, Lindsey Taggart</td>
<td>Gavin Heaty, Mike MacFarland, Dan Perunko</td>
<td>Tom Danielsen, Dick Rome</td>
<td>Ben Airth, Colin Santulli, Dan Thomsen, TBD</td>
<td>Denny Duchene</td>
<td></td>
</tr>
</tbody>
</table>

### 10:00 AM – 10:30 AM

<table>
<thead>
<tr>
<th>TRACK TITLES</th>
<th><strong>Energy &amp; Asthma (HEALTH)</strong></th>
<th><strong>Mechanical Ventilation (HVAC)</strong></th>
<th><strong>California Deep Retrofits (CASE)</strong></th>
<th><strong>How to Hire Operational Superstars (BUS)</strong></th>
<th><strong>Bringing Whole-House to Low- and Moderate-Income Homes (BUS)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakout 5</strong></td>
<td>Upgrades: Case Studies from the Field</td>
<td>Integrating Cost-Effective Heat Recovery Ventilation into Retrofit Projects</td>
<td>Saving 70% or More in California Homes</td>
<td>the culture of Crawlspace</td>
<td>Amy Beley, Mike Rogers</td>
</tr>
<tr>
<td><strong>10:30 AM – Noon</strong></td>
<td>Mike MacFarland, Leif Magnuson</td>
<td>Denny Duchene, Spencer Rosen</td>
<td>Iain Walker</td>
<td>Charley Corman, Patch Garcia</td>
<td>Full-day workshop from 8:30 AM – 5:00 PM; breaks will be held in accordance with core conference breaks.</td>
</tr>
</tbody>
</table>

### Noon – 1:30 PM

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakout 6</strong></td>
<td>for 2013</td>
<td>Mike MacFarland</td>
<td>Scott Nyborg</td>
<td>Jeff Farlow, Jim Frank, Spencer Rosen</td>
<td>Tiger Ailor</td>
</tr>
<tr>
<td><strong>1:30 PM – 3:00 PM</strong></td>
<td>Iain Walker</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Who Should Attend?**

Contractors, HVAC professionals, builders, remodelers, home energy raters, weatherization crews, utilities, program administrators, renewable energy professionals, and everyone interested in creating healthy, comfortable, resource-efficient homes.

---

*Agenda Subject to Change.*
Frequently Asked Questions (FAQs)

- **Will I receive an ACI certificate of attendance for attending this conference?**
  You will receive an ACI certificate of attendance if you attend a minimum of five sessions. Please ensure that your badge is scanned at each session.

- **How will I receive CEU credits for attending this conference?**
  When you register for the conference, you will be prompted to indicate what types of CEUs you were interested in receiving, as well as your accrediting body membership numbers. The bar code on your badge contains this information.

- **How will I know which CEUs are offered for each session?**
  CEUs will be available on ACI’s website and will be listed on the Day-at-a-Glance, which will be distributed each morning at the conference.

- **Can I attend the exhibitor trade show?**
  Yes, the trade show is part of the conference. You must have a conference badge to enter the trade show area.

- **Are meals included during the conference?**
  Continental breakfast and lunch are included on both days of the conference.

### Conference Pricing

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Conference Registration</td>
<td>$475</td>
</tr>
<tr>
<td>One-day Pass</td>
<td>$300</td>
</tr>
<tr>
<td>Exhibit Table</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

### Hotel Information

A discounted group block has been reserved for the 2013 Regional Home Performance Conference in California at the following hotel:

**Hyatt Regency La Jolla at Aventine**

3777 La Jolla Village Drive
San Diego, CA 92122

**Reservations**

Reserve now and take advantage of the special discounted rate of $159 per night plus tax. The ACI room block is available through Friday, November 1 while rooms last.

### Continuing Education Units

ACI is a continuing education service provider, and many sessions offer credits for advancing attendees’ professional careers through educational opportunities from allied organizations.

Visit the [CEU information page](#) of our website for the most up-to-date listing of CEU providers for this event.
Thanks to our Sponsors

Sustaining Partners

Panasonic

Host Sponsors

SDGE

Contributing Supporter

Southern California Gas Company

Gold Sponsors

Pacific Gas and Electric Company

Bronze Sponsor

Los Angeles Department of Water & Power

Benefactors

California Center for Sustainable Energy
Efficiency First California
SMUD

Media Sponsors

Ready to make your mark on the industry? Show your support of the home performance industry while networking with event attendees, exhibitors, presenters, and colleagues. Sponsorships are customized to align with your specific goals, ensuring that your needs are met and your marketing message reaches your target audience. To learn more about sponsorship opportunities, please contact ACI Sponsorship Manager Jim Browne at 412-424-0094 or jbrowne@affordablecomfort.org.
 Interested in exhibiting at the industry’s most talked about trade show?
There are many valuable benefits to adding this to your business strategy. Here are the top three:

1. **No more cold calls!**
   Cultivate quality leads by meeting new customers face-to-face.

2. **Learn from others!**
   Learn first-hand what is hot in the industry and what is not. Ask your peers about their experiences and opinions.

3. **The magic of networking!**
   Rub elbows with contractors, HVAC professionals, utilities, manufacturers, program managers, and more.

_Hurry! Tabletop space is selling fast._

---

### Trade Show Hours*

**Sunday, November 17**
2:00 p.m.–5:00 p.m. Set-up

**Monday, November 18**
7:00 a.m. –8:30 a.m.
10:00 a.m.–10:30 a.m.
Noon–1:15 p.m.
3:00 p.m.–3:30 p.m.
5:00 p.m.–7:00 p.m. Networking Reception at Trade Show

**Tuesday, November 19**
7:00 a.m.–8:30 a.m.
10:00 a.m.–10:30 a.m.
Noon–1:15 p.m.
1:30 p.m. Trade Show breakdown begins

---

*Subject to change.

---

Learn more about exhibiting at the 2013 Regional Home Performance Conference in California.
If you have questions about exhibiting or about the trade show please contact ACI Trade Show Manager **Chris Docchio** at 412-424-0046 or cdocchio@affordablecomfort.org.