The 2015 ACI Northwest Regional Home Performance Conference is a two-day event you cannot afford to miss! Join home performance and weatherization professionals from every sector in the Northwest and learn more about:

- Techniques and technologies for achieving high performance in the Pacific Northwest
- In-depth sales trainings and growth strategies to take your business to the next level
- Hot topics, such as healthy housing and IAQ, and what the political landscape means for the industry

…and much more! If you’re interested in growing your business and competing in this market, you need to register for this event now.

For more information on conference registration, visit: www.homeperformance.org/conference/2015-aci-northwest-regional-home-performance-conference or contact Robyn Hall at (800) 344-4866 ext. 206.
AGENDA | Monday, February 2

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 AM – 8:30 AM</td>
<td>REGISTRATION, BREAKFAST, &amp; EXHIBITS</td>
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<tr>
<td>8:30 AM – 10:00 AM</td>
<td>Welcoming Remarks - Brian T. Castelli, CEO &amp; President, Home Performance Coalition; Nate Natale, Vice President of Operations, Home Performance Coalition; Jason Teller, Vice President, Customer Solutions, Puget Sound Energy</td>
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<tr>
<td>10:00 AM – 10:30 AM</td>
<td>General Session - Why We Do This: An Interactive Discussion on What Drives Us to Do This Work &amp; Why That Matters-Keith Aldridge, Bruce Manclark, John Tooley</td>
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<td>10:30 AM – Noon</td>
<td>Breakout 1:</td>
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<td>Noon – 1:30 PM</td>
<td>LUNCH &amp; EXHIBITS</td>
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<td>1:30 PM – 3:00 PM</td>
<td>Breakout 2:</td>
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<td>3:00 PM – 3:30 PM</td>
<td>BREAK</td>
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<td>3:30 PM – 5:00 PM</td>
<td>Breakout 3:</td>
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<td>5:00 PM – 6:30 PM</td>
<td>NETWORKING RECEPTION AT THE TRADE SHOW</td>
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**TRACK TITLES**

- Best Practices for Better Envelopes
- HVAC & Mechanical Systems
- Opportunities, Tools & Techniques for High Performance
- Taking Your Business to the Next Level
- What’s Next
- Get with the Program
- Selling Efficiency

**Breakout 1**

10:30 AM – Noon

- **Crawlspaces in the Pacific Northwest**
  - David Hales, Doug Ness
- **HVAC 101**
  - Isaac Savage
- **What it Takes to Have a High Performance Home (or How Not to Insulate Your Bushes)**
  - Neil Grigsby, Dan Wildenhau
- **Your Business is a System, too! Make Quality Happen through QMS**
  - Caroline Hazard, Kevin Berg, Chad Ruhoff, John Tooley
- **Connected Thermostats: What Makes them ‘Smart’**
  - Michael Blasnik, David Korn, Bruce Manclark
- **Experiences in Prescriptive Air Sealing**
  - John Davies, Courtney Dale, Todd Greenwell, Andrew Shepard
- **Consultative Sales Primer**
  - Mike Rogers

**Breakout 2**

1:30 PM – 3:00 PM

- **Best Practices: Insulating Existing Walls**
  - Tom Brodbeck
- **Critical HVAC Diagnostics for Energy Efficient Homes**
  - Renn Husted, Mark Jerome
- **Multi-Family Buildings: Characteristics & Opportunities**
  - David Baylon, Shawn Oram
- **Contractor & Program Approaches to Multicultural Marketing**
  - Ruth Bell, Berenice Lopez-Dorsey, Nicole Shultz, Dulcey Simpkins
- **What’s Shaping the Future of the Residential Energy Efficiency Market? Buzzwords in the Industry**
  - Jonathan Cohen, Sarah Moore, Chad Ruhoff, Emily Salzberg, Larry Zarker
- **Billing Evaluations: What Makes a Good Evaluation?**
  - Michael Blasnik, Ben Hannas
- **Avoid the Audit Report Trap in Your Sales Presentation**
  - Mike Rogers

**Breakout 3**

3:30 PM – 5:00 PM

- **Properties & Quirks of Building Materials**
  - Marquam George
- **HRVs or SUVs (Spendy Unused Ventilators)**
  - Bruce Manclark
- **Building Enclosures for the Future: Building Tomorrow’s Buildings Today**
  - Michael Aoki-Kramer
- **Entering into the Multifamily & Rental Properties Market**
  - Jason Lear, Jason Manges, Jeff Speert
- **Cost-effectiveness Testing: A Discussion on the TRC & RVF**
  - Brian Castelli, Steve Cowell, Fred Gordon
- **Better, Faster, Smoother: Using Data Standards & HPXML to Make your Program Sing**
  - Gavin Hastings, Andy Bardwell, Ryan Clemmers, Torsten Gildden, Kevin Woley
- **Objection Handling in Sales**
  - Amy Beley, Mike Rogers

( ) indicates session moderator
## AGENDA  |  Tuesday, February 3

### 7:00 AM – 8:30 AM

**TRACK TITLES**

**Healthy Homes**  
Prescriptions for Performance: A Path to Healthy Homes  
John Davies, Larry Zarker

**HVAC & Mechanical Systems**  
Ductless Heat Pump Best Practices  
Bob Davis, Mark Jerome

**Opportunities, Tools & Techniques for High Performance**  
RBSA: Using the Results in Real-time  
Ben Hannas, Ben Larson, Poppy Storm

**Taking Your Business to the Next Level**  
What Motivates Homeowners to Take Action  
Laura Hutchings, Sarah Moore

**What’s Next**  
How the Political Landscape is Affecting the Industry: 111d & Regional Policies  
Brian Castelli, Graydon Manning, TBD

**Get with the Program**  
Stop Complaining About the Weather: Ideas to Lower Program Costs  
(Bruce Manclark), Chris Dymond, Emily Kemper, Mike Rogers

### 8:30 AM – 10:00 AM

**Breakout 4**  
**BREAK**

### 10:00 AM – 10:30 AM

**Breakout 5**  
Understanding Moisture & Mold inside Housing  
George Tsongas

Multifamily Buildings: Air Leakage & Blower Door Testing  
Pete Burns, Ben Burton, Jay DePree

Three Successful Portland Deep Energy Retrofits to the Passive House Level of Performance  
Tad Everhart

Advanced Marketing & Lead Generation for Home Performance Pros  
Peter Troast

Combining Energy Efficiency & Disaster Resilience Services  
Ryan Clemmer, Jonathan Cohen

Program-Contractor Roundtable  
Robert Hamerly, Courtney Hellem, Sean Hendryx, Chuck Henrichsen, Preston Kuckuck, Berenice Lopez-Dorsey, Kevin Peterson, Andrew Shepard, Jeff Simonson, Rob Sims

### Noon – 1:30 PM

**Breakout 6**  
Marketing Indoor Air Quality  
Peter Troast

Ventilation Effectiveness in the Pacific Northwest  
David Hales

Hot Water & Heating Systems in High Performance Homes  
Jonathan Heller, Martha Rose

Programs as a Value Add: Business Strategies for Sustainable Profit  
(Don MacOdrum), Corey Fitch, Robert Hamerly, Sean Hendryx, Jason Lear

Connecting Home Performance & Real Estate  
(Caroline Hazard), Jonathan Cohen, Fiona Douglas-Hamilton, David Heslam

Increasing Conversion Rates: Successful Strategies for Converting Audits to Retrofits  
Shawn Collins, Levi Woollen-Danner

### 1:30 PM – 3:00 PM

( ) indicates session moderator

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**Who Should Attend?**

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

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**REGISTER NOW AT**  
Frequently Asked Questions (FAQs)

- **Will I receive an HPC certificate of completion for attending this conference?**
  You will receive an HPC certificate of completion 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 are 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 for each session will be listed on HPC’s website prior to the conference and on the Day-at-a-Glance, which will be distributed each morning at the event.

- **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.

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**Conference Pricing**

- Full Conference Registration through January 6: $375
- Full Conference Registration as of January 7: $475
- One-day Pass: $300
- Exhibit Table: $1,300

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**Hotel Information**

A discounted group block has been reserved for the 2015 ACI Northwest Regional Home Performance Conference at the following hotel:

Sheraton Seattle Hotel
1400 6th Avenue
Seattle, WA  98101

**Reservations**

Reserve now and take advantage of the special discounted rate of $184 per night plus tax. The room block is available through Monday, January 12.

**Continuing Education Units**

The Home Performance Coalition 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](http://www.homeperformance.org) of our website for the most up-to-date listing of CEU providers for this event.
Thanks to Our Sponsors

Expand Your Reach through Event Sponsorship.
Show your support of the home performance and weatherization 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. Learn more about sponsorship opportunities now. Contact HPC Director of Business Development Jim Browne at (412) 424-0094 or email jbrowne@homeperformance.org with any questions.
Grow Your Business by Exhibiting.

Explore opportunities for business development by exhibiting at the trade show! When you exhibit, you’ll have the chance to:

- **Connect face-to-face with potential clients** and learn about their needs firsthand. Then the follow-up phone call is easy—because it’s personal!

- **Talk with colleagues** about what’s hot in the industry, and what’s not. Learn from your peers and discover new ways to market your products and services.

- **Network with professionals** with buying power from every sector of the industry—including contractors, service providers, utilities, manufacturers, program managers, and more.

*Hurry! Tabletop space is selling fast.*

Learn more about exhibiting opportunities now. Contact HPC Director of Trade Shows Chris Docchio at (412) 424-0046 or email [cdocchio@homeperformance.org](mailto:cdocchio@homeperformance.org) with any questions.

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**Trade Show Hours**

**Sunday, February 1**
1:00 p.m.–5:00 p.m. Set-up

**Monday, February 2**
7:00 a.m.–8:30 a.m.
10:00 a.m.–10:30 a.m.
12:00 Noon–1:30 p.m.
3:00 p.m.–3:30 p.m.
5:00 p.m.–6:30 p.m. Networking Reception at Trade Show

**Tuesday, February 3**
7:00 a.m.–8:30 a.m.
10:00 a.m.–10:30 a.m.
12:00 Noon–1:30 p.m.
1:30 p.m. Trade Show breakdown begins

*Subject to change.*