



# EDUCATIONAL CONFERENCE & EXPO

## Economic Housing Forecast



**Corporate College East, 4400 Richmond Road, Warrensville Hts., OH 44128**

Call Brenda Callaghan or Michelle Michaels at HBA Office 216.447.8700 or

Email: [bcallaghan@HBACleveland.com](mailto:bcallaghan@HBACleveland.com) or [mmichaels@HBACleveland.com](mailto:mmichaels@HBACleveland.com)

## CONFERENCE PRICING

### ❖ 2-day CONFERENCE PASS \$299

Includes ALL workshops, classes, BOTH luncheons and the closing Happy Hour Social.

### Designations & Certifications \$399

#### ❖ CAPS II & CAPS III (All Day Class)

You will attend BOTH CAPS classes for the LOW price of \$399. CAPS II on Thursday 11/7 at conference. CAPS III on Friday, 11/8 at HBA office in Independence. This package includes all materials and fees, along with tickets to BOTH luncheons and the closing Happy Hour Social. You will be able to attend any workshops and classes on Wednesday 11/6 of the conference.

#### ❖ CGP – Certified Green Professional (2-Day Class)

Day One on Thursday 11/7 at conference. Day Two on Friday, 11/8 at HBA office in Independence. This package includes all materials and fees, along with any workshops or classes on Wednesday, 11/6, tickets to BOTH luncheons and the closing Happy Hour Social. You will be able to attend any workshops and classes on Wednesday 11/6 of the conference.

#### ❖ EPA RRP Lead Paint Certification (11:30a to 4p both days) *Sponsored by* SHERWIN-WILLIAMS.

This package includes all materials and fees, along with tickets to BOTH luncheons and the closing Happy Hour Social. You will be able to attend any workshops and classes prior to the 11:30 daily start time.

#### ❖ OSHA 2-Day 10-hour Safety Class (All Day Class) \$199

A 10-hour class, over both days from 10am – 4pm (MUST attend both days). Box lunch will be provided.

#### ❖ Economic Housing Forecast Luncheon only – Ivy Zelman \$99

Thursday, 11/7 from 11a to 1p highlighting the Economic Housing Forecast will be Ivy Zelman, Chief Executive Officer of Zelman & Associates. Ivy holds roughly 28 years of experience covering housing & housing-related industries.

## Host Hotel – Cleveland Marriott East

Reservation link on [HBACleveland.com](http://HBACleveland.com)

### Annual Economic Forecast Luncheon - Thursday ONLY – Ivy Zelman COST: \$99

Highlighting the Economic Housing Forecast will be Ivy Zelman, Chief Executive Officer of Zelman & Associates. Ivy holds roughly 28 years of experience covering housing and housing-related industries. Ivy continues to be frequently quoted in The *Wall Street Journal* and appears occasionally as a guest on *CNBC*. For the past 22 years, Institutional Investor has recognized Ivy as one of the most preeminent figures within the housing industry.

*Presented by*



## DESIGNATION or CERTIFICATION \$399

**Check all  
classes  
attending**

### WEDNESDAY, NOVEMBER 6:

#### *2-Hour Workshop from 9a – 12n:*

\_ 9a – 12n “Transitioning: Remodeler to Design Build Remodeler” – Shawn McCadden

#### *Half-Hour Classes from 9a – 12n:*

\_ OHBA Rebates \_ Quickbooks \_ DOW/DuPont \_ CoConstruct

\_ 11a – 12n **Roundtables:** Ohio Codes; Succession Planning; Right of Recission; Business Entity Selection; Warranty

\_ **12n – 12:30p Lunch**

\_ **12:30p -2p Opening Keynote with Charles Marshall**

#### *2-Hour Workshops from 2p – 4p (choose one):*

\_ “Working with Energy Ratings to Get to Zero Energy Ready-Opportunities for Energy Efficiency”, Gord

Cooke \_ “Job Costing Estimating” – John Barrows

\_ “The ABC’s of Sales Have Changed” – Diane Helbig

\_ “Risk Management” - The WealthCare Group of Raymond James

### THURSDAY, NOVEMBER 7:

#### *8a – 11a, luncheon, 1p – 4p*

\_ CAPS II, *Laura Mineff* AND \_ CAPS III on Friday, 11/8 at HBA office

\_ CPG – Certified Green Professional, *John Barrows* \*Day 2 on Friday, 11/8 at HBA office

\_ **11a – 11:30a Lunch**

\_ **11:30a - 1p Economic Housing Forecast presented by Ivy Zelman**

\_ 3p – 5p Closing Happy Hour Social

## EPA RRP Lead Paint Certification \$399



*Sponsored by*

**SHERWIN-WILLIAMS.**

### WEDNESDAY, NOVEMBER 6:

#### *Half-Hour Classes from 9a – 12n:*

\_ OHBA Rebates \_ Quickbooks \_ DOW/DuPont \_ CoConstruct

\_ 11:30a – 4p EPA RRP Lead Paint Certification

### THURSDAY, NOVEMBER 7:

#### *2-Hour Workshops from 8a – 10a:*

\_ “High Performance Best Building Practices”, Gord Cooke

\_ “The ABC’s of Sales Have Changed” – Diane Helbig

#### *Half-Hour Classes from 8a – 11a:*

\_ OHBA Rebates \_ Quickbooks \_ DOW/DuPont \_ CoConstruct

\_ 11:30a – 4p EPA RRP Lead Paint Certification

\_ 3p – 5p Closing Happy Hour Social

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## OSHA 2-Day 10-hour Safety Class \$199

A 10-hour class, over both days from 10 am – 4 pm (MUST attend both days) \* *Boxed lunch provided*

**VENDOR TABLETOPS** located on both levels and Room 124  
**Wednesday 12n – 4p • Thursday 8a – 3p with Closing Happy Hour Social**

CLASS	TIME	Builder/ Remodeler \$299 2-Day	\$299 2-Day	\$399 Designation Certification	\$199 OSHA	\$399 Lead Paint	
<b>WEDNESDAY, NOV 6</b>							
Builders Speed Meeting	8-11a		XXXXX		OSHA ALL DAY CLASS		
<i>Remodeler to Design Build Remodeler – S McCadden</i>	9-12n	Builder / Remodeler Speed Meeting					
OHBA Rebates - Class	9-12n						
Co-Construct - Class	9-12n						
Quickbooks - Class	9-12n						
Dow/DuPont - Class	9-12n						
	9-12n						
	9-12n						
OSHA	10-4p						XXXXX
Roundtables	11-12n		XXXXX		OSHA ALL DAY CLASS	XXXXX	
EPA RRP Lead Paint	11:30-4p		XXXXX				
<b>Lunch</b>	12-12:30p						
<b>Charles Marshall</b>	12:30-2p						
Vendor Expo Hours	12-4p						LEAD PAINT ALL DAY CLASS
<i>Energy Ratings/Energy Efficiency –G Cooke</i>	2-4p						
<i>ABCs of Sales Have Changed – D Helbig</i>	2-4p						
<i>Risk Management - Raymond James</i>	2-4p						
<i>Job Cost Estimating - J Barrows</i>	2-4p						

<b>THURSDAY, NOV 7</b>							
Vendor Expo Hours	8-3p				OSHA ALL DAY CLASS		
<i>Best Building Practices - G Cooke</i>	8-10a			DESIGN / CERT ALL DAY			
<i>ABCs of Sales Have Changed – D Helbig</i>	8-10a						
OHBA Rebates - Class	8-11a						
Co-Construct - Class	8-11a						
Quickbooks - Class	8-11a						
Dow/DuPont - Class	8-11a						
	8-11a						
	8-11a						
OSHA 10 - 4p	10-4p	XXXXX	XXXXX				
NAHB Certified Green Professional	8-11a, lunch, 1-4p	*	*		OSHA ALL DAY CLASS	LEAD PAINT ALL DAY CLASS	
NAHB CAPS II	8-11a, lunch, 1-4p	*	*				
<b>Lunch</b>	11-11:30a						
<b>Ivy Zelman</b>	11:30-1p						
EPA RRP Lead Paint	11:30-4p			DESIGN / CERT ALL DAY			
<i>Technical Sales Training - G Cooke</i>	1-3p						XXXXX
<i>Understanding Construction Accounting – D O'Brien</i>	1-3p						XXXXX
Happy Hour Social	3-5p						

\* NAHB CAPS III & NAHB CPG - Friday, Nov 8<sup>th</sup> at HBA office

# 2-Day Conference Pass \$299

**Check all  
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## WEDNESDAY, NOVEMBER 6:

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\_ 9a – 12n *“Transitioning: Remodeler to Design Build Remodeler”* – Shawn McCadden

### *Half-Hour Classes from 9a – 12n:*

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\_ 11a–12n **Roundtables:** Ohio Codes, Succession Planning, Right of Recission, Business Entity Selection, Warranty

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\_ **12:30p -2p Opening Keynote with Charles Marshall**

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*“Job Costing Estimating”* – John Barrows

\_ *“The ABC’s of Sales Have Changed”* – Diane Helbig

\_ *“Risk Management”* - The WealthCare Group of Raymond James

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\_ *“The ABC’s of Sales Have Changed”* – Diane Helbig

### *Half-Hour Classes from 8a – 11a:*

\_ OHBA Rebates \_ Quickbooks \_ DOW/DuPont \_ CoConstruct

\_ **11a – 11:30a Lunch**

\_ **11:30a - 1p Economic Housing Forecast presented by Ivy Zelman**

### *2-Hour Workshops from 1p –3p:*

\_ *“Technical Sales Training for Builders & Remodelers”* - Gord Cooke

\_ *“Understanding Construction Accounting”* - Dave O’Brien

\_ 3p – 5p Closing Happy Hour Social

**Check all  
classes  
attending**

Main Contact Person

PHONE

COMPANY NAME

Contact Person Email

**PAYMENT**

CREDIT CARD

CHECK payable to HBA Greater Cleveland

INVOICE ME

NAME ON CARD

CARD NUMBER

CODE

EXP DATE

BILLING ZIP CODE

Attendees:

**TOTAL COST:** \_\_\_\_\_

First, Last Name

Package + Price

First, Last Name

Package + Price

First, Last Name

Package + Price

First, Last Name

Package + Price