



program (ALERT)

Official Event Announcement of the Home Builders Association of Greater Grand Rapids

Presented By:



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DTE Energy



West Michigan Home & Building Summit 2012: January 31, 2012

Back for a second year, the West Michigan Home & Building Summit will be a full-day event for home builders, remodelers, designers, homeowners other home and building industry professionals. Covering the same topic areas as the International Builder's Show, the summit will offer exceptional learning opportunities, exclusive networking, and even an industry expo with the latest and greatest home & building products!

Here is an overview of the education this year's Summit's has to offer:

Referral Magic: Proven Ways to Keep Your Customers Coming Back Again & Again

Presented By: Tony Rubleski

Building Green in 2012 - Technology & Sustainability

Presented By: Arn McIntyre

Mavericks, Misfits and Mavens - Leadership for Results...Creating an Incredible Organization

Presented By: Kordell Norton

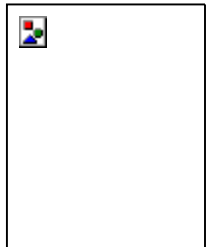
Color Trends 2012

Presented By: Kate Smith Color Expert

Keynote Speaker

Dr. Elliot Eisenberg - 12:45pm – 1:45pm
“Does Growth Pay for Itself? The Economic Impact of Home Building in Greater Grand Rapids”

- What is the economic impact of single family home construction?
- What is the total impact and ongoing impact?
- What are the costs vs. benefits?
- How long does it take before new construction pays for itself?
- How many jobs does a new construction job create?
- What revenues does home building create?



Specialty Products for Home Accessibility and Independence
Presented By: Scott Anderle, PT, CAPS

Michigan Residential Energy Code
Presented By: Tim Mrozowski, M.Arch, A.I.A., LEED® AP

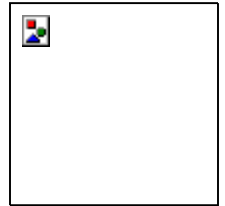
The Keys to an Effective Energy Retrofit
Presented By: Joanne Theunissen

Building Your Brand by Telling Your Story
Presented by: Greg Smith

**Wearing Different Hard Hats: Moving Your Business from
Builder to Remodeler**
Presented By: Chuck Breidenstein

**With phenomenal speakers and industry
information you cannot get anywhere else, this is
an event you can't miss in 2012.**

**Now accepting registrations - click here to
[download registration form!](#)**



Register by Thanksgiving and Receive a Discount!

SPECIAL DEALS FOR EARLY REGISTRATION!

**Register by Thursday, November 24th, and you can receive \$5 off half-day
registration**

OR

\$10 off full-day registration!

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