

Market Sector Forums

HVAC Contractors Forum

Opportunities in the HVAC Energy Audit, Assessment and Retrofit Market

Presenters: **Bill Chandler, LEED PA**
General Manager of Service & Special Projects,
Miller Bonded Inc.

James Page, ITI-TABB Specialist
International Training Institute

Legislative and regulatory energy efficiency initiatives and mandates, and a collective green consciousness focused on efficient technologies and applications, are creating a lot of business for the SMACNA HVAC contractor. A panel of practitioners will discuss what this market can mean for the HVAC contractor, how one contractor is succeeding in this market, and how SMACNA members can avail themselves of the ITI and NEMI tools to gain a foothold.

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Architectural Contractors Forum

Metal Roofing Underlayment— Tips on Choosing the Best System

Presenter: **Jeffrey J. Ceruti, P.E., Senior Principal**
Simpson Gumpertz & Heger

Underlayment products for use beneath metal roofing must be carefully selected to ensure that the roofing system as a whole performs satisfactorily for its intended service life. Several considerations must be addressed, including ensuring that the four barriers needed in any building enclosure system are provided (waterproofing, thermal insulation, vapor retarder, and air barrier). Important factors include the metal roofing system and its expected service life, climate at the building site, roof slope and geometry, and the building's interior conditions. Jeffrey Ceruti, a leading expert in metal roofing underlayment applications, will examine the issues and solutions.

Metal Roofing and Solar Applications

Presenter: **Terence Parker, Applications Marketing Manager**, United Solar Ovonic

A world leader in flexible photovoltaic products and applications will discuss solar laminate products and their building and performance characteristics. This session will examine complete systems that convert architectural metal roofs into viable energy sources.



HVAC • ARCHITECTURAL • RESIDENTIAL • INDUSTRIAL

Residential Contractors Forum

Over 12 Dozen Ways to Get and Keep Customers

Presenter: **Matt Michel, CEO & President**
Service Roundtable

If you can get enough customers and keep them, the rest will take care of itself. Easy, right? But how? In this session you will be presented with more than

twelve dozen simple ways to get and keep more customers. Some you will already be doing. Some you will have heard about and forgotten. Some will be brand new.

Regardless of the stage, size, and development of your company, you will pick up new ideas in this session that you can quickly apply. Get more customers. Keep more customers. Make more money.

Matt Michel is CEO & president of the Service Roundtable, the nation's largest contractor alliance, which he started in 2002. The Service Roundtable uses the Internet to cost effectively deliver a wide variety of sales, marketing and business tools to air conditioning, plumbing, and electrical contractors.

Before launching the Service Roundtable, Matt was a vice president with the marketing research and consulting firm, Decision Analyst, Inc. He held engineering and marketing positions with Lennox Industries and was responsible for Lennox's marketing west of the Rockies.



Industrial Contractors Forum

Lean Principles Based On Kaizen Blitz

Presenter: **Dennis Sowards, President**,
Quality Support Services Inc.

This session will present lean principles based on the Kaizen Blitz, the subject of a recent New Horizons Foundation project. Using examples from industrial sheet metal shops, attendees will learn about specific processes that can be applied to industrial contractors to improve their operations and productivity.



The National Maintenance Agreement and Opportunities for SMACNA Industrial Contractors

Presenter:
Stephen Lindauer, CEO,
The Association of Union
Constructors

The priority under the National Maintenance Agreement's Policy Committee program is to provide skilled craft personnel and competent contractors to safely perform various types of industrial maintenance work. Steve Lindauer will discuss the National Maintenance Agreement and potential opportunities it presents for SMACNA industrial contractors.

