

**Boot Camp Information**

| <b>Attendees:</b>  |  |  |
|--|--|--|
| Limited space for only 30 – 35 Retooling Alumni Builders |  |  |

- Sponsors:**
- Panasonic
  - Huber Engineered Woods
  - RenewAire
  - Portland Cement Association
  - BASF
  - Extreme Panel Technologies
  - AeroBarrier
  - Mitsubishi Electric Trane HVAC

**Purpose:**  
 Hundreds of builder executives have attended Retooling the U.S. Housing Industry Workshops. Many more are planning on attending future workshops. Boot Camp provides an opportunity to continue the networking, sharing, and learning so this elite group of builders can continue to exploit best practices and proven innovations for a better consumer experience.

- Desired Outcome:**
- Learn from thought leaders about best practices, quality, and new innovations
  - Learn from leaders in offsite production
  - Learn from feedback shared by each of the attendees
  - Identify opportunities to improve quality
  - Define key problems for the housing industry and innovations to address them
  - Identify actions to bring back for immediate implementation

**Construction Instruction (CI) Reception:  
 Wednesday Evening, November 14, 2018 - 6:00 – 7:30 p.m.**

One of my favorite friends and building science experts, Mark LaLiberte, will be your host at the new CI Live training and research facility 10 minutes from Sky Harbor airport. CI will be providing:

- cocktails and snacks;
- tour new research and training facility integrating 30+ thirty years working with builders; and
- Demonstration of cutting edge best practices that can help ensure buildings that work.

Day One – November 15, 2018

| Module                 | Topic   | Time          |
|------------------------|---|---------------|
|                        | <b>Breakfast/Registration</b>   | 7:00 – 8:00   |
| <b>Intro</b>           | <b>Introductions</b><br>Biggest Innovation Implemented This Year  | 8:00 - 9:00   |
| <b>A Word from Sam</b> | <b>Why Existing Homes Cost \$100,000 More than New Homes</b><br><i>Sam Rashkin, Retooling the U.S. Housing Industry</i> | 9:00 – 9:30   |
| <b>What’s New</b>      | Innovation Showcase:<br><b>Panasonic – New Smart Ventilation Technologies</b>   | 9:30 - 9:45   |
| <b>Welcome Keynote</b> | <b>Is Offsite the New Housing Imperative?</b><br><i>Ryan Smith, Associate Dean, University of Utah</i>                  | 9:45 – 10:30  |
|                        | <b>Networking/Break</b>   | 10:30- 10:45  |
| <b>What’s New</b>      | Innovation Showcase:<br><b>AeroBarrier – Digitized Air Sealing</b>  |               |
|                        | <b>Module 1: Builder Sharing – Integrating Innovation</b>   |               |
| <b>1a</b>              | <b>Wake Up and Smell the Disruption</b><br><i>Colby Swanson, Momentum Innovation Group</i>                              | 10:45 – 11:20 |
| <b>1b</b>              | <b>Defining the Right Problem for the Housing Industry</b><br><i>Brainstorming</i>                                      | 11:20 - 11:45 |
| <b>1c</b>              | <b>What Solutions for the Right Problem</b><br><i>Brainstorming in Break-out Groups on Top Three Problems</i>           | 11:45 – 12:00 |
| <b>1d</b>              | <b>Report on Solutions</b><br><i>Break-out Group Leaders</i>  | 12:00 -12:30  |
|                        | <b>Lunch/Networking</b>   | 12:30 - 1:30  |
| <b>What’s New</b>      | Innovation Showcase:<br><b>Huber Engineered Woods – Moisture Barrier Best Practices</b>                                 | 1:30 - 1:45   |
|                        | <b>Module 2: Offsite Production Has Arrived – Part I</b>  |               |
| <b>2a</b>              | <b>Home Enclosures in 4 Hours with 4 Men and a Crane</b><br><i>Gerard McCaughey, Entekra Homes</i>                      | 1:45 - 2:15   |
| <b>2b</b>              | <b>Modern Sustainable Modular</b><br><i>Aaron Holm, Blokable (invited)</i>  | 2:15 – 2:45   |
| <b>What’s New</b>      | Innovation Showcase:<br><b>Portland Cement Assoc. – Concrete Home Case Studies</b>                                      | 2:45 - 3:00   |
|                        | <b>Networking/Break</b>   | 3:00 - 3:15   |
| <b>What’s New</b>      | Innovation Showcase:<br><b>RenewAire – Key Tips for Installing Balanced Ventilation</b>                                 | 3:15 - 3:30   |
|                        | <b>Module 3: Builder Business Solutions</b>   |               |
| <b>3a</b>              | <b>Employing Open Book Management</b><br><i>Gene Myers, Thrive Home Builders</i>  | 3:30 - 4:00   |
| <b>3b</b>              | <b>Exploiting Innovation</b><br><i>Geoff Farrell, Mandalay Homes</i>  | 4:00 – 4:30   |
| <b>3c</b>              | <b>Key Opportunities to Improve Quality</b><br><i>Clark Ellis, Continuum Group</i>                                      | 4:30– 5:00    |
|                        | <b>Day One Wrap Up</b><br><i>Key Take-Aways from Presentations and Discussion</i>                                       | 5:00 - 5:15   |
|                        | <b>Networking/Break</b>   | 5:15 - 6:30   |
|                        | <b>Dinner</b>   | 6:30 - 7:30   |

**Day Two – November 16, 2018**

| Module                 | Topic   | Time          |
|------------------------|---|---------------|
|                        | <b>Breakfast</b>  | 7:00 – 8:00   |
| <b>Wrap-Up</b>         | <b>Day Two Agenda Review</b>  | 8:00 - 8:15   |
| <b>Day Two Keynote</b> | <b><i>The New Sales Imperative Part II: Optimizing Peer Reviews</i></b><br><i>Jimmy Diffee, Bokka Group</i> | 8:15 – 9:00   |
| <b>What’s New</b>      | Innovation Showcase:<br><b><i>BASF – Details that Work; Cladding Homes with Rigid Insulation</i></b>        | 9:00 - 9:15   |
|                        | <b>Module 4: Offsite Production Has Arrived – Part II</b>   |               |
| <b>4a</b>              | <b><i>Vertically Integrated Offsite Production</i></b><br><i>Michael Marks, Katerra Homes (invited)</i>     | 9:15 - 10:15  |
| <b>4b</b>              | <b><i>World-Class Design Plus Zero Modular</i></b><br><i>Brandon Weiss (DVELE)</i>                          | 10:15 – 10:45 |
| <b>What’s New</b>      | Innovation Showcase:<br><b><i>Extreme Panel Technologies – SIPS and Net-Zero Projects</i></b>               | 10:45 - 11:00 |
|                        | <b>Networking/Break</b>   | 10:30 - 10:45 |
| <b>What’s New</b>      | Innovation Showcase:<br><b><i>Mitsubishi Electric Trane HVAC – Advanced Comfort Case Studies</i></b>        | 10:45 - 11:00 |
|                        | <b>Module 5: Industry Experts</b>   |               |
| <b>5a</b>              | <b><i>What I Learned Training 1,000s of Builders</i></b><br><i>Mark LaLiberte, Construction Instruction</i> | 11:00-11:40   |
| <b>5b</b>              | <b><i>What I Learned Interviewing Over 100 Subcontractors</i></b><br><i>Anindya Basu, DigiBilt</i>          | 11:40 -12:20  |
| <b>5C</b>              | <b><i>Group Discussion</i></b><br>Biggest Lesson-Learned from Boot Camp to Implement Next Year              | 12:20 – 12:40 |
| <b>5d</b>              | <b><i>Sam’s 2018 Housing Industry Report</i></b><br>Key Developments in Technology and Business             | 12:40 -1:00   |
|                        | <b>Lunch/Adjourn</b>  | 1:00-2:00     |