

## 2019 HBA of SC Convention Agenda

### Thursday, August 8, 2019

- 1 pm – 5 pm            EOC Meeting/ Dinner
- 6 pm                    The Port of Port Royal Cruise and Tour  
(RSVP Please)

### Friday, August 9, 2019

- 7 am – 4 pm            Convention Registration Desk Open
- 8 am – 10 am            **Friday Keynote Speaker and Breakfast**
- John Hunt, MarketNSight**
- 9:45 am – 11:30 am    **Coffee Available in the Foyer**
- 10 am – 12 pm           **Morning Educational Breakout Sessions**

- **No Excuses Financial Management** – Instructor: Mike Benshoof  
Accounting and financial management continues to be a source of fear and frustration for small-volume builders and remodelers, and too many rely solely on their accountant to help them run their company. This session is designed to give you the financial confidence you want and need.
- **Shorten Your Build Time and Build Better** - Instructor: David Lewis and Craig Doehner, Norbord  
This Course addresses a number of simple things that can be done in the Framing stage of Construction that will speed up your Trades, provide significant energy savings and structural integrity. The Focus is on Cost Effective steps that provide Reduced Air Leakage, Reduced Heat Gain and Reduced Build Time without causing cost headaches for the Builder and meeting Building Codes/Standards. There will also be an optional segment at the end on structural framing in High Wind regions.
- **Construction Hacks That Make Flood Insurance Affordable** - Instructor: Lisa Sharrard (Jones)  
Learn some easy construction hacks that will significantly lower the price of Flood insurance while delivering the quality and visual appealing outcome your buyers want.
- **5 Things You Should be Doing in Social Media** – Instructor: Carol Morgan  
TwittFaceGram. . . Home builders, remodelers and others in the new home industry have embraced social media, but are you doing everything you should be doing? How do you capture market share of eyes and potential buyers in this ever crowded space where everyone is posting their marketing messages and sometimes useless content. Carol Morgan of Denim Marketing will focus on these five things you should be doing to break free of the clutter in this lively class.
  1.        Have a Plan - create a Content Calendar
  2.        Run Ads on Facebook & Instagram
  3.        Call to Action – URL, phone or text

4. Graphics, Photos, Videos – Step it up
  5. Empower and ignite your Team
- Come ready to participate and ask questions. This class will move fast!

Take Aways:

- Understand the importance of having a plan
- Learn why ads will boost your overall social media numbers
- Get tips on how to set your content apart with graphics, photos & videos
- Discover how to empower your team to help with social media
- **Opportunity Zones and How Industry Professionals can take Advantage** – Instructor: Burnie Maybank  
Hear from an expert about all aspects of Opportunity Zones, the community development incentive brought about by the Tax Cuts and Jobs Act of 2017. The agenda includes topics on current issues and best practices for the Opportunity Zones program.
- **Champagne Marketing on a Beer Budget** – Instructor: Lucy Rosen  
If your brand is what people say about you when you're not in the room - how do you package that into a marketing program that will convert potential consumers into paying customers? Aspiring entrepreneurs, existing small business owners and anyone involved in marketing and communications are invited to join SmartMarketing Communications' Chief Solutions Officer, Lucy Rosen, for a fast-paced seminar filled with valuable low-cost marketing tips and techniques. Through her easy-to-implement plan and her unique approach to marketing, Lucy offers a number of practical solutions that even a one-person marketing department can implement.

Noon - 2 pm

### **Celebration of Excellence Luncheon & Trade Show –**

HBASC Bagnal Builder and Clark Associate of the Year, Defender of the American Dream Award and Pinnacle Awards.

2:00 pm -4:00 pm

### **Afternoon Educational**

- **No Excuses Financial Management** – Instructor: Mike Benshoof  
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- **Workers' Compensation 101 for the Employer** - Instructor: Christine Ormand  
The 101 of workers' compensation law, detail various defenses, present common issues in claims, and specifically identify ways by which an Employer (and particularly, Builder) can protect itself from claims and take action prior to a claim occurring which would protect them from liability and/or mitigate exposure.
- **Netiquette: Communications 3.0** – Instructor: Carol Morgan  
Netiquette, where common courtesy meets the internet, has become a necessary focus as

business communications have evolved and become internet based. The telephone is no longer a primary form of business communication as texting, instant messaging and social media have become main stream. When is it OK to text a client or business partner versus sending an email? And, is the answer the same for a Boomer, Gen X or Gen Z? Do we overuse the exclamation point? And what about using emojis or emoticons in emails? What is polite behavior and how do you keep from offending an important contact? Higher social status, greater wealth, supreme standards and an excellent education are traits typically associated with people who have excellent manners, especially those who communicate at a high level with their business contacts. Previously, everyone had manners, but now that is not the norm. Technology allows us to do more – faster. Because we are always in a hurry, corners get cut and netiquette gets left out. During Netiquette: Communications 3.0, you'll be entertained and engaged as instructor Carol Morgan reminds participants of tried and true practices and brings up thought-provoking subject matter.

Take Aways:

- Understand the various generations and their communication preferences
  - Learn how to address emails so they get read and are easier to find
  - Discover facts about texting and why it is so rapidly becoming an acceptable form of business communication
  - Discover which generation is the most versatile at various communication technologies
- **Opportunity Zones and How Builders can take Advantage – Burnie Maybank**  
Hear from an expert about all aspects of Opportunity Zones, the community development incentive brought about by the Tax Cuts and Jobs Act of 2017. The agenda includes topics on current issues and best practices for the Opportunity Zones program.
  - **Champagne Marketing on a Beer Budget – Instructor: Lucy Rosen**  
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3:30 pm – 4:30 pm      **Coffee Available in the Foyer**

4pm - 5 pm              **2019 Legislative and Regulatory Review**

8:00 pm – 11:00 pm    **Hypnotist Show with Kevin Lepine**

### Saturday, August 10, 2019

7 am – 4 pm              Convention Registration Desk Open

7 am – 10:30 am      **Breakfast/Construction Forum/Tradeshaw**  
Money Making Secrets for Those in Residential Construction - Attend the Seminar to learn from a panel of Builders ,Energy Rater ,Building Official, Forensic/Industry Consultant, Dealers and Manufacturers and market and marketing experts in the South Carolina Home Building Industry about “Simple & Inexpensive” ideas to help you.

10:30 am – 12 pm      **Rolling out the New HBASC Healthcare Plan**

Noon – 2pm

**Lunch and Keynote Speaker**

**“Compete With the Giants” – Mike Benshoof**

The demise of the small and mid-sized home builder is much overstated. Competition is simply a part of business, and while you may lack some of the resources of the "big guys", you have a variety of tools and advantages at your disposal when trying to contend. In this session, you'll explore best practices used by large national builders that you can imitate and adapt to fit your business and also what you must do differently in order to successfully compete for market share. Leaning on his more than 30 years of industry experience, your speaker will share strategies he's employed for his own building company as well as the findings from his extensive study of builders of all sizes.

2 pm – 5 pm

Afternoon Education

**What's New in the 2018 IRC and State Modifications?** Instructor: Andy Barber

Get an early jump and thorough review and explanation of the significant changes for the 2018 International Residential Code and the adopted South Carolina Modifications that will likely be implemented on January 1, 2020.

7 pm - 10 pm

**Low Country Boil and Crab Races**

9:00 pm – 11:45 am

**Presidential Hospitality Suite**

**Sunday, August 11, 2019**

9 am - 11 am

**Board of Directors' Meeting and Breakfast -**