

SESSION TITLE: COMPREHENSIVE BUILDING SCIENCE FOR TODAY'S HOUSING
SESSION LENGTH: SEVEN-HOURS

SESSION DESCRIPTION: THIS WILL BE AN IN-DEPTH SESSION ABOUT THE HOUSE AS A SYSTEM AND SYSTEMS APPROACH THINKING. CHANGES IN BUILDING TECHNOLOGY AND CUSTOMER EXPECTATIONS WILL BE IDENTIFIED. HOW AND WHERE AIR FLOWS AND WHERE THE AIR PRESSURES AND DRIVING FORCES COME FROM WILL BE DISCUSSED. STRATEGIES FOR PLANNING AND ENERGY DESIGN WILL BE REVIEWED. MOISTURE SOURCES, HUMIDITY, AND STRATEGIES FOR BETTER CONTROL WILL BE IDENTIFIED. VENTILATION AND FILTRATION STRATEGIES WILL BE ADDRESSED. FINALLY, REVIEW KEY SELLING COMPONENTS AND DISCOVERING YOUR OPPORTUNITIES TO BUILD BETTER HOMES WILL ALL BE EXPLORED.

TOPICS COVERED:

- * BUILDING SCIENCE BASICS**
- * HOW BUILDINGS WORK**
- * BALANCING ENERGY, MOISTURE & INDOOR AIR QUALITY**
- * RAIN AND MOISTURE MANAGEMENT**
- * INDOOR AIR QUALITY AND VENTILATION**
- * OPTIMIZING YOUR HVAC SYSTEMS**
- * MARKETING BETTER BUILT HOMES**

TARGET AUDIENCE: BUILDERS, CONTRACTORS, ARCHITECTS, PRODUCT SALES