

Course Descriptions

Marketing & Communication Strategies for Aging & Accessibility (CAPS I)

Millions of Americans are living longer and more active lives. And with their changing lifestyles, maturing Americans are also looking to revitalize their home environments. Identifying these opportunities and developing the skills to interact with 50+ customers can help you grow your business dramatically. Learn best practices in communicating and interacting with this exciting and evolving population, and take advantage of one of the fastest growing market segments in remodeling and related industries. As a graduate of this course, you will be able to:

- Explain the three segments within the Aging in Place market that present business opportunities for building professionals
- Implement a process for promoting new opportunities for products and services in the Aging in Place market
- Enhance your sales process with effective techniques for the Aging in Place market

For NAHB designations: CAPS, CGA, Master CSP

Continuing Education Credits:

WI Dwelling Contractor Qualifier Continuing Education Hours: 7.0

NAHB Continuing Education Hours: 6.0 -

CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Design/Build Solutions for Aging and Accessibility (CAPS II)

The maturing of the U.S. Baby Boomer population is a huge opportunity for remodelers. As this consumer group expands, more and more are interested in remodeling their home to fit their new lifestyle and abilities. This Certified Aging-in-Place Specialist (CAPS) course will help you understand the guidelines and requirements of accessibility, the importance of doing an assessment with input from occupational and physical therapists as well as qualified health care professionals, and the significance of good design in making modifications that can transform a house into a safe, attractive, and comfortable home for life. As a graduate of this course, you'll be able to:

- Describe the home ownership market as it relates to the three segments of the Aging in Place market
- Consider contractual and legal concerns for building professionals providing design solutions to the Aging in Place client
- Perform a needs assessment to identify and prioritize the needs, wants and wishes of the Aging in Place client
- Recommend specific design solutions for the Aging in Place client
- Estimate and schedule the Aging in Place project while regarding special considerations
- Identify considerations for executing the job while the client is in residence

For NAHB Designations: CAPS, CGA, Master CSP

Continuing Education Credits:

WI Dwelling Contractor Qualifier Continuing Education hours: 8.0

NAHB Continuing Education hours: 6.0

CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Business Management for Building Professionals

Learn the management skills that give industry leaders the edge. This course will give you a solid foundation in those best business practices so valuable to smaller businesses: planning, organizing, staffing/directing and controlling. By using case studies and sample forms, your instructors give you practical and applicable tools for management success. As a graduate of this course, you will be able to:

- Discuss common business challenges and learn practical tips and tools to overcome them
- Explain the three basic functional areas within a company
- List the five main tools used to improve a business
- Apply each of the five Ps to the three functional areas of the business
- Identify methods of recruiting, interviewing, training, and retaining quality personnel
- Apply the key measures of business performance to your own business

For NAHB Designations: CAPS, CGA, CGB, CGP, CGR, Master CGP, Master CSP

Continuing Education Hours:

WI Dwelling Contractor Qualifier Continuing Education hours: 6.5

NAHB Continuing Education Hours: 6.0

CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM



Certified Aging-in-Place Specialist (CAPS) Class

Marketing & Communication Strategies for Aging & Accessibility (CAPS I)

Wednesday, March 7, 2012

8:00 - 5:00

Design/Build Solutions for Aging and Accessibility (CAPS II)

Thursday, March 8, 2012

8:00 - 5:00

Business Management for Building Professionals

Thursday, March 15, 2012

8:00 - 5:00



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Reach the Fastest Growing Segment of the Remodeling Industry

Coming from out of town: Lodging available at Hampton Inn, Elkhorn at a discount. Weekdays, \$79. Just ask for the Lakeland Builders Association price.



Courses & Registration

Marketing & Communications Strategies for Aging & Accessibility (CAPS I)

Wednesday, March 7, 2012

8:00 - 5:00

Instructor:

Cindy Knutson-Lycholat,
CGR, CR, CAPS

NAHB Member \$195 Non-Member \$235

Business Management for Building Professionals

Thursday, March 15, 2012

8:00 - 5:00

Instructor:

Cindy Knutson-Lycholat,
CGR, CR, CAPS

NAHB Member \$195 Non-Member \$235

Fees and Payment

Name

HBA Name

Company

Address

City, State & Zip Code

Phone Number

Email Address

Design/Build Solutions for Aging and Accessibility (CAPS II)

Thursday, March 8, 2012

8:00 - 5:00

Instructor:

Cindy Knutson-Lycholat,
CGR, CR, CAPS

NAHB Member \$195 Non-Member \$235

Register by:

Phone (262) 723-2908

Fax: (262) 723-5938

Mail: Lakeland Builders Association
1560 N. Country Club Pkwy
Elkhorn, WI 53121

MasterCard Visa

Check Made payable to:
Lakeland Builders Association

Credit Card Number

Expiration Date VIC Code

Name on Card

Zip Code where billing is sent for this card.

Signature

Course Location

Lakeland Builders
Association
1560 N. Country Club Pkwy
Elkhorn, WI 53121

We are located north of
Elkhorn off of Hwy 12/67.

Additional Information

Lunch and refreshments are included in the registration fee. Each course is approved by the Wisconsin Dept. of Safety and Professional Services for Dwelling Contractor Qualifier Credential continuing education credits.

CAPS I - 7 credits
CAPS II - 8 credits
Business Management - 6.5 credits

Payment and Cancellation Information

Registration and payment due by February 13. No refunds or cancellations after February 29.