

Lumber and Building Materials Short Course

Kaufert Laboratory, University of Minnesota, St. Paul Campus

January 8-18, 2008

About the Course

The Short Course is actually two sessions. The first session is a three day estimating course taught by a nationally recognized trainer with over 30 years experience. The second session consists of five full days covering product information, building systems, marketing, and the workplace environment. It is a comprehensive primer for employees in the building industry covering everything a sales professional needs to know to effectively serve customers, be they distributors, dealers, builders, contractors, or homeowners.

Who Should Attend

- New employees to the industry
- Managers interested in increased knowledge of building materials
- Sales professionals seeking improved product knowledge and sales/marketing skills

Course Objectives

- Understand the properties and characteristics of wood and wood products
- Understand how materials work together and interact in a building system
- Gain knowledge of business management specific to the building industry
- Learn how to create and communicate the value of the products and services you offer
- Gain leadership skills to advance in the workplace
- Become knowledgeable of current and developing issues in the building industry
- Develop skills in basic residential building materials estimating

Tentative Program

Please note that the listing of topics is abbreviated and the order of the presentations or exact titles may be different in the final program.

Tuesday, January 8-Friday, January 11

Estimating

Note: the estimating class will start at 1:00 p.m. on Tuesday and conclude around noon on Friday.

- Estimating to Improve Value

Monday, January 14

Understanding Wood and Building Materials

- Wood as a Building Product
- Wood Strength and Mechanical Properties

- Moisture and Wood
- Wood Deterioration
- Softwood Plywood and OSB
- Engineered Wood Products and Systems
- Vendor Exhibits and How to Work a Trade Show

Tuesday, January 15

Wood and Building Materials Applications

- Softwood Lumber Grading and Use
- Deck Construction and Maintenance
- Product Knowledge Issues
- Tour of Truss Plant
- Do's and Don'ts of Wood Trusses

Wednesday, January 15

A Systems Approach to Residential Building

- Stair parts / Millwork Overview
- Cold Climate Housing Performance
- Building Science Primer
- Moisture Management: Best Practices
- Cold Climate Housing Application

Thursday, January 17

Marketing and Management

- Creating Value
- Selling in Today's Environment
- How to Sell to Contractors
- Certification
- Selling for Profit
- Taking Profit to the Bottom Line

Friday, January 18

Current Issues/Leadership

- Environmental Issues
- Healthy Housing
- Conflict Resolution
- Leadership

Registration/Fees

You can register for the full two-week course (best value!), for the first week estimating session only, or for the second week only (see registration form)

Session	Early registration (received by Dec 10, 2007)	Received after Dec. 10, 2007
Full two-week course (Jan. 8-18)	\$875.00	\$975.00
Three day estimating session (1pm Jan. 8 to about noon Jan. 11)	\$575.00	\$675.00
One-week product knowledge and construction session (Jan. 14-18)	\$650.00	\$750.00

Group discounts available! If your company is registering 3 or more, please contact Harlan Petersen at 612-624-3407 or Harlan@umn.edu for confirmation of discount.

Space is limited, so you are encouraged to register early.

Cancellation policy: Cancellations received or postmarked after December 27, 2007 will be assessed a \$150.00 cancellation fee.

For further information contact:

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Sponsors:

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