



Paul Cardis
President
Avid Ratngs

Paul Cardis founded Avid Ratings in 1992 and Avid Ratings Canada in 2003. Since its inception, Avid Ratings has helped thousands of home building companies' measure, understand, and change their organizations to improve customer loyalty and increase company profitability.

The Avid Team provides North America's leading homebuyer survey and customer engagement programs focused on the residential construction industry. Working with over 2000 leading homebuilders, Avid's clients dominate the ratings and awards given in customer satisfaction on a local and national level. Avid was named one of the Top 50 Most Influential Construction Technology Firms in 2015 and was named Best Product in Residential Construction by Constructech Magazine in 2013, 2014, 2015 and 2016.

Paul's contributions to the industry are highly regarded by his peers. Paul has published over 150 articles in leading print magazines and authored the cover stories for Professional Builder magazine in November 2007, November 2006, November 2005, October 2004, and September 2003 on customer satisfaction. Paul's work has also been highlighted in the major media including, Time Magazine, Market Watch, MSN, Yahoo, Washington Post, AZ Central, Nation's Building News, and hundreds of other websites, local newspapers, HBA newsletters, and local television broadcasts.

Paul is regular speaker at major residential construction industry events, including the NAHB International Builders' Show, BILD Toronto, Pacific Coast Builders Conference (PCBC), South East Building Conference (SEBC), Professional Builder Benchmark Conference, Builder 100 Conference, Big Builder and the Avid Conference®. He also conducts regular educational sessions for his clients, NAHB Builder 20 Clubs, and for private groups throughout North America.

Paul holds a Master's Degree from the University of Wisconsin – Madison in Psychology-Human Development and a second Master's Degree from the University of Northern Iowa in Educational Evaluation.



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Zach Munns
Manager, Business Development
Avid Ratings

Zach's background began in operations and manufacturing in the sustainability industry. Working for many small, startup companies, Zach was trained in Six Sigma and bootstrapped operations and creating efficiency and optimization within resource restricted environments. After moving away from sales and operational consulting business, Zach found a passion for the homebuilding space. Zach joined the Avid team in 2015 as the Manager of Business Development. Since its inception in 1993, Avid Ratings has helped thousands of home building companies' measure, understand and change their organizations to improve customer loyalty and increase company profitability.

The Avid Team provides North America's leading homebuyer survey and customer engagement programs focused on the residential construction industry. Working with over 2,000 leading homebuilders, Avid's clients dominate customer satisfaction ratings and awards on local and national levels. Constructech Magazine named Avid one of the 50 Most Influential Construction Technology Firms in 2015 and Best Product in Residential Construction in 2013, 2014, 2015 and 2016.

Zach holds a bachelor's degree from the University of Wisconsin – Madison in Operations with a specialization in Supply Chain Management.



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Tami Noel
Senior Design Center Consultant
Builder Consulting Group, OptionWiz

Tami Noel has over 15 years working in and with Home Builder Design Centers in roles such as design consultant, design center director, purchasing agent, marketing and sales.

She assisted with opening a new Design Center with McStain Neighborhoods in 2003. She directed and implemented the nimble and adaptable OptionWiz program, so that the Design Center and Purchasing Department could modernize the Purchas order system. The collaboration of the Sales team, Purchasing Department and Design Center allowed McStain to secure the highest profit margins ever achieved! Tami accomplished the data development of over 8000 options that flowed readily with the design consultants during the home buyer's selection experience.

Tami Noel quotes that a Home Builder that operates its own Design Center is the best way to increase your margins, control your customer experience and expectations, achieve higher customer satisfaction surveys and give that personal touch that a flooring service's company could never handle. OptionWiz takes the guess work out of selections and eliminates confusion and error in the field once install happens. It also gives the Home Builder complete control over custom options and precise pricing.



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Noelle Tarabulski
CEO, Founder
Builder Consulting Group, OpEX Builder Tour

Noelle is the CEO of Builder Consulting Group, and Founder of OpEX Builder Tour (a national operational excellence builder tour) catering to all builders at the local HBA level. She is a general management consultant for home builders, developers and large remodelers and has successfully coached and collaborated with over 350 builders and developers nationwide to improve their operational and financial results. She started her career as a builder developer for Toll Brothers, Inc. in the Philadelphia and Boston submarkets.

Her engagements have included operational improvement initiatives, restructuring, repositioning and growth strategies and tactics. Her client base includes small privately held entities, medium regional companies and large public companies, including Robuck Homes, Jagoe Homes, Village Homes, McStain, Christopherson Homes, KB Homes, Bozzuto Homes, Savvy Homes and many others. Noelle has served as an interim CEO or President on a short and medium term basis during various engagements in the past 20 years. Many clients refer to her as the SVP of change.

She has worked with all consumers segments, including single family, multi-family, apartments, detached and attached residential housing. She works closely with many of the best industry consultants, such as market research firms, engineers, and data providers and others. Her engagements involve all aspects of homebuilding management from organizational structure and leadership, land purchases and financing, product positioning, architectural design to the delivery of the home. She has worked with many of her colleagues on the OpEX Builder Tour in various settings during her career.

Noelle holds a MIPER (Masters International Political Economy of Resources) from Colorado School of Mines, MBA (Fuqua School) from Duke University, and a BS in Business Administration from Castleton College and is halfway through her MLS (Masters in Legal Studies) from Washington University of St. Louis, School of Law.

Her published works exceed over 70 articles that include work as a contributing Editor for Professional Builder Magazine. An editor at large for Builder Magazine and contributor to various editorial projects. Her speaking engagements include Professional Builder Benchmark, NAHB, Urban Land Institute, The Presidential Seminar (Lee Evans - Martin Freeland Sponsored) and various pro free market gatherings.

Noelle was involved in ULI Leadership for RNDC Blue and Gold Council for over 10 years, she is an active member of ULI RNDC Gold, Northern Colorado HBA and Denver Petroleum Club.

She resides in Lakewood, Colorado and enjoys skiing, hiking and all things outdoors. She has a daughter and large extended family that makes life fun and interesting. Her first career was as a ski instructor. Give her a reason to ski and she will take it!



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Ken Manisco
President
Build Intelligent

Ken Manisco has in the homebuilding industry for over 20 years. His expertise in production management and cost control has help builders nationwide achieve their goals. From his start as a purchasing agent in the Chicago market to designing, building and consulting in Atlanta, Ken has approached every aspect of the business of building from a hands-on perspective.

As Founder and President of Hawthorne Custom Homes, Ken has grown his small business into a multi-million dollar custom homebuilding company with a solid reputation for craftsmanship and integrity among upscale homebuyers. From designer to project manager to controller to sales agent, he has filled every role in a homebuilding business. Where Ken excels most is in the area of production management and cost control. His ability to compile detailed estimates and implement rigid process management in the field, led him to form the consulting firm build Intelligent.

Through build Intelligent, Ken teaches builders to operate with detailed estimates and critical cost control measures. By teaching builders how to compile and use a detailed estimate, builders have the tools and skills need to improve profits. Through years of experience, Ken can analyze a builder's process and prescribe cost control measures. Computers and technology are a big part of everything he does. Ken is a self-motivated professional that will do what it takes to get the job done. He values Excellence, Integrity, Loyalty and his Faith. Ken lives in Atlanta with his wife and two children.



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Ward D Griffith
General Manager
BuilderMT

Out of college, Ward Griffith started his own company focused on the Implementation of Process Based Software Solutions, wholly designed around the Construction and Homebuilding Industry. Over the years he has worked as Sales Manager, Manager of Business Partner Relationships, and has been invited to speak at: IBM, AGC, ABC, and NAHB Venues, with topics ranging from Process Improvement, Implementing Current Technologies, and Maximizing Profits in both good and flat economies.

Currently, he is the National Sales Manager at BuilderMT, the leading provider of process based software for the Residential Homebuilding Industry. He resides in Corpus Christi Texas, where his responsibilities are focused on Managing the Sales Team, Continued Customer Education, and Steering the Advisory Groups.



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Tim Beckman
Business Development
CG Visions

Tim Beckman has been with CG Visions since its inception and has 15+ years' experience as a BIM professional. At present he is Director of Business Development, but he isn't simply focused on sales; his tenure starting in 2000 has taken him through the trenches of every element of the business. This breath of depth of technical and practical experience allows for an understanding of how BIM products & services best fit into the construction industry. He primarily promotes from a strategic standpoint the development of complimentary technical partnerships and identifies the "right" customers with which to partner. Tim has a proven track record of identifying key partnerships and identifying how CG Visions' current/future products and services best fit into the ever changing construction industry.

Tim has developed high-performing teams, both internally & client-side, by effectively influencing and persuading others to perform at peak levels. His achievements are not limited to just the implementation of new technology but as a change agent to overcome skepticism while forging positive relationships with customers. This has been accomplished by communicating and orchestrating complex details of world-class systems, through a staged approach, to an industry which has been slow to accept new technologies.

He holds a Bachelor's degree in Computer Graphics Technology from Purdue University with a concentration in Construction Technology. Also, a Master's of Business Administration from Butler University in Indianapolis. Tim also serves on the Computer Graphics Advisory Board for the Purdue Polytechnic Institute at Purdue University. Tim has been asked to present at the Alberta Center for Excellence (ACE) BIM Symposium, multiple Lean Building Events, The Housing Innovation Summit and Educational sessions at NAHB.



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David R. Bozell
President, Founder
CG Visions

David Bozell, is the President and Founder of CG Visions, is an entrepreneurial-minded leader who is highly skilled in Construction Graphic Communication. Through more than 20 years in the Building Information Modeling area of the Building Construction Industry, he has developed an in-depth knowledge and understanding of the industry and its market dynamics.

Mr. Bozell is a former Assistant Professor in the Department of Computer Graphics in the College of Technology at Purdue University. CG Visions evolved from Mr. Bozell's work integrating BIM into the building construction industry, when he was contacted by a company that needed assistance integrating light gauge steel panelization software with an existing manufacturing line. He successfully helped apply and develop the appropriate technologies, and continued to develop related applications for residential and commercial clients utilizing BIM technology to acquire design information, BOM (bill of materials), and manufacturing cut lists. These experiences led him to realize the astounding potential for such a product within the residential building industry.

Mr. Bozell holds a Master's Degree in Industrial Technology, a Bachelor's Degree in Computer Graphics and an Associate Degree in Building Construction Management, all from Purdue University. He was recognized as the Distinguished Technology Alumni from the College of Technology at Purdue University in 2009.

His publications include topics on the use of BIM models in the construction industry to improve visualization and communication, parametric technologies in the A.E.C. industry, data management using graphical databases, and e-commerce technologies in the classroom.



Expect More From BIM

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Troy Warr
Senior Software Developer
Computer Presentation Systems

Troy Warr has been a software engineer at Computer Presentation Systems for 25 years; he is the lead developer for CPS' construction scheduling software solutions. Troy pioneered residential construction software on a mobile platform in 1997 with the CPS ScheduleBuilder software extension, WalkWrite (for the PalmPilot). He has lead the design and development of CPS' browser-based FieldCollaborate.

Working with the nation's largest production builders afforded him the privilege of designing and testing inside Microsoft laboratories in Redmond, Washington and Las Colinas, Texas; he has also collaborated with one of the nation's top business consulting firms to develop a homebuilder advanced cadence system. He finds working with smaller builders allows him to retain a unique focus on simplicity and ease of implementation. Troy has helped the industry continually adapt the management process to take advantage of contemporary tools and anywhere/anytime live processes – and is frequently asked to participate in discovery, planning and implementation sessions.

Troy received his B.S., Business, from California State University, Sacramento, with a specialization in Management Information Systems.



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Jennifer Oldenburg
Client Executive
Hub International

Jennifer started her insurance career as an insurance agent in 2000. She has since served in a variety of industry roles, including sales leadership, agency recruiting & training, and alternative risk solutions. Jennifer's expertise includes commercial lines and alternative risk strategies. She works closely with her clients and their trusted advisers on building risk solutions custom tailored to their needs. Over her career, she has worked on both the carrier side and the broker side as a client liason, building strong and lasting realtionships



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Glenn Cottrell
Managing Director, Builder Solutions
IBACOS innovation

Glenn Cottrell is managing director of the Builder Solutions team at IBACOS and is directly responsible for all aspects of IBACOS quality and performance work with homebuilders through the PERFORM[®] suite of tools; providing construction quality knowledge and measurement tools, content, and expert consulting services to leading homebuilders nationwide. Glenn helped lead the ground-up development and expansion of BuildIQ[®],

the building industry's first online education system for production homebuilders, and has spoken at many industry conferences on the subjects of employee development and quantifying the true cost builders pay for quality – both investments made to ensure good quality as well as the price paid due to poor quality. His unique insight and perspective has opened opportunities with many of the nation's largest production homebuilders.

Glenn joined IBACOS in 1993 as one of IBACOS' first full-time employees, coming from Carnegie Mellon University with a degree in Architecture.



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Aimee Martin
Managing Director
Isles Ranch Partners

Aimee Martin is based in Dallas and leads deal origination for Isles Ranch Partners in Texas and throughout a number of other U.S. markets, including the Southeast and Florida. Prior to Isles Ranch, Aimee was a Vice President at Rockpoint Group, where she was responsible for originations and asset management across a variety of Rockpoint's residential land investments, including Rockpoint Finance Fund. Prior to joining Rockpoint in 2006, she served as Director of Land Finance at Meritage Homes Corporation and Director of Project Finance at Terrabrook, a national land development company owned by Westbrook Partners.v



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Ken Puncerelli
CEO
LAI Design Group

As founder and CEO of LAI Design & Architecture Kenneth Puncerelli has been involved for more than 30 years with planning and designing of hundreds of thousands of acres of land and millions of square feet of Buildings. As a seasoned real estate development professional, Ken has worked on site specific development projects as well as master planned communities. Additional work rounding out Ken's portfolio of experience includes golf course communities and resort projects in the United States, the Caribbean, Africa and Mexico. Ken has a wide range of skill sets including an in-depth understanding of civil engineering, architecture (housing & commercial), planning, zoning, finance, marketing, and as well as and conflict resolution. In addition to being a licensed design professional Mr. Puncerelli holds an MBA and Master of Science in Finances.

Real Estate Development Consultants with a multidisciplinary approach offering services in the disciplines of architecture, land planning & entitlements, landscape architecture, visual media, real estate advisory and development project management services.

Understanding a project from the client's perspective and key requirements, such as expediting the approval process, maximizing real estate values and minimizing environmental impacts are tenets we live by.

Our team has a proven track record that encompasses both large-scale and complex multi-phase development projects. We arrive at design solutions for our clients that are innovative, cost-effective, financeable, and practical to construct.

LAI Design Group

Architecture | Planning & Entitlements | Visual Media | Landscape Architecture | Real Estate Advisory

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Josh Rowland
Principal
LAI Design & Architecture

As Principal Josh Rowland brings a strong background to both small and large scale planning and design projects. He is highly experienced in the areas of urban design, community master planning, resort planning and design, and the management of large scale construction projects. Throughout his professional career, Josh has successfully managed clients' projects from concept to final product. He brings a detailed insight to how a project moves from paper to reality, thus assuring the client of the delivery of a solid project that accurately meets their specifications.

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Dan Long
President
Punchlist Manager

Dan Long has been the President of Service Software since 2004. Punchlist Manager was a well received product used by many builders in the 1990's and in the 2000's Dan has expanded the user base, ported it to a web environment and enhanced its functionality. BCG has installed and recommended this software as a solution to well over 20 clients with a 100% success rate. Service software has expanded its expertise to encompass restoration, and inspection management. Dan and his Service Software Team attend the International Builder Show aka IBS annually and is based in Littleton, Colorado.



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Scott Hearty
President
RebatePros

Scott has over 35 years' experience in the home building industry, covering all aspects of construction, quality control, purchasing and warranty service. Scott joined Standard Pacific's Orange County division in 1984 working in many positions such as Customer Service, Construction Manager, On-Site and Off-Site Purchasing, New Home Warranty Manager, VP of Construction, and VP of Purchasing.

In January of 2004, Scott was asked to lead the 1Standard Program as VP of National Purchasing Operations to position and take advantage of Standard Pacific's increased scale in order to negotiate stronger positions with suppliers, introduce best practices and new technology across all divisions to help enhance efficiencies within the purchasing department along with education and training to create a best in class purchasing operation.

After a successful 30-year career with Standard Pacific Homes Scott launched RebatePros with a single mission in mind: "Simplify the rebate process for homebuilders and product manufacturers; ensure timely and accurate product usage reporting, invoicing, and collection." With that in mind, RebatePros, LLC was founded in early 2015.

RebatePros, a cloud-based state-of-the-art technology-leveraged service provider truly simplifies the manufacturer/supplier rebate/incentive process for residential and multi-family builders. The RebatePros system is an innovative, easy to use, multi-functional service guaranteed to:

- ☐ Increase revenue
- ☐ Provide in-depth analytics
- ☐ Reduce the homebuilder's workload
- ☐ Streamline the rebate collection process
- ☐ Ensure every dollar is collected on every home
- ☐ Monitor incentive contract terms & renewal dates
- ☐ Create accurate cash distribution reports for Divisions

RebatePros provides a zero-risk 100% satisfaction guarantee. If you are not completely satisfied...you pay absolutely nothing!



Scott Hearty

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Rodney Hall
President
Rodney Hall & Associates

Rodney Hall has 27 years experience conducting retained search and targeted recruitment campaigns for clients in the homebuilding, community development and multifamily industries. Prior to launching his private practice, Rodney was a Senior Partner with the Talon Group from 1988 to 2012. He's directed searches at all management levels and disciplines for national and regional companies including Newland Communities, NVR/Ryan Homes, Southern Land Company, Hillwood Communities, Drees Homes, and Charter Homes Neighborhoods.

His current practice is built on a collaborative approach with a select group of industry leaders. Rodney served six years as a Vice Chair of the Community Development Council (Gold Flight) and five years as Co-Chair of the Community Development Council (North Texas district).

He lives in Plano, TX with his wife Nanci and has a son entering the University of Arkansas (woo pig sooie!).

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Ralph Williams
CEO
Sales Solve Everything

Ralph Williams, Cofounder of Sales Solve Everything, is a true Sales Advocate, engaging Home Builder audiences across the Nation. He is the visionary behind Sales Solve Everything's Online Sales Bites, the most effective Onboarding tool in the market delivering Online Sales Training Programs that's created specifically for the New Home Sales Industry. Dallas Ft. Worth. Qoppa Software

With more than \$2 Billion Dollars of Real Estate Sales transactions he attributes his success in life and business to five characteristics: Connect, Care, Work Hard, Practice and Develop. Some of the companies he has worked with include, Century 21, REDC, and New Home Network. His new home sales career started at New Urban West in Southern California, where he was recognized as one of the top three sales managers in California by ELAN. As Senior VP of Sales, Ralph helped lead the Grand Homes team to the prestigious "Builder of the Year" award in 2011.

His experience as a Top Sales Professional and highly profitable Division President has molded his coaching style to be authentic and relatable. At Sales Solve Everything, he develops and delivers new ideas and concepts, on how to tackle the relevant issues in an ever-changing market, in a fun, interactive and effective way. Home Builders from across the Nation send their sales teams to attend Sales Solve Everything's New Home Sales School, where hundreds of Sales Professionals graduate annually from their training school int



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George Casey
President
Stockbridge Associates

GEORGE E. CASEY, JR. is the President of Stockbridge Associates LLC; a consultancy based in Freeport, ME (www.stockbridgeassoc.com). Stockbridge helps residential builders, developers and investors to strategically position or reposition their company and/or assets for higher productivity and profitability.

He additionally serves as the Chair of a Vistage CEO Private Peer Advisory Board for large company CEOs, owners, and senior executives in the Portland, ME area (www.vistage.com).

He has over 40 years experience in the real estate industry as an operating executive, consultant, thinker, speaker, author and board member.

Recent representative clients of Stockbridge Associates include: The Housing Innovation Alliance (Pittsburgh, PA), Elite Homes (Louisville, KY), DMB Associates (Scottsdale, AZ), JRH Holdings (Fort Worth, TX), On Top of the World Communities (Ocala, FL), Princeton Communities (Mooresville, NC), Waypoint Homes (Oakland, CA), and Lehman Brothers Holdings (New York NY).

From 2010 until 2013 he served as the President and Chief Executive Officer of Orleans Homes, (Bensalem, PA) helping the company to reorganize, exit from bankruptcy, and undergo major organizational and market changes on behalf of new, private equity owners.

In the homebuilding industry, George has also served as the Chief Executive Officer for Christopherson Homes, Inc. (Santa Rosa, CA) and Zaring Homes, Inc. (Cincinnati, OH), the President of the Mid-Atlantic Division of the St. Joe Company (Charlotte, NC), the Sr. VP of Operations and Chief Financial Officer for Realen Homes, Inc. (Berwyn, PA), and as Sr. VP for Toll Brothers, Inc. (Horsham, PA).

In the Master Planned Community Development industry, he was responsible for the completion of the 10,000 acre/16,000 home Weston community in South Florida as President of the South Florida division of Arvida/St Joe Co. and the management of the 9000 acre/12,000 home Verrado community in Buckeye, AZ for DMB Associates (Scottsdale, AZ).

In these capacities, he has developed a specialty in turnaround and change management, adapting organizations to both growth and downsize strategies, and then leading the organizations through those transitions to a new operating state.

He was part of the senior management teams at both Toll Brothers and Realen when they were awarded Professional Builder Magazine's National Builder of the Year award.

He has served on the Board of Directors of Zaring Homes, Inc., Christopherson Homes, Inc., Orleans Homes, Inc., and Mc-Stain Communities, Inc. (Boulder, CO). He has also served on the Board of Advisors for Robertson Brothers Communities (Bloomfield Hills, MI), and IBACOS and BuildIQ (Pittsburgh, PA). He currently serves as a board member for The Dingley Press, a private catalog printing company (Lisbon, ME,) and as the Executive Advisor for the Housing Innovation Alliance (Pittsburgh, PA).

George is a frequent speaker at the Pacific Coast Builder's Conference (PCBC), the Housing Leadership Conference, the Housing Innovation Alliance, and the Urban Land Institute (ULI) on topics involving trends in residential development and homebuilding, operational improvement techniques, and strategic repositioning issues.

An active member of the Urban Land Institute, he has twice served as the Chair of its Residential Neighborhood Development Council and as a Council Counselor. He is also a Governor of the Urban Land Institute Foundation and is currently a member of the Community Development Council.

He is the author of frequent articles for Builder and Professional Builder magazines on topics involving strategy for homebuilders and wrote the recent book "Is the Juice Worth the Squeeze: The Valuable Habit of Learning from Your Business Experiences" (available on Amazon.com).

He is a Navy veteran, serving two tours in Viet Nam as a Lieutenant leading Construction Battalion (Seabee) projects in the Mekong Delta. He is a recipient of the Bronze Star medal along with other decorations.

George received his MBA, with academic distinction, from the Wharton School of the University of Pennsylvania and aBS in Environmental Engineering from Rensselaer Polytechnic Institute.



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