

# THE VALUE OF TRADE SHOW ATTENDANCE

## President's Message

I just returned from the International Builders Show in Las Vegas. What an opportunity it was to spend 3 days down there. There was so much to do and see. I was so impressed with all of the new products and technology that was there for people in the building industry. There were also 175 education classes. Everything from Green Building to Non-Traditional Approaches for staying in business.

With the economy the way it is who couldn't use the aspects of this forum. Quoting the NAHB about the Builders' Show, they said. "On November 6th, President Obama signed into law the extension of the homebuyer tax credit, legislation that will boost the fledgling housing recovery and help struggling home builders nationwide." But while the impact that the credit will have cannot be overstated, it doesn't mean your business will have the competitive edge needed to take advantage of this opportunity.

The IBS remains the one place people in the building industry can go to learn, see new products, and network. It is four days devoted to the future of your business.

The exhibits were very rewarding. My wife and I along with our son and his wife went to see the exhibits. They are just starting their new home and were amazed at all the information they were able to get about products for their new home. We spent 2 days at the exhibits and still don't think we saw 1/2 of the things that were there. They got some great ideas that will make their home just right. Everything from fireplaces to cultured stone to lighting fixtures.

My daughter-in-law saw a \$14,000.00 bathtub that she said she would really like, but it probably was out of their budget. My son was taken back by a home theatre that doubles as a golf driving range. That probably won't happen either. Oh well, maybe when they build their dream home!



We also bumped into some old friends and suppliers from Stock Building Supply. Dan Buttars and Duff Wakefield. It was good to see them and it was nice to be noticed. I also saw a few members of our state association there and again at the spike party that was held on Wednesday night. What a fun time we had listening to the rock band STYX at the Hard Rock Hotel & Casino. It was a very rewarding trip. Next year the International Builders' Show will be in Orlando Florida. If you can make it, I would encourage you to go. If not it will be back in Vegas in a few years.

We also have the opportunity to have a smaller version of the IBS right here in Utah. The Utah Builders Conference is a great way to network with people in the building industry. It is going to be held March 25 – 27, 2010 in St. George at the Dixie Center. I want to encourage all of you to attend. It is a beneficial event, and it is also fun to go and get out of the cold for a few days and have a good time. To go to [www.utahhba.com](http://www.utahhba.com) for a registration form.

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2010 President, HBA of Utah HBA