

## REGISTRATION INFORMATION

### MOMENTUM IS BUILDING FEBRUARY 16-17, 2023

Registration for Momentum is Building includes all sessions & breaks, lunch and exhibitor reception on Thursday, and breakfast on Friday.

#### **Early Bird Rates** - pricing expires Wednesday, January 18, 2023.

Contractors, member Iowa electric cooperatives, and educational reps:

Without CEUs	\$140
With CEUs	\$205

Non-member utilities and out-of-state organizations:

Without CEUs	\$300
With CEUs	\$380

#### **Regular Rates** - beginning Thursday, January 19, 2023.

Contractors, member Iowa electric cooperatives, and educational reps:

Without CEUs	\$175
With CEUs	\$240

Non-member utilities and out-of-state organizations:

Without CEUs	\$350
With CEUs	\$420

#### **Students**

\*Approved Student or Instructor ..... FREE

*\*Registration under this classification must be pre-approved by event organizers. Please include the student/instructor information with the registration and our organizers will contact you with any additional questions needed for approval. If you have any questions about this registration classification, contact Suzanne Hull via email [mibeventcoordinator@gmail.com](mailto:mibeventcoordinator@gmail.com).*

**Attendees:** Register & pay online at [momentumisbuilding.com](http://momentumisbuilding.com) or register online and remit payment to:

Iowa Cooperatives for Energy Efficiency  
P.O. Box 508  
Humboldt, Iowa 50548

**Sponsors:** If you would like to be a sponsor of Momentum is Building, please contact us at: [mibeventcoordinator@gmail.com](mailto:mibeventcoordinator@gmail.com)

**Exhibitors:** Find information for exhibiting and attending Momentum is Building at:

[MOMENTUMISBUILDING.COM](http://MOMENTUMISBUILDING.COM)

## CONFERENCE SITE

### PRAIRIE MEADOWS THE MEADOWS EVENTS CENTER 1 PRAIRIE MEADOWS DRIVE ALTOONA, IOWA 50009

Located at the US-6 N65 Marshalltown/Bondurant exit 142 off of I-80, the hotel is convenient to restaurants, shopping and is connected to the Prairie Meadows Racetrack and Casino.

For more information about amenities, directions, and other hotel information, visit [prairiameadows.com](http://prairiameadows.com).

## ACCOMMODATIONS

Sleeping room availability and rate (King and Double Queen: \$135 + taxes) are guaranteed until Monday, Jan. 16, 2023.

## RESERVATIONS

To reserve, book online by scanning the QR code below and use the group code **021623MOM** (Password: **863000116**) or call the hotel directly at **515-957-3000** or **800-325-9015** and reference the Momentum is Building rate.

If you make a reservation and are forced to cancel it, you will be charged if the cancellation is less than 24 hours prior to your arrival.



#### SCAN QR CODE

Attendees, please use the following group code and password:

Group code: **021623MOM**

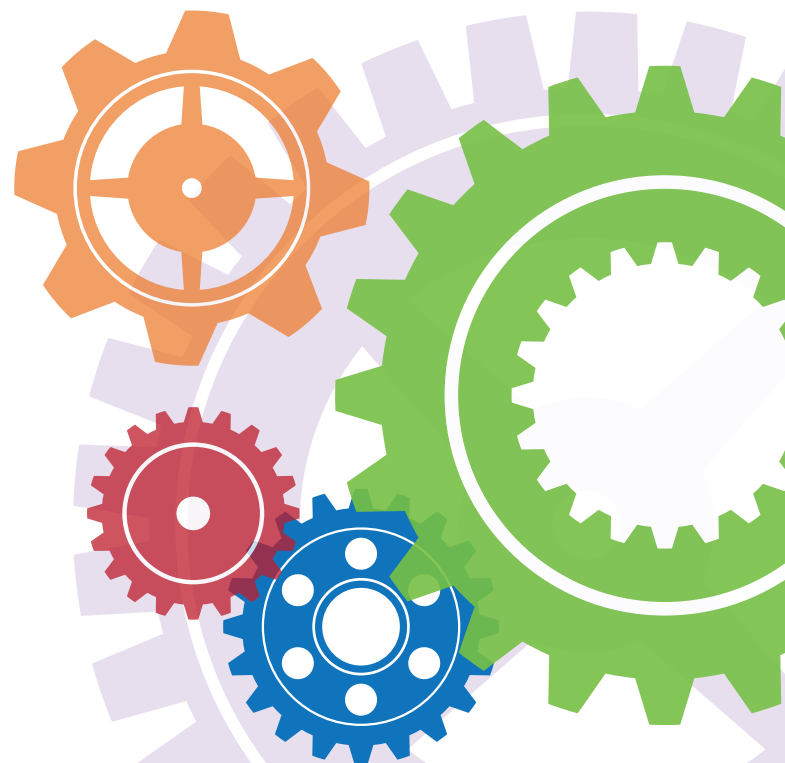
Attendee password: **863000116**

Momentum is Building will follow safety protocols implemented by The Meadows Events Center:  
[prairiameadows.com/safety](http://prairiameadows.com/safety)

Because of our financial commitments, we cannot refund registration fees for cancellations after Thursday, January 26, 2023.



**FEBRUARY 16-17, 2023**  
AT THE MEADOWS EVENTS CENTER  
ALTOONA, IA



SPONSORED BY

**IOWA COOPERATIVES FOR  
ENERGY EFFICIENCY**

## THURSDAY, FEBRUARY 16

### 8:00 REGISTRATION

Exhibit Hall open and continental breakfast available

### 9:30 WELCOME

Iowa Cooperatives for Energy Efficiency

### 9:40 New and Emerging Technologies in the Home Tolu Omotoso (NRECA)

Times are changing. As three industry drivers – decarbonization, decentralization and digitalization – reshape the power industry. This presentation will cover the evolving relationship between utilities and their members and how to leverage member-owned smart devices in the home for grid services.

### 10:40 From Grudge to Love: Why Every Energy Contractor Should Care About Home Certification

Pamela Brookstein (*Elevate*) &  
Robin LeBaron (*Pearl Certification*)

This session will discuss how benefits-based talking points and home certification change the dynamic by increasing sales and helping homeowners see your services as a valuable long-term investment.

### 11:40 VENDOR INTRODUCTIONS

### 12:00 LUNCH

### 12:45 BREAKOUT SESSIONS: ROUND 1

#### What Home Energy Certifications Mean for Contracting Businesses

Pamela Brookstein (*Elevate*) &  
Robin LeBaron (*Pearl Certification*)

This Q&A session features different perspectives on why and how contractors incorporate benefits-based talking points and home energy certification into their businesses, as well as how this will prepare them for large, new, Federal home improvement subsidies in 2023.

#### Electrical Code: 2023 National Electrical Code (NEC) Update - Part 1 of 3

2 Electrical CEUs for Iowa electrical license holders

Dave Sullivan (*Sullivan Training and Consulting, LLC*)

This 6-hour presentation (split into three parts) covers the important changes from the 2020 National Electrical Code to the 2023 National Electrical Code. It uses the International Association of Electrical Inspectors presentation and is presented in an easy-to-learn format. (Attendees must attend all three sessions to receive 6 total CEUs.)

## Application and Installation of PEX Tubing

2 IA PMSB HVAC discipline CEUs

Jeff Reichart (*Specified Systems, Inc.*)

Learn the limitations, considerations and proper application of PEX (cross-linked polyethylene) tubing to Radiant Floor, Snowmelt, Plumbing Systems, and Geoexchange Piping projects. Installation tools procedures and best practices will also be discussed.

## Linemen and Beyond: Cooperative Careers

Representatives from Iowa's Electric Cooperatives

A panel of Iowa electric cooperative professionals will talk about their roles and share the variety of career opportunities available through electric cooperatives.

### 2:30 BREAK IN EXHIBIT HALL

### 3:15 BREAKOUT SESSIONS: ROUND 2

#### Electrical Code: 2023 National Electrical Code (NEC) Update - Part 2 of 3

2 Electrical CEUs for Iowa electrical license holders

Dave Sullivan (*Sullivan Training and Consulting, LLC*)

This 6-hour presentation (split into three parts) covers the important changes from the 2020 National Electrical Code to the 2023 National Electrical Code. (Attendees must attend all three sessions to receive 6 total CEUs.)

## Healthier Homes and Beneficial Electrification

Shannon Stendel (*Slipstream*)

This session will share lessons learned about health benefits from energy efficiency and beneficial electrification. Experience from engaging directly with healthcare providers in the Midwest gives insight to explore ways to integrate health and energy services.

## Safety Update Subparts F, I, and L

2 IA PMSB Mechanical or Mechanical Safety CEUs

Terry Moorman (*Moorman Consultation*)

In this course, attendees will learn about fall protection, aerial lift training, and ladder safety.

## Application and Installation of Corrugated Stainless Steel Gas Tubing

2 IA HVAC/R discipline CEUs

Jeff Reichart (*Specified Systems, Inc.*)

Learn the correct installation procedures for flexible, corrugated stainless steel gas tubing. Inspection procedures and best practices will also be discussed.

### 5:00 VENDOR RECEPTION IN EXHIBIT HALL

Enjoy heavy hors d'oeuvres and beverages in the exhibitor hall while you network with your peers and exhibitors.

## FRIDAY, FEBRUARY 17

### 6:45 BREAKFAST BUFFET

### 7:30 BREAKOUT SESSIONS: ROUND 3

#### Basic Principles of Duct Sizing

2 IA HVAC/R discipline CEUs

Ivan Landsverk (*Heartland Heating & Cooling*)

In this session attendees will learn how airflow and duct design are critical to system performance.

#### Electrical Code: 2023 National Electrical Code (NEC) Update - Part 3 of 3

2 Electrical CEUs for Iowa electrical license holders

Dave Sullivan (*Sullivan Training and Consulting, LLC*)

This 6-hour presentation (split into three parts) covers the important changes from the 2020 National Electrical Code to the 2023 National Electrical Code. (Attendees must attend all three sessions to receive 6 total CEUs.)

## Safety Update Subparts H and E

2 IA PMSB Mechanical or Mechanical Safety CEUs

Terry Moorman (*Moorman Consultation*)

In this course, attendees will learn best practices in hazard communication, working in confined spaces, personal protective equipment, and lockout/tagout.

### 10:00 BREAK IN EXHIBIT HALL

### 10:15 The Great Sansdemic: Solving the Talent Problem

Jim Morgan (*MRA*)

First the Pandemic. Now the Sansdemic ("Sans" = without. "Demic" = people)! The talent shortage is real, not only skills but bodies, and it is crippling business growth. And yesterday's recruitment and retention practices simply won't work anymore! Employers have reached new levels of creativity and innovation in their search for talent.

### 11:00 Do It Anyway

Coach Jim Miller

As a high school wrestling coach and teacher, Coach Miller came into a college wrestling program that had not won a conference championship in 14 years. By his retirement in 2013, the team had won 21 consecutive conference titles and ten NCAA team championships. Miller is a five-time "National Coach of the Year," as well as an author.

### 12:00 Conference Adjourns

For speaker bios, website links and more details about sessions, visit: [momentumisbuilding.com](https://momentumisbuilding.com)

For more information about registration, sessions, or exhibiting, contact Suzanne Hull via e-mail at [mibeventcoordinator@gmail.com](mailto:mibeventcoordinator@gmail.com)