



## September Courses Filling Up Fast

Every day, The Professional Home Builders Institute of Alberta (PHBIA) works towards building the foundation for leadership in the home building industry. Since its inception in 1987, PHBIA has focused on improving business management, financial knowledge, construction theory and leadership skills for all its students. Curriculum and academic standards are industry driven and are designed to have practical application to the industry's changing needs.

Discover the wealth of knowledge available to you in our upcoming courses. ENGAGE, LEARN, AND LEAD!!

### Blueprint Reading - [Register Online](#)

CALGARY Course: September 10,11,24,25, 2010

Location: NAIT-Calgary Campus ([Map](#)) - Cost: \$459.00

Students will be introduced to the principles and concepts of blueprint reading for residential and multi-family housing. Emphasis will be on developing skills in speed and accuracy related to architectural and structural drawing views found in blueprints. Learn about the three parts of blueprint reading: paper language; pattern of drawings and information; and orthographic views. At the end of the course students will be able to visualize three dimensional parts of a house from a two dimensional drawing. If you are a designer, draftsman, inspector, technician, estimator, sales professional, service or purchasing agent, this course should be part of your knowledge base.

### Building Codes and Standards - [Register Online](#)

EDMONTON Course: September 16,17,18, 2010

Location: Kings College ([Map](#)) - Cost: \$459.00

Familiarizes participants with the Alberta Building Code, 2006, related standards and the legislative background. Students learn how the information is interpreted by Building Safety Codes Officers and the implications on residential construction. Emphasis is on the use of the Alberta Building Code, 2006, focusing on Part 9, Housing and Small Buildings. The course also covers general building permit application processes and the documentation typically reviewed by Alberta municipalities.

### Business Principles - [Register Online](#)

EDMONTON Course: September 10,11,24,25, 2010

Location: Kings College ([Map](#)) - Cost: \$459.00

This course shows how business management principles are successfully applied to the home building industry. Learn how to set realistic goals, benchmarks and standards for production, service, accounting, sales, quality and profits. Establish a company mission statement and create a business plan suitable for presentation to banks and/or investors and as a guide for your operations.

### Construction Administration - [Register Online](#)

EDMONTON Course: September 10,11,24,25, 2010

Location: Kings College ([Map](#)) - Cost: \$459.00

Have you always wanted to know how an efficient residential construction company is run? At the end of the course, students will have a better understanding of the financial roles, land development and construction processes, warranty obligations, legal considerations, as they apply to the homebuilding industry. If you are a warranty coordinator or a trades person and would like to upgrade your skills and have a better understanding of the business of running a construction company then this course is right for you.

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**Construction Sales - [Register Online](#)**

CALGARY Course: Sep 28/29 & Oct 5/6, 2010  
 Location: Ambrose University ([Map](#)) - Cost: \$419.00  
 EDMONTON Course: Sep 21/22 & Oct 5/6, 2010  
 Location: Kings College ([Map](#)) - Cost: \$419.00

Construction Sales course is geared to provide students with a thorough understanding of the process and terminology of building a home, enabling them to be effective, professional sales people. At the completion of the course students will understand: blueprints and symbols used; plot plans and grade plans; the stages of construction; time frames and scheduling for each stage; as well as basic construction terminology describing parts of a home and their purpose.

**Estimating - [Register Online](#)**

CALGARY Course: Sep 24/25 & Oct 15/16, 2010  
 Location: Ambrose University ([Map](#)) - Cost: \$459.00

The estimator is one of the most important people in any contractor's organization as their estimates will determine the profit or loss on each home built. The most efficient organization and purchasing department in existence cannot make money on contracts taken below cost. Learn how to become an effective estimator in your organization. This course will provide students with the tools needed to: list all items of work and materials required to construct a specified residence on a city lot; cost all items of work and materials required; calculate general expenses; combine all parts of the estimate to arrive at an end price.

**Land Development - [Register Online](#)**

CALGARY Course: September 9,10,11, 2010  
 Location: Ambrose University ([Map](#)) - Cost: \$459.00

The Land Development Course provides an introduction to the land development industry and practices in Alberta with a particular emphasis on the City of Calgary. Facilitated as a mix of background reading, lecture, and team exercises, participants learn firsthand the life cycle of land development and how it interacts with the home building industry. Participants will work through the process of land acquisition, financing, site planning, engineering, construction and marketing.

**Professional Selling 1 - [Register Online](#)**

CALGARY Course: September 7,8,21,22, 2010  
 Location: NAIT-Calgary Campus ([Map](#)) - Cost: \$419.00  
 EDMONTON Course: September 14,15,28,29, 2010  
 Location: Kings College ([Map](#)) - Cost: \$419.00

What does it take to sell a new home? Learn the basic selling strategies used by new home builders. Students will be introduced to: various selling techniques; what to look for to qualify the customers; and how to build relationships with emphasis on getting results. Learn about the present competitive marketplace, personality profiles, the language of the customer, productive prospecting, and much more.

**Executive Seminar:**

Exploring Brand and Consumer Behaviour: Strong Brands Drive Business Success

[Download the Brochure](#)



Date: October 27, 28, 29, 2010  
 Location: Delta Lodge at Kananaskis  
 Cost: \$2,100.00 - Call 1-888-325-9999. to Register

What is your brand? How do consumers view your organization? How can you influence consumer behaviour to view your brand in a more positive light? If you have always searched for the answers to these questions then this intensive three day seminar in the Rocky Mountains is right for you. Facilitated by Dr. Fang Wan, Ph.D, Associate Professor of Marketing, Ross Johnson Research fellow at the Asper School of Business at the University of Manitoba, she will explore the meaning of brand and consumer behaviours associated with winning brands. There will also be an opportunity for you to consult one-on-one with Dr. Wan about your own company brand. The seminar fee includes seminar material, hotel, breakfast (2), lunch (2), and working dinner on October 27th.