JANUARY 20–23, 2019
TOWN AND COUNTRY RESORT
SAN DIEGO, CALIFORNIA
IMMERSE YOURSELF IN THE IW EXPERIENCE

At IW, you will hear from leaders in your field who have navigated many of the same challenges you do in your daily job. They have successfully overcome some of the obstacles you face and share how they did it. Conferences spark new insights into lingering questions and renew excitement about the work you do. The expo hall is a great place to network with business owners and decision makers. You will leave with renewed vigor for your business!

GET THE APP!

Check out the events schedule, activities and sessions, and create your own schedule for each day.

This useful tool is available to registrants prior to IW for downloading on a mobile device. Make it your own – plan out and create your IW schedule on the app.

REGISTRATION IS NOW OPEN

FOR MORE INFORMATION, VISIT www.inspectionworld.com

Questions? Contact Michele George, 847-954-3188, inspectionworld@ashi.org
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THURSDAY, JANUARY 17TH</strong></td>
<td>8:00 am – 5:00 pm</td>
<td>Pre-Conference – Radon Measurement Class</td>
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<td></td>
<td><strong>FRIDAY, JANUARY 18TH</strong></td>
<td>8:00 am – 5:00 pm Pre-Conference – FEMA P-50</td>
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<td></td>
<td></td>
<td>Pre-Conference – 2-day Certified Residential Thermographer</td>
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<td>Pre-Conference – Radon Measurement Class</td>
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<tr>
<td><strong>SATURDAY, JANUARY 19TH</strong></td>
<td>8:00 am – 5:00 pm</td>
<td>ASHI Board of Directors Meeting</td>
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<td></td>
<td>Pre-Conference – 2-day Certified Residential Thermographer</td>
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<td></td>
<td>Pre-Conference – U.S. Dept. of Energy Score Assessor Training</td>
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<td></td>
<td></td>
<td>Pre-Conference – Level 1 Certified Thermographer Live Class</td>
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<td>6:00 am – 8:00 pm</td>
<td>Registration/Info Desk open</td>
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<tr>
<td><strong>SUNDAY, JANUARY 20TH</strong></td>
<td>7:00 am – 7:00 pm</td>
<td>Registration/Info Desk open</td>
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<td></td>
<td>8:00 am – 12:00 pm</td>
<td>Pre-Conference – NAIGRA Deck Evaluation Certificate Class</td>
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<td></td>
<td>Pre-Conference – NHIE Exam Prep Class (Part 1)</td>
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<td>Pre-Conference – Rapid Growth Formula Training</td>
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<td>Pre-Conference – Inspecting Pools and Spas</td>
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<td>Council of Representatives Meeting</td>
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<td></td>
<td>12:00 pm – 2:00 pm</td>
<td>“Welcome to ASHI” Event (New ASHI Members &amp; First-Timers)</td>
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<td></td>
<td>2:00 pm – 7:00 pm</td>
<td>Expo Hall open</td>
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<td></td>
<td>2:30 pm – 3:45 pm</td>
<td>The ASHI School Instructor Team Meeting</td>
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<td></td>
<td>4:00 pm – 6:00 pm</td>
<td>Opening Night Reception in Expo Hall</td>
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<td></td>
<td>5:00 pm – 6:00 pm</td>
<td>Veteran’s Assembly</td>
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<td></td>
<td>7:30 pm – 9:00 pm</td>
<td>InspectPAC Reception (Register at IW Registration Desk)</td>
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<tr>
<td><strong>MONDAY, JANUARY 21TH</strong></td>
<td>7:00 am – 7:00 pm</td>
<td>Registration/Info Desk open</td>
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<td></td>
<td>7:00 am – 7:00 pm</td>
<td>Expo Hall open</td>
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<td></td>
<td>9:00 am – 6:00 pm</td>
<td>Illinois Testing Room</td>
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<td></td>
<td>8:00 am – 10:00 am</td>
<td>Annual Meeting and Keynote Breakfast (General Session)</td>
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<td></td>
<td>9:00 am – 6:00 pm</td>
<td>Spouse Lounge open</td>
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<td></td>
<td>10:30 am – 12:30 pm</td>
<td>Educational Sessions (5 tracks)</td>
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<td></td>
<td>12:30 pm – 2:00 pm</td>
<td>Lunch in Expo Hall (for purchase)</td>
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<tr>
<td></td>
<td>12:45 pm – 1:45 pm</td>
<td>Grab N’ Go Sessions</td>
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<td></td>
<td>1:00 pm – 3:30 pm</td>
<td>“Marketing Your Business” in Spouse Lounge</td>
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<tr>
<td></td>
<td>1:00 pm departure</td>
<td>Spouse Tour: Birch Aquarium Trip</td>
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<tr>
<td></td>
<td>2:00 pm – 4:00 pm</td>
<td>Educational Sessions (5 tracks)</td>
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<td></td>
<td>2:00 pm – 4:00 pm</td>
<td>New Board Orientation</td>
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<td></td>
<td>4:00 pm – 6:00 pm</td>
<td>Educational Sessions (5 tracks)</td>
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<td></td>
<td>7:00 pm – 8:30 pm</td>
<td>President’s Leadership Reception (Invite Only)</td>
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<tr>
<td><strong>TUESDAY, JANUARY 22TH</strong></td>
<td>7:00 am – 6:00 pm</td>
<td>Registration/Info Desk open</td>
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<tr>
<td></td>
<td>7:00 am – 4:00 pm</td>
<td>Expo Hall open until 4:00 pm</td>
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<td>7:00 am – 9:00 am</td>
<td>Continental Breakfast in Expo Hall</td>
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<td>7:00 am – 9:00 am</td>
<td>New Committee Chair Breakfast</td>
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<td>8:30 am departure</td>
<td>Spouse Tour: Hop-on Hop-off Trolley Tour of San Diego</td>
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<td>9:00 am – 6:00 pm</td>
<td>Illinois Testing Room</td>
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<td></td>
<td>9:00 am – 11:00 am</td>
<td>Educational Sessions (5 tracks)</td>
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<td></td>
<td>9:00 am – 6:00 pm</td>
<td>Spouse Lounge open</td>
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<td></td>
<td>9:00 am – 10:30 am</td>
<td>Multi-Inspector Firms Meeting</td>
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<td>11:00 am – 1:00 pm</td>
<td>Past-Presidents Luncheon</td>
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<td>11:00 am – 1:00 pm</td>
<td>Lunch in Expo Hall (for purchase)</td>
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<td></td>
<td>11:30 am – 12:30 pm</td>
<td>Grab N’ Go Sessions</td>
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<td></td>
<td>1:00 pm – 3:00 pm</td>
<td>Educational Sessions (5 tracks)</td>
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<td></td>
<td>2:00 pm – 3:00 pm</td>
<td>Allied Association Meeting</td>
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<td>2:00 pm – 6:00 pm</td>
<td>NHIE Exam Prep Class (Part 2)</td>
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<td>3:00 pm – 4:00 pm</td>
<td>Refreshment Break in Expo Hall</td>
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<td></td>
<td>4:00 pm – 10:00 pm</td>
<td>Teardown of exhibits</td>
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<td></td>
<td>4:00 pm – 6:00 pm</td>
<td>Educational Sessions (5 tracks)</td>
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<td></td>
<td>7:00 pm</td>
<td>ROCK THE YACHT Gala Dinner/Dance Cruise (Purchased ticket)</td>
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<td></td>
<td>10:00 pm</td>
<td>Dock and return to resort</td>
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<tr>
<td><strong>WEDNESDAY, JANUARY 23TH</strong></td>
<td>7:00 am – 4:00 pm</td>
<td>Registration/Info Desk open</td>
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<tr>
<td></td>
<td>7:00 am – 4:00 pm</td>
<td>ASHI Booth / Recharging Stations in Foyer</td>
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<td></td>
<td>7:00 am – 9:00 am</td>
<td>Continental Breakfast in Expo Hall</td>
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<td>9:00 am – 4:00 pm</td>
<td>Illinois Testing Room</td>
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<td></td>
<td>8:00 am – 10:00 am</td>
<td>Educational Sessions (5 tracks)</td>
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<td></td>
<td>8:00 am – 4:00 pm</td>
<td>Spouse Lounge open</td>
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<tr>
<td></td>
<td>9:30 am departure</td>
<td>Spouse Tour: Trip to Midway Aircraft Carrier Museum</td>
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<td></td>
<td>10:00 am – 10:30 am</td>
<td>Refreshment Break in Foyer</td>
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<tr>
<td></td>
<td>10:30 am – 12:30 pm</td>
<td>Educational Sessions (5 tracks)</td>
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<tr>
<td></td>
<td>12:30 pm – 2:00 pm</td>
<td>Lunch (for purchase)</td>
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<td></td>
<td>12:30 pm – 1:30 pm</td>
<td>Mike Crow’s presentation: “7 Surprisingly Simple Ways To Book More Inspections Now…Guaranteed”</td>
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<td></td>
<td>2:00 pm – 4:00 pm</td>
<td>Educational Sessions (5 tracks)</td>
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<td></td>
<td>4:15 PM</td>
<td>Closing $500 Grand Prize Drawing in foyer</td>
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<td>4:15 PM</td>
<td>Conference concludes –</td>
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<td>5:00 PM – 9:00 PM</td>
<td>Post-Conference – Sewer Scan Class</td>
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</tbody>
</table>
TUESDAY, JANUARY 22TH
7:00 am – 6:00 pm Registration/Info Desk open
7:00 am – 4:00 pm Expo Hall open until 4:00 pm
7:00 am – 9:00 am Continental Breakfast in Expo Hall
7:00 am - 8:00 am New Committee Chair Breakfast
8:30 am departure Spouse Tour: Hop-on Hop-off Trolley Tour of San Diego
9:00 am – 6:00 pm Illinois Testing Room
9:00 am – 11:00 am Educational Sessions (5 tracks)
9:00 am – 6:00 pm Spouse Lounge open
9:00 am - 10:30 am Multi-Inspector Firms Meeting
11:00 am - 1:00 pm Past-Presidents Luncheon
11:00 am – 1:00 pm Lunch in Expo Hall (for purchase)
11:30 am – 12:30 pm Grab N’ Go Sessions
1:00 pm – 3:00 pm Educational Sessions (5 tracks)
2:00 pm – 3:00 pm Allied Association Meeting
2:00 pm - 6:00 pm NHIE Exam Prep Class (Part 2)
3:00 pm – 4:00 pm Refreshment Break in Expo Hall
4:00 pm – 10:00 pm Teardown of exhibits
4:00 pm – 6:00 pm Educational Sessions (5 tracks)
7:00 pm departs Resort
ROCK THE YACHT Gala Dinner/Dance Cruise (Purchased ticket)
10:00 pm Dock and return to resort

WEDNESDAY, JANUARY 23TH
7:00 am – 4:00 pm Registration/Info Desk open
7:00 am – 4:00 pm ASHI Booth / Recharging Stations in Foyer
7:00 am – 9:00 am Continental Breakfast in Expo Hall
9:00 am - 4:00 pm Illinois Testing Room
8:00 am – 10:00 am Educational Sessions (5 tracks)
8:00 am – 4:00 pm Spouse Lounge open
9:30 am departure Spouse Tour: Trip to Midway Aircraft Carrier Museum
10:00 am – 10:30 am Refreshment Break in Foyer
10:30 am – 12:30 pm Educational Sessions (5 tracks)
12:30 pm – 2:00 pm Lunch (for purchase)
12:30 pm - 1:30 pm Mike Crow’s presentation: “7 Surprisingly Simple Ways To Book More Inspections Now…Guaranteed”
2:00 pm – 4:00 pm Educational Sessions (5 tracks)
4:15 PM Closing $500 Grand Prize Drawing in foyer
4:15 PM Conference concludes – See You at IW 2020 in New Orleans!
5:00 PM - 9:00 PM Post-Conference – Sewer Scan Class

GET TO KNOW INSPECTPAC
InspectPAC is ASHI’s federal political action committee (PAC).
Established to allow ASHI members the ability to exercise their constitutional right and need to participate in the political process.
InspectPAC does this work in a way that is controlled, and that allows for full disclosure and openness in the campaign finance process.
With ASHI members’ contributions, InspectPAC focuses on and coordinates efforts to generate important political support for members of Congress who share ASHI’s views.
SOME OF THE AREAS INSPECTPAC ENGAGES IN ARE AS FOLLOWS:
• Soliciting positive messages about home inspection from the Department of Housing and Urban Development (HUD)
• Increasing homeownership
• Ensuring consumer protection
• Ensuring protection for small businesses
• Continuing the prohibition of banks in real estate
• Keeping up with Real Estate Settlement Procedures Act (RESPA) reform

SUPPORT INSPECTPAC AT IW!
Join Us for a Fundraising Reception on Sunday, January 20, 7:30 pm
Plan now to attend the InspectPAC reception during InspectionWorld® San Diego.
Enjoy a cocktail reception and entertainment in a lounge atmosphere.
InspectPAC PUTS THE “FUN” IN FUNDRAISER. JOIN US AND CONTRIBUTE WITH OTHERS WHO BELIEVE IN A STRONG HOME INSPECTION PROFESSION.
**ASHI Chapters and Council News**

### NORTH CENTRAL

**ASHI Central PA**
- **Website:** [www.ashicentralpa.com](http://www.ashicentralpa.com)
- **Meeting Dates:** Second Monday, 6 pm, except Jan. & July, Hoss's Steakhouse, 1151 Harrisburg Pike, Carlisle, PA
- **Contact:** Kevin Kenny, 717-226-3066
- **Email:** info@midpennhomeinspections.com

**Keystone (PA)**
- **Website:** [www.keystoneashi.org](http://www.keystoneashi.org)
- **Meeting Dates:** First Monday, 5:30 pm
- **Contact:** Double Tree, 10 N. 5th Street, Reading, PA 19601
- **Email:** rkonner@bcx.net

**Ohio**
- **Website:** [www.ohioashi.com](http://www.ohioashi.com)
- **Contact:** Ken Harrington, 614-507-1061

**North Central Ohio**
- **Website:** [www.ncoiohioashi.com](http://www.ncoiohioashi.com)
- **Contact:** Paul Wancata, 216-571-1074

**OHIO SOUTH ASHI**
- **Meeting:** Third Tues. every month, 6:30pm @ Kiemier's Bier Haus, OH-128, Cleves, OH 45022
- **Contact:** Joe Konopacki, 630-283-2248

**PRO-ASHI (PA)**
- **Website:** [www.proashi.com](http://www.proashi.com)
- **Meeting Dates:** Second Wednesday of Jan., March, May, Sept. & Nov.
- **Contact:** David Reish, 208-941-5760

**Tri-State (DE, NJ, PA)**
- **Website:** [www.tristateashi.org](http://www.tristateashi.org)
- **Meeting Dates:** Second Tuesday except April, Aug. & Dec., Dave & Buster's Plymouth Meeting, PA
- **Contact:** Jules Falcone, julesfalcone@me.com

### SOUTH MIDWEST

**Arkansas**
- **Contact:** Lonnie Moore, 501-916-5792

**Great Plains (KS, MO)**
- **Website:** [www.ashikc.org](http://www.ashikc.org)
- **Meeting Dates:** Second Wednesday of even months, The Great Wolf Lodge, Kansas City
- **Contact:** Doug Hord, 816-215-2329

**Midwest PRO ASHI (KS)**
- **Contact:** David Mason 316-393-2152, david@allprohomeinspect.com

**St. Louis (MO)**
- **Website:** [www.stlashi.com](http://www.stlashi.com)
- **Meeting Dates:** Second Tuesday, 5 pm

### MOUNTAIN

**Arizona**
- **Website:** [www.azashi.org](http://www.azashi.org)
- **Contact:** Bryck Gilbor, 520-419-1313

**New Mexico**
- **Website:** [www.nmashi.org](http://www.nmashi.org)
- **Contact:** Tara Nicholas, 408-771-4939

**Northern Rockies (ID, MT)**
- **Website:** [www.northernrocks.ashi.org](http://www.northernrocks.ashi.org)
- **Contact:** Vince Vargas, 208-290-2472

**Southern Colorado**
- **Website:** [www.southerncolorado.ashi.org](http://www.southerncolorado.ashi.org)
- **Contact:** Raymond Beasley, 661-805-5947

**Utah**
- **Website:** [www.ashiutah.com](http://www.ashiutah.com)
- **Contact:** Bob Kadera, 303-588-2502

### PACIFIC

**Alaska**
- **Contact:** David Mortensen, 907-243-4476

**ASHI Hawaii**
- **Website:** [www.ashihawaii.com](http://www.ashihawaii.com)
- **Contact:** Alex Woodbury, 808-322-5174

**California**
- **Contact:** Randy Pierson, 310-265-0833

**Central Valley CREIA-ASHI**
- **Contact:** Peter Boyd, 530-673-5800

**Golden Gate (CA)**
- **Website:** [www.ggashi.com](http://www.ggashi.com)
- **Contact:** Brian Cogley, v 510-295-8021

**Inland Northwest (ID, WA)**
- **Contact:** Vince Vargas, 208-290-2472

**Orange County CREIA-ASHI (CA)**
- **Website:** [www.oreia.org/orange-county-chapter](http://www.oreia.org/orange-county-chapter)
- **Contact:** Jon Vacha, 402-660-6935

**San Diego CREIA-ASHI**
- **Contact:** Cece's Restaurant, 714-560-3460

**San Joaquin Valley (CA)**
- **Contact:** Ray (Cliff) Sims Jr., 619-334-1138

**Sierra Nevada (CA)**
- **Contact:** Bill Bryan, 949-565-5904

**Silicon Valley ASHI-CREIA (CA)**
- **Website:** [www.siliconvalleyinspector.com](http://www.siliconvalleyinspector.com)
- **Contact:** Steve Jenicek, 406-949-6461

**Southwestern Idaho**
- **Contact:** Bruce Wills, 208-882-1414

**Southwestern Idaho**
- **Website:** [www.southwestern-ashi.org](http://www.southwestern-ashi.org)
- **Contact:** Steve Jenicek, 406-949-6461
South Bay (CA)  
Webinar meetings  
Randy Pierson, 310-265-0833  
randy@southbayinspector.com

Western Washington  
www.ashiww.com  
Chapter Meetings held at chapter seminars in March and Sept.  
Karl Nueffer  
karl@G4inspections.com

NEW ENGLAND

Coastal Connecticut  
www.coastalctashi.org  
Third Thursday, 6 pm, Westport VFW Lodge, 465 Riverside Avenue, Westport  
John Hamlin, 203-912-1917  
john.hamlin@pillartopost.com

New England  
(ME, MA, NH, RI, VT)  
Third Thursday (usually), 5 pm  
Hilton Garden Inn, Waltham, MA  
Michael Atwell, 617-630-5629  
mike@jimhi.com

Northern New England (NNEC) (ME, MA, NH, VT)  
www.ashi-nnec.org  
Third Thursday of Jan., April, June and Sept.  
Tim Rooney, 603-770-0444  
homeviewnh@comcast.net  
nnec.ashi.2016@gmail.com

NEW YORK/JERSEY/NEW ENGLAND

Capitol Region (NY)  
www.goashi.com  
Richard W. Askew, 518-383-4804  
rondack1@gmail.com

Central New York  
www.nyashi.com  
Third Wednesday each month, 6 pm  
Tony’s Family Restaurant, Syracuse  
Richard Alton, 315-415-4847  
dick@altoninspections.com

First State (DE)  
www.firststateashi.org  
Third Wednesday, 7 pm  
The Buzz Ware Center  
2121 The Highway, Arden  
Mark Desmond, 302-494-1294  
mlog@delvalleyhome.com

Garden State (NJ)  
www.gardenstateashi.com  
Second Thursday  
The Westwood, Garwood  
Ernie Borsellino, 973-761-0050  
gashipresident@gmail.com

Greater Rochester (NY)  
www.ashirochester.com  
Second Tuesday, 6 pm  
Jeremiah’s Tavern, 2200 Buffalo Rd. Gates, NY 14624  
Jim Brennan, 585-520-5575  
jbrennan@independentinspection-service.com

Hudson Valley (NY)  
Second Tuesday, 6 pm  
Daddy O’s Restaurant  
3 Turner Street  
Hopewell Junction, NY 12533  
Michael Skok, 845-592-1442  
ashistatewide@yahoo.com

Long Island (NY)  
www.lliash.com  
Third Monday, 6 pm, Domenico’s Restaurant, Levittown  
John Weiburg  
516-603-5770  
john@greenlilinkhi.com

New York Metro  
www.nyashi.com  
Last Thursday, 5pm  
Travelers Rest  
25 Saw Mill River Road  
Ossining, NY 10562  
Chris Long, 914-260-8571  
pres@nyashi.com

Southern New Jersey (NJ)  
www.southernnjashi.com  
Third Wednesday, 6:30 pm  
Ramada Inn, Bordentown  
Rick Lobley, 609-208-9798  
rick@doublecheckki.com

Western New York  
Second Thursday, 6:30 pm  
Tony Rome’s, West Seneca  
Andy Utnik, 716-636-9676  
esmail@aol.com

MID-ATLANTIC

Central Virginia  
www.cvashi.org  
Second Tuesday, 6:30 pm  
Independence Golf Course  
600 Founders Bridge Blvd.  
Midlothian, VA 23113  
John Cranor, President  
804-873-8537  
cranorinspectionservices@gmail.com

Hampton Roads (VA)  
Second Thursday, 7 pm  
Cypress Point Country Club, Virginia Beach  
Gregory Murphy, 757-535-4355  
gmurphy@coastalinspections.com

MAC-ASHI (MD, VA)  
www.mac-ashi.com  
Second Wednesday, Rockville, 6 pm  
Senior Center, Rockville  
Mark Mostrom, 301-536-0096  
pivotalinspections@comcast.net

NOVA-ASHI (MD, VA)  
www.novaashi.com  
Fourth Tuesday, Associate hour 6-7 pm,  
Membership meeting 7-9 pm, Northern Virginia Resources Center, Fairfax  
Tony Toth, 703-926-6213  
tony_toth@msn.com

Piedmont ASHI (VA)  
Robert Huntley, 540-354-2135  
rohwuntley@cox.net

SOUTH ATLANTIC

ASHI Georgia  
www.ashigeorgia.com  
Shannon Cory, 404-316-4876  
shannon1943@comcast.net

East Tennessee  
www.etashi.org  
Third Saturday of Feb., May, Aug. and Nov.  
Paul Perry, 866-522-7708  
cio@frontiernet.net

Mid-Tennessee  
Ray Baird, 615-371-5888  
baird@comcast.net

Mid-South (TN)  
Steve Campbell, 901-734-0555  
steve@memphisinspections.com

South Carolina  
www.ncashi.com  
Meeting TBD  
Bruce Barker, 919-322-4491  
barker@dreamhomeconsultants.com

Southern New England (RI, CT, MA)  
www.swashi.com  
Meetings held 3 times a year  
www.ashisouth.org

ASHI South (AL)  
www.ashisouth.org  
Quarterly, Homewood Library  
Homewood  
John Knudsen, 334-221-0876  
jgknudsen111@gmail.com

Florida Wiregrass  
www.ashiwiregrass.org  
Second Wednesday, 6:30 pm  
Sleep Inn Hotel, Wesley Chapel  
Nancy Janosz, 813-546-6090  
ProTeamInsp@aol.com

Gulf Coast (FL)  
First Thursday, 7 pm, The Forest Country Club, Fort Myers  
Len Gluckstal, 239-432-0178  
goldenrulehi@comcast.net

Louisiana  
Quarterly Meetings  
Michael Burroughs  
318-324-0661  
mbrughh12@comcast.net

Suncoast (FL)  
www.ashiwiregrass.org  
First Tuesday, 6:30 pm; Please see our website for meeting locations.  
Steve Acker, 727-712-3089  
buyersally@gmail.com

Southwest Florida  
www.swashi.com  
Serving Manatee, Sarasota & Charlotte  
Second Wednesday, 6 pm  
Holiday Inn, Lakewood Ranch  
6321 Lake Osprey Drive, Sarasota  
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Alberta Professional Home Inspectors (APHIS)  
www.aphis.ca  
Meetings held 3 times a year  
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Quebec AIBQ  
www.aisibq.qc.ca  
Pascal Baudaux, 450-629-2038  
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Robert Huntley, 540-354-2135  
Piedmont ASHI (VA)  
www.etashi.org  
Third Saturday of Feb., May, Aug. and Nov.  
Paul Perry, 866-522-7708  
cio@frontiernet.net

Mid-Tennessee  
Ray Baird, 615-371-5888  
baird@comcast.net

Mid-South (TN)  
Steve Campbell, 901-734-0555  
steve@memphisinspections.com

North Carolina  
www.ncashi.com  
Meeting TBD  
Bruce Barker, 919-322-4491  
barker@dreamhomeconsultants.com

South Carolina  
First Saturday of Feb., May, Aug. & Nov, 8 am  
Roger Herdt, 843-669-3757  
erdtworks@msn.com

South Florida  
www.swashi.com  
Serving Manatee, Sarasota & Charlotte  
Second Wednesday, 6 pm  
Holiday Inn, Lakewood Ranch  
6321 Lake Osprey Drive, Sarasota  
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IMPORTANT REPORTER DEADLINES:
• FEB 2019 ISSUE - 12/7/18
• MAR 2019 ISSUE - 1/7/19
• APRIL 2019 ISSUE - 2/7/19
• MAY 2019 ISSUE - 3/7/19

The Reporter is produced 6-8 weeks ahead of the week it arrives in your mailbox.

CITY HALL BUILDING – CITY OF VENTURA – COMMUNITY MEETING

When: Friday, December 14th, 2018, 8:00am - 4:00pm
Where: 501 Poli Street, Ventura, CA 93001
Room #202
Topics: Basic Heating, Cooling and Residential Ventilation Systems
CEUs: 7 ASHI CEs
Contact: guyerinspections@roadrunner.com

CHAPTER NEWS

ASHI WESTERN WASHINGTON CHAPTER’S 2018 FALL EDUCATION SEMINAR

Submitted by Joanne MacKintosh,
joanne.ashiww@gmail.com

On September 28 and 29, the ASHI Western Washington chapter hosted its 2018 Fall Education Seminar at the Mountaineers’ Club in Seattle, WA. This two-day seminar attracted more than 130 home inspectors. Most are licensed home inspectors from across the state of Washington, but also included were many from Oregon and Idaho, plus California and Hawaii.

Brad Albin, the chapter’s Education chair, along with Dylan Chalk, chapter Vice President, opened the seminar by introducing Darrell Marsolais, ACI, and Chair of the Washington State Home Inspectors Licensing Board. Marsolais updated the gathering on changes to the laws and regulations of home inspector licensing.

Mark Parlee, the Building Consultant, kicked off the educational portion of the seminar with a presentation on Caulking, Flashing and Ventilation. Clay Lamb, American Chimney & Masonry/Ask the Chimney Sweep, followed with a three-hour presentation, ‘Inspection and Repair of Chimneys’. Mark and Clay alternated their presentations throughout the next two days, spelled by Dylan Chalk’s presentation on Report Writing. We want to thank again all three speakers for making this year another great success and recommend them for other chapters’ education programs.

Our chapter members benefit greatly from the educational seminars sponsored by the Western Washington chapter. Seminar attendees appreciate the opportunity to meet up with old friends and to make new ones. We found a great new venue at the Mountaineers’ Club and hope to be back there next year.

Many thanks to Brad Albin and Mike Brisbin for putting together another great seminar. Our next seminar will be held in Tacoma, WA, in March 2018. Watch for more news and make plans to join us.
I’ve been performing inspections since 1988 and, over the years, I realized that certain patterns show themselves if you pay attention. It was always my contention that putting someone else down never really had staying power for increasing your market share or branding your business.

In Delaware, a few of us branded “ASHI” early on, so real estate agents learned to ask, “Are you a member of ASHI?” before they scheduled an inspection. Before long, we never really had to sell the ASHI brand. Very few inspectors were involved with any other group, simply because the business was not there. Separating yourself from the pack and branding your particular business was the hard part.

When I founded the First State Chapter of ASHI 18 years ago, it was because some newer members were at cross-purposes with experienced members when writing about defects. Being the second inspector in Delaware made me the de facto person for agents to complain to, so I had a good feel for the agents’ concerns.

After a year of holding meetings and setting up training sessions with expert speakers, we began to focus as a group on the real issues and how to call them. It was also very helpful that we could share stories and advice about how to avoid liability issues. My intention was to brand our chapter’s members as the “go-to inspectors” for agents to contact.

Around this time, I came up with the idea of the “pad,” which basically is a mid-sized, tear-off pad of paper that lists all of the names, companies and phone numbers of our chapter members. We gave the pads to real estate agents, and they could circle three inspectors they liked and give the sheet to the buyer. This gave the buyer the option to use someone the agent did or did not recommend, but the pad limited their options to only First State chapter members. The agents loved this and (in lesser form) the pad is still in use today. In this way, we successfully branded ASHI, we branded our chapter and we provided the agents with a useful tool.

Over the years, we’ve tried many different ways to attract the attention of the real estate community, but none of them have ever proven as effective as holding a special event planned specifically for real estate agents. The idea began as a wine-tasting reception and catered dinner, during which industry speakers could help agents understand why inspectors report defects the way they do and explain the limitations of what inspectors can do.

When planning this event, I enlisted the help of some members of the largest local real estate law firm, and they provided most of the continuing education. I looked for local speakers to offset some of the costs. We wanted the top producers, so we invited 300 agents who worked in the county. Close to 80 agents attended our first event! The dinner has grown over the last 10 years, and it has become the “go-to event” for agents to earn continuing education.

**HERE ARE SOME KEYS TO PLANNING A SUCCESSFUL EVENT:**

- Select a comfortable venue.
- Select a date during the winter, which is a slow time for agents and gives them an opportunity to earn the continuing education (CE) they need.
- Identify your chapter’s point of contact in the real estate community.
- Contact at least one local person who provides education to real estate agents, and develop a course that provides three hours of education and includes issues related to home inspection.
- Contact your local board of real estate agents and provide them with all the details. In turn, ask them to provide you with the names of the top producers.
- Get approval from your state to offer CE credit for your course.
- Arrange for food and beverage.
- To defray costs, arrange for one or two guest speakers who are willing to be a sponsor of the event. This opportunity is worthwhile for them as well.
- Call and invite the top agents and aim for a capacity number. Initially, do not charge a fee. After you’ve had a couple of years of successful events, then you can begin to charge a fee.
- Our local board of real estate agents covers the cost of the venue, our chapter covers the costs of the dinner and our sponsors cover all other costs.
- We invite the agents who work with us the most. It’s nice to have friendly, recognizable faces in the crowd.
- Make it fancy: Opt for white cloth napkins, tablecloths and wine glasses. Flowers and candles are a nice touch. We have hired a small jazz band to play during dinner.
- Follow up with a little survey at the end of the course to inquire what venues the agents suggest for future events.
- Do not use the event for solicitation. Go for a softer sell—we brand ourselves as the “Go-To Inspectors,” the leaders! And we give each of the agents who attend the “pad” so they will have a list of all of the involved inspectors.
- Have fun with this event!
The Leadership Development Conference (LDC) is a great way for ASHI leaders to keep in touch with chapter leaders and offer help to chapters leader. At this year’s LDC, held October 25 and 26 in Des Plaines, IL, attendees took in presentations and participated in discussions on many topics related to adding value to chapter membership.

Chapter leaders described their successes in attracting new members and suggested ways to recruit volunteers. Attendees also had plenty of time to learn more about the best approaches to develop chapter websites and social media campaigns, and how to reach members through webinars. Presenters also provided guidance on organizing peer reviews and launching successful educational events. Attendees exchanged their ideas and information with the purpose of helping each other strengthen and grow their ASHI chapters, whether the chapter membership numbers are small or large.

Attendees enjoyed hearing guest speaker Kevin McCarthy speak about the blindspots we encounter in our lives. McCarthy explained that blindspots are the unconscious biases, implicit associations, memory traps and mind tricks that affect our behavior and our decision-making abilities. McCarthy shared an interesting account of how bad decisions had affected his life and then he described the ways we can all be mindful of these hidden traps to make better decisions for our lives.

LDC is an annual event, free to ASHI members. This year, 120 members from across the country attended the conference in Des Plaines, IL. LDC provides an opportunity to share ideas and successes with other individuals from a cross section of ASHI chapters. Plan now to attend the Leadership Development Conference in 2019!