



## **2024 Sunbelt Builders Show™ Education Sessions**

**Thursday, July 11**

**11:15 a.m. – 12:15 p.m.**

### **“Crafting and Communicating Your Unique Story: A Blueprint for Success in the Home Building Industry”**

Presenter: Tim Lansford, Luxury Homes of Texas

In the highly competitive home building industry, distinguishing your brand isn't just about the quality of homes that you build/remodel; it's about the story you tell. This keynote delves into the art of brand storytelling, offering a strategic framework for creating a compelling story brand that resonates deeply with potential clients. Discover how to articulate your unique values, mission, and the transformative experience of your services through a narrative that captures attention and engages hearts and minds.

Learn how to effectively communicate your story brand, leveraging it to stand out in the market, attract your ideal clients, and build a loyal community around your work. We'll explore innovative storytelling techniques, practical examples, and actionable steps to ensure your brand's story is heard across all channels, from social media to face-to-face interactions with your potential clients.

**Tim Lansford**, also known as "The Thought Re-Constructor," boasts an impressive three-decade career in construction and real estate. Leading Luxury Homes of Texas, he excels as a builder, real estate broker, and distinguished speaker, leveraging his deep industry knowledge to inspire change in leadership and perception across multiple sectors. Beyond construction, he is a passionate speaker that runs a comprehensive Training and Development Company, focusing on innovative leadership and success strategies. His influential workshops and keynote speeches have captivated audiences nationwide, including notable appearances at NAHB, TAR, SHRM, NARI, AMC, and the International Builder's Show (IBS). Through his workshops and keynote speeches, Tim challenges and guides professionals to rethink their conventional views on leadership, urging them to adopt innovative strategies for personal and professional development.

**12:45 – 1:45 p.m.**

**“Texas Housing Market Forecast”**

Presenter: Bryan Glasshagel, Zonda

Zonda will provide an update on economic and housing market trends across the major Texas markets (Dallas-Ft. Worth, Houston, Austin, and San Antonio). Focal points include construction activity, pricing, future supply, demand factors, growth paths in each market, and a forecast for the year ahead.

Based in Dallas, **Bryan Glasshagel** leads the Texas advisory/consulting practice for Zonda. Bryan has over 20 years of experience in the real estate and banking industries and has directed strategic analyses of residential and commercial development opportunities and acquisitions throughout Texas and the United States, including major master planned communities, active adult housing, mixed-use projects, and commercial real estate developments. Prior to his current role at Zonda, Bryan spent 10 years as an Executive Director in the Commercial Bank at JPMorgan Chase with a focus on commercial real estate and middle market lending and underwriting roles. Bryan received a Master’s Degree in International Relations / Political Science from Arizona State University.

**2:15 – 3:15 p.m.**

**“Achieving the Gold Medal of Life”**

Presenter: Erica McLain, McLain by Design Interiors

Dive into the mindset of a champion with "Achieving the Gold Medal of Life," a transformative talk that bridges the gap between Olympic ambition and everyday achievements. Discover how the principles of goal setting, resilience, and strategic planning can turn your aspirations into reality, whether in your personal projects or professional endeavors. Erica McLain, a US Olympian, accomplished software product leader, and visionary interior designer, will guide you through a repeatable and scalable process designed to navigate the complexities of life's challenges and secure your own version of gold, time and time again. Join us for an inspiring session that will empower you to elevate your standards and achieve unparalleled success.

**Erica McLain's** journey from Olympic tracks to Silicon Valley boardrooms, and now to the forefront of interior design, embodies resilience and versatility. As a celebrated US Olympian and Stanford Hall of Fame inductee, her athletic achievements set the stage for a remarkable career transition. With a BA in Communication and Minor in Studio Art from Stanford and an MBA from UC Berkeley’s Haas School of Business, Erica blends artistic expression with strategic business insight. Her post-athletic career soared in Silicon Valley, where as a senior product manager for tech giants like Facebook and Google, she mastered the art of creating efficient, repeatable processes. Today, as the founder of McLain by Design Interiors in Dallas, TX, Erica applies this unique blend of discipline, creativity, and strategic thinking to the world of interior design. Her innovative "Get GOLD" framework showcases her commitment to

excellence, offering a structured approach to achieving success in various life endeavors. As a speaker, Erica captivates audiences with her story of overcoming adversity, from elite athletics to corporate success, and finally to entrepreneurship in design. Her journey is a powerful testament to the art of reinvention and a source of inspiration for anyone seeking to chart their own path to success.

**3:45 – 4:45 p.m.**

**“Building Tomorrow: Key Challenges for Builders into 2030.”**

Presenter: Phil Crone, Leading Builders of America

This big picture of the residential construction market will include workforce challenges and the impact of climate change and current and proposed regulations intended to combat it, and the implications for Texas builders and the industry.

**Phil Crone** joined the Leading Builders of America (LBA) in 2023. LBA represents 21 of the nation’s largest homebuilders that collectively build 45 percent of the nation’s new single family homes. Phil serves as the focal point for the organization’s state and regulatory advocacy. He works closely with LBA members to advance housing-centric policy and political priorities in key states and directs the LBA’s advocacy activities in codes and standards with a particular emphasis on the International Energy Conservation Code.

Prior to working for LBA, Phil worked for the Dallas Builders Association starting in 2006 and served as its Executive Officer beginning in 2013. During that period, he received the New Executive Officer of the Year Award from the National Association of Home Builders as well as the Executive Officer of the Year Award. Phil played a key role in establishing a program for construction management and trades training at a local community college and chairs its Construction Advisory Committee. At the onset of the COVID-19 Pandemic, Phil worked with local leaders to keep the housing industry essential and operational, writing guidelines intended for safe operations.

Phil has a Bachelor’s degree from Purdue University and a Juris Doctorate from Southern Methodist University.

**Friday, July 12**

**10:45 – 11:45 a.m.**

**“Protect Your Business with TAB’s Texas-specific Residential Construction Form Contracts”**

Presenters: Don Shelton, Bush Rudnicki Shelton, PC  
Tyler Hood, Bush Rudnicki Shelton, PC

With the 2023 Regular Session of the Texas Legislature under our belts, TAB has released its contracts package for the 2023 – 2025 license cycle on September 1, 2023. This is your opportunity to learn about the new required Texas-specific forms and revisions to existing

contracts. Talk with two of the attorneys who have been instrumental in the writing and updating of TAB's form contracts and other industry forms. There are more new forms and changes this cycle that have greater implications on builders than ever before. The new contract package is mandatory to comply with the 2023 legislative session, including the statute of repose.

**Donald Shelton** is a managing shareholder of the firm and concentrates his practice in the trial and arbitration of commercial and residential construction law disputes, insurance defense, mechanic's lien laws, bond claims, commercial landlord/tenant disputes, homeowner association disputes, and title insurance defense. Mr. Shelton also devotes a significant amount of his practice to transaction events associated with his clients such as construction contracts, leases, liens, purchase/sales contracts, independent contractor agreements, subcontracts, bonds, deeds, deed restrictions, and first and third-party warranty review. Mr. Shelton primarily represents developers, insurance carriers, third-party warranty companies, volume and custom homebuilders, remodelers, commercial contractors and subcontractors, engineers and architects throughout Texas in various aspects of their businesses.

Since graduating from Texas A&M School of Law in 2015, **Tyler Hood** represents all levels of contractors, land developers and design professionals with respect to every aspect of construction. His practice includes litigation as well as general risk management for small local clients as well as publicly traded companies. He has litigated nearly every aspect of a construction project including construction defects, warranty disputes, contract disputes, payment claims, mechanic's and materialmen's liens, professional errors and/or omissions and homeowners' association claims. In the past five years he has litigated roughly twenty claims to either final judgment or award. Tyler also has extensive experience defending general contractors while simultaneously pursuing third-party claims against responsible third-parties and procurement of insurance coverage for his clients.

**12:15 – 1:15 p.m.**

### **“Builder to Brand!”**

Presenter: Brad Leavitt, A Finer Touch Construction

In this session you will learn how to build a brand and marketing strategy using social media. Creating a sales force not on your payroll!

**Brad Leavitt** is President and Founder of “A Finer Touch Construction” - a Scottsdale based luxury residential and commercial builder. AFT Construction, as known throughout the industry, is an award-winning construction firm and has been nationally published in magazines such as: Fine Home Building, Luxe Interiors and Design, Architectural Digest and Professional Builder. AFT was recognized to the 2023 INC 5000. Brad was awarded as an “Icon” in the AZ building industry by Sources for Design in October 2019. He was also recognized as a 2022 and 2023 Phoenix Titan 100. The Titan 100 program recognizes Phoenix's Top 100 CEO's & C-level executives. They are the area's most accomplished business leaders in their industry using criteria that includes demonstrating exceptional leadership, vision, and passion. Collectively, the

Phoenix 2022 Titans have a combined total of annual revenue of \$32B and employ more than 85,000 individuals.

Brad Leavitt is an energetic public speaker and ambassador for many national brands including Kohler, Louisiana Pacific, Rinnai, Pella, Subzero-Wolf, Buildertrend, Cambria, Fox Blocks, Bromic, Dupont, and Elkay. Brad completed a Bachelor of Science in Construction Management from BYU in 2005 and worked on notable projects around Phoenix, including the Omni Montelucia in Paradise Valley.

His Podcast, “The Brad Leavitt Podcast”, is focused on bringing value to its listeners, no matter their industry. The topics are focused on marketing, social media, entrepreneurship, organization, building science and construction. AFT has continued to exceed industry standards and create strong client relationships based on integrity, reliability and quality. Brad is married to Ashley Leavitt. Together, they have 6 children, 5 girls and 1 boy. Brad is active with all 6 of his children, serves in his local community, and loves all sports

**1:45 – 2:45 p.m.**

### **Capitol Update**

Presenter: Scott Norman, CEO, Texas Association of Builders

Learn about the latest from the Texas Capitol, as we look toward the legislative session that will convene in January 2025. Half of the Texas Senate’s and all the Texas House of Representatives’ seats are on the November ballot, and TAB is closely monitoring all the contested races while working with the those who do not have opponents and will be members of the 89<sup>th</sup> Legislature. Scott will discuss the Interim Charges that Lt. Gov. Dan Patrick and House Speaker Dade Phelan have issued that could have an impact on the residential construction industry as bills begin to be filed the first Monday after the November general election. This education session will give you a glimpse into all the hard work that our government relations team does year-round, whether the legislature is in session or not, to protect the Texas homebuilding industry.

**M. Scott Norman, Jr.** serves as CEO for the Texas Association of Builders (TAB) which represents nearly 10,000 homebuilder, remodeler, developer and associate members and their companies from across the state. He leads the government relations and political activities of the association as well as manages the second largest builders association in the nation. TAB member companies, suppliers and affiliated businesses in the Texas residential land development and construction industry are responsible for over 758,000 jobs and over \$71.5 billion annually to the Texas economy.

Mr. Norman has been actively involved in state government activities for over 28 years as both a Texas Capitol staffer, association executive and as a registered lobbyist. Prior to joining TAB, he served as General Counsel and lobbyist for the Texas Council of Engineering Companies (now ACEC Texas), General Counsel to the Texas Senate Natural Resources Committee, and as a staff attorney for Texas State Senator J.E. “Buster” Brown. Mr. Norman also serves as an elected

board member and secretary of Williamson County Municipal Utility District (MUD) Number 28.

Scott is a founding and current board member of the Texas Builders Foundation, working to support and develop the future of Texas' construction workforce and facilitate the charitable activities of the residential construction industry. He is also the Texas Workforce Commission's appointment to the Jobs & Education for Texans (JET) Advisory Board that administers the state's grant program for schools to purchase and install equipment for career and technical education courses. Additionally, he is proud to serve on the Advisory Board of Operation Finally Home, a non-profit organization that has completed and donated over 340 home projects in 33 states to America's military heroes and the widows of the fallen. As a life-long admirer and part-time resident of the Texas Gulf Coast, he also serves on the Advisory Council of the University of Texas Marine Science Institute in Port Aransas.

An East Texas native and 6th generation Texan, Scott received his Bachelor of Arts in Economics from the University of Texas at Austin and earned his Doctor of Jurisprudence from South Texas College of Law. He is an active member of the Construction Law Sections of both the Texas State Bar and the Travis County Bar Association. He is married to Austin water lawyer Monique Norman and they have two sons.