



## Biography of Mark LaLiberte

As a distinguished trainer, author and consultant, Mark LaLiberte has devoted two decades to educating the homebuilding industry about the benefits of constructing durable, energy efficient and healthier, more sustainable homes.

It's his commitment to helping the building industry reduce callbacks and litigation that keeps LaLiberte traveling nationwide, reaching more than 8,000 builders, Architects and manufacturers annually. A presenter in high demand, Mark has been featured at leading industry events such as the NAHB International Builders Show, PCBC, West Coast Green, Sunbelt Builders Show, Energy Star Summit, GreenBuild and JLC Live conferences. He delivers customized training for major manufacturers, utilities and for non-profit agencies. He co-created the program curriculum for the Energy and Environmental Building Association (EEBA) Houses That Work™ program which is based on the U.S. Department of Energy's Building America Program. He has served in an advisory capacity on the EPA's ENERGY STAR® Program and the Minnesota Energy Code Advancement Project. Mark is the recipient of a lifetime achievement award for his long-standing commitment to helping the home construction industry embrace building science at the 2002 EEBA Conference.

Recognizing that building science education on a global scale is vital in delivering better home performance, LaLiberte has provided training to members of the Poland Homebuilders Assn. and the International Housing Symposium in Tokyo, Japan.

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In an effort to provide greater availability to the information Mark presents, he helped develop the The *Building Better Homes™* Education

Program which features LaLiberte as the on-camera guide for the highly acclaimed 3-CD interactive training program. This program ensures that builders, architects and other industry professionals have access to the best construction tools and techniques, delivered in an easy-to-use format. Some of the techniques shown help illustrate proper site drainage, water management, advanced wall systems, ventilation, window installation, HVAC design and indoor air quality.

Mark's other media involvement includes his role as a Spokesperson for the Ad Council's Energy Hog Campaign, TLC's Home Pro and Home Savvy series and the PBS Hometime series. He is frequently a guest expert for home improvement and residential housing radio shows and provides newsprint interviews.

Mark also serves on the board of the Cold Climate Housing Research Center (CCHRC) in Fairbanks, Alaska. He is Co-chair of the PCBC Green conference in 2007 and provides training to Habitat for Humanity on improving energy efficiency in affordable housing.



*"As technology change[s], Mark continues to help with research and detailing to find innovative, energy efficient and cost effective design solutions." Rosemary McMonigal, McMonigal Architects*

## **The market is changing.....**

*Today's educated homebuyers demand better performance regarding health, safety and energy efficiency in the homes they purchase. Assisting builders in making the link between the science that surrounds building performance and its effect on design, construction and material specifications are essential. A combination of classroom education and in-field assistance has proven to be a powerful approach to changing business practices permanently. This proven method has led to more satisfied homebuyers and increased margins as a result of fewer callbacks and liability issues. "It's more profitable to build homes that have less risk." Mark LaLiberte*

## **Read what the industry is saying.....**

*"From a Building Product manufacturer's perspective, Mark has the unique ability to speak to an audience about particular products and how they contribute to the overall performance of a home. He can take the somewhat difficult to-understand "systems approach" to building homes and break it down so it is understandable, fun, and applicable to everyone in the audience. Mark almost always provides a take-away or two for builders to immediately incorporate into their building practices. These will not only enhance the performance of their homes but will often solve a problem they may be experiencing."*

Barry Reid  
Product Development Marketing Manager  
Georgia-Pacific Building Products

*"Mark provides a third party voice that is valuable and credible."*

Bob Eikenberg, Director of Construction Engle Homes

*"One of Mark's unique strengths is his insight into balancing building performance and marketability for profit."*

Marquam George, Assistant Professor Construction Technology,  
University of Alaska

*"We have both dealers and builders alike leaving a seminar asking for more, not because Mark doesn't give them enough, he gives them the best and makes them see what they can do better."*

Roland Carlson,  
Tyvek Weatherization Specialist

*"Since Mark has been presenting building science seminars in Jackson, the quality of construction in our community has been elevated to an entirely new level"*

Steve Hockett, Building Official,  
Jackson, Wyoming

*"Mark is an idea catalyst who understands the barriers to change."*

Steve Andrews, Technical Consultant, Solar Spectra

*"Mark LaLiberte is one of the best educators on improving home performance that Southwest Gas has ever worked with. The best testimony to the quality of his information and his lively presentation manner is the number of times popular demand has brought him back to the same market...we have seen a steady improvement in building techniques and a true market transformation to higher energy efficiency and better home performance."*

Rita Ranson, Marketing Specialist  
Southwest Gas  
Las Vegas, NV