

SPREADING THE GOOD NEWS OF ATTIC AIRFLOW



Leading Industry Education for 20 Years
1998-2018

For Two Decades Air Vent's Relentless Commitment To Sharing Attic Ventilation Best Practices Has Helped Roofing Professionals Across North America

Vents. How would you like to sit through a 2-hour program concentrating on vents? That's right, vents. Vents for residential and light commercial attics. Sound interesting? You in?

Back in 1998, Air Vent embarked on a FREE technical program for residential roofing pros dedicated to proper attic ventilation principles. Of course we were excited about it. We're a manufacturer of vents. Would the industry embrace it? Well, **728 seminars later attended by 23,000 roofing professionals** from across the US and Canada (half of whom attended 2 or more times!) the program has been very well received. Turns out the industry is interested in vents.

The 20th anniversary (1998-2018) of Air Vent's *Attic Ventilation: Ask the Expert™* Seminar is a good time to catch our breath, just for a minute, and look back on what attendees say the program has meant to them and the roofing industry.

KNOWLEDGE IS POWER

From the start the goal of the program was to arm the industry with scientifically proven best practices as it pertains to attic airflow. Some of that science came from our own testing. But soon, the program expanded due to the generous participation of the attendees. They started sharing their *field*-proven best practices. And then it snowballed. Today, the seminar is packed with contractor-provided, real-world information we're able to neatly package and deliver across North America in person.

"The wealth of knowledge presented, in such a concise manner and short amount of time is impressive," says **Clayton Putman**, owner *Colorado Roofing Solutions, Aurora, CO*. "I have attended this seminar 5+ times in my career, and it always makes me happy to see how inspired and equipped everyone seems to be as they leave the room. This is a great presentation, and it helps bring change to the industry."

"I remember wondering 'Why is this so important?' right up until the minute the seminar started. That was the first time I attended. I've attended 8 times total," says **Chris Teem**, owner, *Priority Restoration, Centennial, CO*. "Now that I own my own company, I have had my salespeople and employees attending the past 4 years. The knowledge you gain is undeniable and priceless."

"I was so excited when I first heard about the seminars because as an architectural graduate I knew we, as a roofing industry, were not venting our attics correctly," says **Chris Arrington**, vice president, *Arrington Roofing, Co., Dallas, TX*. "The seminars are informative and technically accurate, and you make the information very entertaining. Thank you for your diligence in making these presentations for the benefit of us as contractors and for the general public all these years."

"The knowledge you share, you can tell you have spent a lot of time behind the scenes gathering all of the correct information to share it with all us roofers," says **Tom Picha**, sales manager, *Affordable Roofing, Inc., Aurora, IL*. "And the enthusiasm you bring to the subject of ventilation keeps everyone's attention."

INSTALLATION INSIGHT

How could we NOT be enthusiastic about sharing best practices that work in the field and mistakes to avoid that just might prevent costly callbacks? From our ever-expanding and tremendously popular "Installation Tips & Mistakes" here are a handful that have had an impact on attendees.

- "Don't mix types of exhaust vents (because it could short-circuit the system) and make sure the ratio of intake and exhaust venting is equal," (because balanced attic ventilation is most efficient). — **Chris Kostopoulos**, project manager, *Mike Huddleston Roofing Systems, Mansfield, TX*.

“...It always makes me happy to see how inspired and equipped everyone seems to be as they leave the room.”

— Clayton Putman

- “Check with the manufacturer of the soffit vent to be sure the Net Free Area is sufficient for the exhaust vent being used,” (because if the exhaust vents do not have enough intake they can pull the missing air from themselves and ingest weather). — **Richard Turner**, owner, *Turner Remodeling, High Point, NC*.
- “Keep the exhaust vents all on the same elevation (because the lower vents could become the intake vents they are not designed to be) and do not mix exhaust vent types,” (once again, short-circuiting!). — **Benjamin Black**, project manager, *Jon Wright Industries, Irving, TX*.
- “The tips from the field is my favorite segment from the seminar. And I love that you must attend to learn what they are each year,” says **Shawn Bellis**, *EPIC Exteriors, Overland Park, KS*.

CREDIBILITY & SALES BOOST

The open sharing of information during the Q & A portion of the seminar has fueled new content for each seminar season. As have the collected Feedback Forms from the attendees — all 28,930 of them I have personally read and enjoyed! It's rewarding to learn the seminar information has helped roofing professionals with their homeowner customers; giving them a credibility and sales boost.

“This seminar is a reminder to be the most professional roofer at the homeowner’s table,” says **Fred Worrell**, owner, *Worrell Roofing, Palo Alto, CA*. “My clients appreciate the added comfort and energy savings we provide with a balanced attic ventilation system. Due to our many years in business customers select us because they know we’ll do it right; and attic ventilation is just one more tool we use in our favor. By beating the drums for proper attic ventilation this seminar has helped me stand ahead of the masses.”

“In the past I knew just enough about attic ventilation to make sales but I had no idea what I was missing until I sat through this seminar,” says **Andy Matyszewski**, owner, *ABM Services and Renovation, McDonough, GA*. “This has allowed me to take my sales technique to the next level and set myself apart from the other contractors.”

“In this chaotic time of running a company sometimes it’s easy to forget the importance of explaining WHY to a homeowner. You just try to get the quote to them and hope they choose your company,” says **Sabrina Johnson**, president, *KDCO Home Improvement, Akron, OH*. “When I attend this seminar it solidifies the importance of communicating the WHY and RATIOS needed for proper ventilation. It also sets me apart from the other contractors making me more knowledgeable and professional and setting a standard for the homeowner as to why they should choose me.”

“Being able to stand in front of a customer and KNOW what you are talking about as to how to identify and solve any attic ventilation problems on their home is one of the best feelings. No matter how many times I attend, the information never gets old and I always learn something new, says **Teem**.

SOLVING PROBLEMS

Some attendees pick up tidbits that help them tackle a tricky project. Others learn about ventilation products they were unfamiliar with previously that expands their offering to homeowners. Some use the time to network and visit old industry friends.

“I always run into great friends and create an ever widening networking circle at the seminar,” says **Ed Fako**, owner, *Right Way Roofing Company, Carpentersville, IL*. “You put a face to the name for those on Facebook you finally get to meet in person. Several of us got together

after the seminar and discussed our own creative ventilation solutions we have discovered along with business success strategies.”

“The part of the seminar that has been most helpful to me is analyzing real world venting problems and solutions, all with temperature and humidity documentation,” says **Chris Born**, owner, *Christopher Born, Minneapolis, MN*. “Whether discussing condensation in a roof in the winter or high temperatures in the summer, the problem/solution discussion at the seminar is very helpful.”

“Being able to specify ridge vents for hips came directly from attending this seminar,” says **Bob Brown**, owner, *Advanced Roofing Systems, Carpentersville, IL*. “It’s worked out nicely for me.”

“I was a little reluctant to sell Hip Ridge Vent because other contractors were afraid to use it and spoke negatively about it,” says **Mark Dee**, president, *Cleveland Remodelers, Novelty, OH*. “Then I found myself in a situation where mold remediation was done twice in six years. I educated the homeowner on the principles of attic ventilation. The exhaust choices were a power fan or Hip Ridge Vent. The homeowner hated power fans and was unconvinced about Hip Ridge Vent. It turned out to be my first of many successful Hip Ridge Vent installations. The knowledge of this product has given me a big edge over my competitors.”

“By attending the seminar over the years I’ve been introduced to several new products (vented drip edge, roof-top intake Edge Vent, Hip Ridge Vent) that help me offer solutions to many otherwise challenging projects,” says **Jason Avery**, owner, *Lakefront Roofing and Exteriors, South Haven, MI*.

“We were reroofing a condo complex and were placing orders for materials at the same time we attended this seminar,” **Teem** recalls. “It hit me like a ton of bricks just as the topic of solar powered fans surfaced during the seminar listening to how they function and in which situations they are best used. ‘This is what we need for the condo project,’ I said to myself. We ordered 24 of them the next day.”

“Some people may think, ‘If I attended once, what else is there to learn?’” says **Fako**. “I unequivocally can state that each and every year I attend I catch on to something new.

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It became very obvious to me that the seminar is committed to accepting challenges and finding solutions to contractors’ problems and questions.”

CHANGING WITH THE TIMES

Just as the seminar presentation technology has evolved over the years (goodbye, overhead projector with transparency sheets, VHS player with combo TV on a cart with wheels!), the tools and resources requested by attendees have changed. The original Air Vent paper-based slide-rule attic ventilation calculator (1998) gave way to the online jazzed up spreadsheet calculator (2007) which gave way to the app (2016) – all suggestions from attendees!

But there will always be a time and place for a classic useful tool, says **Jake Jacobson**, vice president, *SF5 Construction, Little Elm, TX*. “The best tip I have learned at the seminar is the calculation shortcut ‘divide attic square footage by 2’ which equals square inches of intake needed and square inches of exhaust needed.” (Thank you, former Air Vent engineer Dustin Ciepliski 2001). Jake uses this shortcut as a quick estimate not as a final calculation, especially for steep roofs.

To the thousands of roofing contractors, builders, remodelers, wholesale distributors, inspectors, architects, designers, code officials, and others in the roofing industry who attended and participated, thank you. It has been my privilege to be the host of the Air Vent seminar since 1998. And I fondly remember and thank all the former Air Vent co-presenters I learned from in the program’s early years. — *By Paul Scelsi*

Paul Scelsi is marketing communications manager at Air Vent, Inc., and the leader of its *Attic Ventilation: Ask the Expert™* seminars.

He is chairman of the Asphalt Roofing Manufacturers Association Ventilation Task Force.

For more information, visit www.airvent.com



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