



**For Immediate Release:**  
February 3, 2015

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## **Gov. Snyder to deliver keynote at Great Lakes Builders Show March 5**

***Nationally recognized builder, author Scott Sedam also among guest speakers at premier Midwest builders trade show in Detroit***

**DETROIT** — Michigan Gov. Rick Snyder will emphasize the importance of training more skilled workers to strengthen and grow the economy, when he addresses thousands of home builders and contractors at the Great Lakes Builders show at Ford Field on March 5.

Snyder has made work force development, particularly in the skilled trades, a focus of his second term. Michigan lost more than 60,000 home construction jobs in the Great Recession. While the industry is making a comeback, growth has been hampered by the lack of skilled workers.

“The home building industry is a key part of the economic rebound in Michigan and across the Great Lakes region,” Home Builders Association of Michigan CEO Bob Filka said. “Gov. Snyder’s focus on growing the skilled trades is spot-on. There simply aren’t enough skilled workers to meet the demand in our industry right now.”

Also addressing the Midwest’s premier home builder’s event on March 5<sup>th</sup> will be Scott Sedam, author of the Lean Builder blog on HousingZone.Com and Professional Builder Magazine’s Lessons Learned column. Sedam will discuss “The Lean Building Revolution & What Builders Need to Know” and “Solving the Supplier Trade Shortage.”

“Scott will give home builders and contractors relevant, practical information that they can put to work right away,” Filka said. “His innovative ideas, especially related to lean building and quality, have made him a popular mentor across the industry.”

Sedam is president of TrueNorth Development ([www.truen.com](http://www.truen.com)) and works directly with builders, suppliers and trade contractors.

Formerly Vice President of Quality & Customer Commitment for Pulte Corp., Sedam authored the acclaimed “Pulte Quality Leadership” (PQL) process, which was at the forefront of Total Quality implementation in the construction industry in the 1990s. At TrueNorth he and his colleagues have since developed and refined quality implementation processes for builders of all sizes.

The Great Lakes Builders Show will be held March 4-6 and will feature exhibits on the latest industry products, educational sessions and demonstrations on everything from safety and code compliance to financing solutions, green building practices and how to find skilled workers. Some 3,000 home builders, contractors, remodelers and other industry professionals are expected.

Detroit was selected to host the event because the city is rebuilding from the ground up, just as the building sector is doing following the Great Recession, said Mike Flory, Lansing area builder and the show’s planning committee chair. The last large-scale Midwest building industry show was held more than five years ago in Chicago.

“The Midwest has been without a first-class residential building industry expo, so the Great Lakes Builders Show is now the must-attend annual gathering,” Flory said.

Show details are at **[GreatLakesBuildersShow.Com](http://GreatLakesBuildersShow.Com)**

The Home Builders Association of Michigan is comprised of 26 local home builder associations from around the state. HBA Michigan’s mission is to positively promote the building industry and impact legislative, regulatory and legal issues that affect housing affordability.

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