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Council has big plans for Renovation Month

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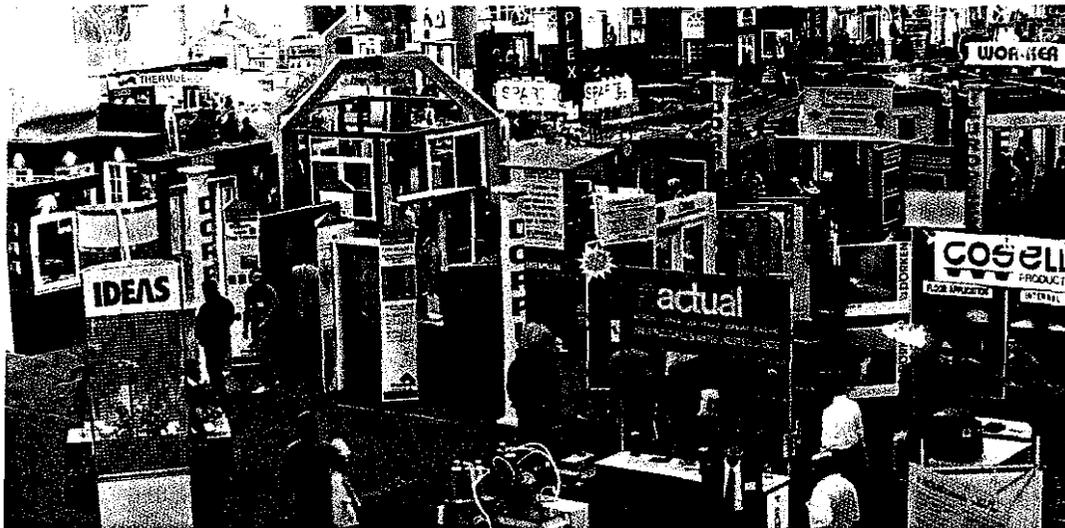


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IDEAS® '95 Readies "World of Building Opportunities"



TORONTO — Canada's premier building products show, IDEAS® '95, will be held February 7 to 10 at the Metro Toronto Convention Centre, with the fitting theme "A World of Building Opportunities."

"We are gearing up for our biggest and most productive show," says SYLVIA DAVIS, IDEAS® show manager. Now in its tenth year, IDEAS® has matured from Canada's major renovation industry show to embrace the entire building products market.

Renovation continues to be the strongest performer of the construction industry and new home construction is showing strength, Davis notes. "IDEAS will provide an opportunity for all sectors of con-

struction to increase sales into the busy 1995 building season."

IDEAS®'s World of Building Opportunities will be reflected in a revamped seminar program covering leading-edge building technology, product design and energy conservation. The speaker line-up is now being finalized and organizations or companies interested in participating are urged to contact IDEAS® show management as quickly as possible.

Canada's leadership in housing

technology and products will be showcased at IDEAS® and, as part of an unparalleled promotion, an international marketing campaign will tell buyers around the world of the IDEAS® exposition.

The IDEAS® '95 advance exhibit booking program has been very positive as companies position for a strong market in 1995. For more information on booking display space contact **IDEAS Seminars and Shows Inc.** at (416) 929-1000. **HB**

Council Has Big Plans for Renovation Month

OTTAWA — Renovation Month, to be held in October, will be a major event this year, with a large number of activities being planned by renovation committees at the Local Council level across the country, according to **FRANCES BELLE**, Regina-based chairman of the Canadian Renovators' Council of the CHBA.

Among the plans are a repeat of the Renovation-In-Progress tour in Vancouver, which drew more than 7,200 visitors in May.

Special newspaper inserts, consumer seminars and displays are being planned. One highlight is the Renovation Demonstration House in Red Deer, Alberta, which will be open during the month with a

series of hands-on seminars and workshops.

The Renovators' Council is also working with Canada Mortgage and Housing Corporation on updating market research for the renovation industry.

In other news, the Council reports that CMHC and the Institute of Research in Construction have let a contract to develop the first draft of the proposed new renovation code guidelines. This should lead to the formation of a Task Group of the Part Nine Standing Committee of the National Building Code, which will have the authority over the production of code-language renovation guidelines, Belle notes. **HB**

IDEAS® '95, "Un monde plein de promesses"

TORONTO — C'est du 7 au 10 février 1995 que se tiendra IDEAS® '95, le grand salon canadien des produits pour le bâtiment au Centre des congrès Metro Toronto sous le thème de "A world of building opportunities."

"Ce sera notre salon le plus grand et le plus productif," déclare Mme SYLVIA DAVIS, directrice du dixième Salon de la rénovation qui, chaque année, expose l'ensemble du marché des produits utilisés en construction.

La rénovation continue d'être "le grand performant" du bâtiment et, ajoute Mme Davis, "IDEAS fournira l'occasion à tous les secteurs de la construction d'accroître leurs ventes à l'orée d'une saison du bâtiment très prometteuse en 1995."

A l'occasion d'IDEAS® '95, le programme des séminaires sera entièrement repensé. En effet, on fera une large part à la technologie de pointe, au design des produits et à la conservation de l'énergie. On est à mettre la dernière main à la liste des conférenciers. Les sociétés et entreprises désireuses de participer devraient communiquer avec la direction du Salon le plus tôt possible.

IDEAS® '95 soulignera avec fierté la grande primauté du Canada dans la technologie et les produits destinés à l'habitation et une promotion doublée d'une campagne de marketing internationale fera connaître le Salon IDEAS® '95 dans le monde entier.

Déjà les inscriptions au Salon sont très avancées, tant les compagnies prévoient un vigoureux marché en 1995. Pour plus amples renseignements sur les réservations d'espace, communiquer avec **IDEAS Seminars and Shows Inc.**, à (416) 929-1000. **HB**

Renovator Training Courses Coming

OTTAWA — The Renovators' Council of the Canadian Home Builders' Association expects to have renovator training and education courses available by this fall, according to **FRANCES BELLE**, Council chairman.

With the help of Canada Mortgage and Housing Corporation, the Council has developed manuals, and marketing and implementation plans are nearly complete, Belle told a recent Council meeting. **HB**