

Biography of Gord Cooke P.Eng.

As a trainer, author and industry consultant, Gord Cooke has been an effective and passionate educator and advocate for better building practices, improved indoor air quality and energy efficiency during the past two decades.

Gord brings to his training the logic and integrity of a professional engineer and the passion of one committed to helping the residential construction industry build and sell better homes. Based on his homebuyer market research, Gord has pioneered a new training program designed to assist builders in marketing and selling their high performing, energy efficient homes. This program helps builders more effectively tell their story to their customers, increase their margins and sell more homes.

His strong technical and mechanical background has contributed to the development of innovative HVAC system designs and indoor air quality solutions for many builder clients. Gord is also a certified R-2000 and Energy Star Design Evaluator and Trainer.

Combining the dynamics of being an effective trainer with his engineering background, Gord has a unique talent of taking the complex issues of building science and breaking them into easily understood elements with practical real-world applications for all audiences. His training is interactive and hands on.

He authored the Build Comfort Program for gas utility companies and the Technical Sales Workshop for New Home Sales Agents for EnerQuality Corp. through NRCAN. In addition to his work on research papers, focus groups and joint training initiatives, he contributes an IAQ column monthly to the HPAC magazine.

You may have already seen Gord deliver a session at one of the following conferences:

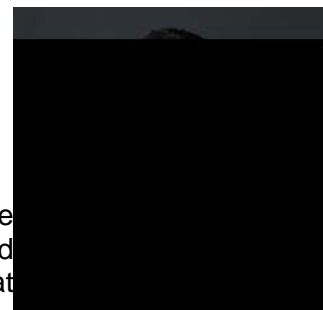
West Coast Green, PCBC, NAHB's Int'l Builders Show, Sunbelt Builders Show, Energy Design Conference, Energy and Environmental Building Association (EEBA), A.S.H.R.A.E., ACI (Affordable Comfort), or the Ontario Builder Forum.

Gord's building science training curricula covers the gamut from creating and delivering basic and advanced building science principles through managing indoor air quality and HVAC system design, to an intensive technical sales and marketing workshop.

He is an active board member of EEBA and his dedication to the construction industry is a perfect compliment to their mission.

Some of Gord's customers include: Seneca College, D R Horton, Canada Mortgage and Housing Corporation, Texas Assoc. Builders, Ideal Homes, Honeywell, A.S.H.R.A.E., EEBA, Natural Resources Canada, and Medallion Homes.

"Gord is an excellent communicator. The use of various methods to encourage participant involvement assisted in [our] learning experience."
Don Johnston, Senior Director, Canadian Home Builders Association



“Gord Cooke is a people-friendly engineer that can provide a sales team both inspiration and knowledge, no matter how well-trained they are.”

Will Worth, President & CEO, Medallion Homes, Texas

“Gord was [a] very informative and dynamic speaker. I heard nothing but complements. I believe everyone in attendance gained a great deal [of] knowledge on how to build better, more efficient housing.”

Jenefer Russum, Planner DNREC DE Energy Office

“The sales staff who attended Gord’s session responded very well to the information, role playing and ideas which he presented and they have worked to continuously improve their skills. Our expectations were definitely exceeded and we will continue to raise the bar for our people and our company with Gord’s training.”

Rich Coyle, Purchasing Manager D R Horton, Sacramento, CA

“I’ve been to major seminars and conferences for 20 years, [Gord was the] best speaker I’ve ever heard. [Wee] must have him back. “

Building Science session attendee from St. Louis, MO in June 2006

