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Business of Housing

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Live Wildfire Demonstration Conducted at PCBC 2024

Student Interns Build Structures to Show How Mitigations
Help Reduce Homes' Wildfire Risk

Anaheim, California – July 8, 2024 – Researchers from the [Insurance Institute for Business & Home Safety](#) (IBHS) in conjunction with the [California Building Industry Association](#) (CBIA) conducted a live wildfire demonstration during CBIA's annual [Pacific Coast Builders Conference](#) (PCBC 2024).

Approximately 150 homebuilders and suppliers, student interns, fire safety professionals, and others watched how a system of science-based mitigations can meaningfully reduce a home's wildfire risk. The mitigated structure showed the protection provided by noncombustible building materials and a noncombustible five-foot buffer also known as Zone 0.

A noncombustible Zone 0 is critical to prevent ember attack, the leading cause of ignitions during wildfires and one of three key vulnerable areas identified by IBHS's [Wildfire Prepared Home](#)TM. California homeowners can reduce a home's wildfire risk by achieving a Wildfire Prepared Home designation.

Student interns from the North Orange County Regional Occupational Program [Building Industry Technology Academy](#) (BITA) network constructed side-by-side structures to compare mitigated vs. typical construction and landscaping. They also constructed an additional mitigated structure displayed at the Anaheim Convention Center for PCBC 2024. The Donald Chaiken BITA curriculum is part of the [California Homebuilding Foundation](#) and provided at no cost to California schools as an approved Career Technical Education program.

Fittingly, the PCBC 2024 Exhibit Floor featured many wildfire resiliency solutions.

Wildfire Resiliency Solutions – Pacific Coast Builders Conference 2024

Company Name	Company URL
ABC Supply Company	www.abcsupply.com
Allied Disaster Defense	www.allieddisasterdefense.com

Allura Fiber Cement Siding	www.allurausa.com
Belgard	www.belgardcommercial.com
Brandguard Vents, Inc.	www.brandguardvents.com
California Fire Safe Council	www.cafiresafecouncil.org
DaVinci	N/A
Ectek Building Material Inc.	www.ectekbem.com
FireChiefs.com LLC	N/A
Firesafe Planning, Inc.	N/A
FireStorm	www.newcalmetals.com
FYREBX	www.fyrbx.com
GAF	www.gaf.com/en-us
James Hardie Building Products	www.jameshardie.com
Keene Building Products	www.keenebuilding.com
Longboard Architectural Products	www.longboardproducts.com
LP Building Solutions	www.lpcorp.com
Metalunic	www.metalunic.com
MWF Solutions [CBIA Partner Member]	www.greenfieldmetal.com
O'Hagin	www.ohagin.com
PAC-CLAD Petersen Aluminum	www.pac-clad.com
Polyglass USA Inc.	www.polyglass.us
Rancho Mission Viejo [CBIA Board Member]	www.ranchomissionviejo.com/
Sylvanix Outdoor Products Incorporated	www.sylvanix.com
Taylor Metal Products	www.taylormetal.com
TimberTech by AZEK	www.timbertech.com/
UPC	www.upcfoam.com
U-STUCCO USA, LLC	www.ustucco.com
Vulcan Vents	www.newcalmetals.com
Weaverbird Wood Co.	www.weaverbirdco.com
Weiland Design Group, Inc.	www.w-d-g.com/
Westlake Royal Roofing Solutions	www.boralroof.com
Wheeler Steel Framing Supply	www.wheelersteelsupply.com/

PCBC 2025 is set for June 11-12 at the Anaheim Convention Center with exhibit and sponsorship sales opening soon. For information, contact Exhibit Sales and Services Specialist, Sarah Sherwood at sarah@pcbc.com.

About PCBC: PCBC is the annual conference and trade show for CBIA and the Leading Builders of America (LBA). For 65 years, PCBC has featured exhibits, high-level conferences, prestigious awards, and innovative product launches. This powerhouse event fosters meaningful connections among major homebuilders, community developers, leading manufacturers, suppliers, and creative consultants in architecture, planning, design, and marketing. Additionally, the industry's top financial and analytical firms participate, making PCBC the premier gathering for influential leaders in residential development. Learn more at PCBC.com.

About CBIA: CBIA is a statewide trade association representing thousands of member companies in homebuilding, multi-family, and mixed-use development. CBIA members are responsible for nearly 90% of new housing units built annually in California, spanning charity homes, affordable housing, middle-class market-rate housing, and luxury homes. As the leading advocate for California's homebuilding industry, CBIA focuses on promoting industry interests in the State Capitol, the Governor's Office, and various regulatory agencies. Our mission is to advance and protect the homebuilding industry's goals and initiatives. Learn more at CBIA.org

About IBHS: The IBHS mission is to conduct objective, scientific research to identify and promote effective actions that strengthen homes, businesses and communities against natural disasters and other causes of loss. Learn more at IBHS.org.

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