

# Generating Buzz at IBS

Mr. Propane and Mr. Electricity were on hand at this year's International Builders' Show in early February. Their presence generated quite a bit of buzz from attendees who were eager to meet and get their photos taken with the stars. Staff from the Propane Education & Research Council (PERC) and industry volunteers were on hand in the American Gas Industry Booth, a collaboration of the gas industries, to provide builders with information on propane.

Propane and Electricity presented the awards to the winners of PERC's annual builders' contest—in the over



\$250,000 category: Lana'i Developers, which was represented by Doug Pearson (shaking hands with PERC's Roy Willis bottom photo, left column) and Marvin Buenconsejo of The Gas Co., who nominated Lana'i; and in the under-\$250,000 category, Chuck Skowronski of Outlook Construction (center in top left photo) and Wendi Nicholson of Eastern Propane, who nominated Outlook (*BPN*, February, p. 18).

Print and broadcast media were among those who stopped at the booth, including P. Allen Smith, the host of his own national public television show, who spent time with volunteer Torn Jaenicke of ATomiK Creative Solutions discussing underground tanks (right). HGTVpro network broadcast the awards. Also on hand in the booth was PERC's new outdoor spokeswoman, Katherine Whiteside, *House Beautiful's* garden expert.



Builders who stopped by the booth were sent follow-up information, and PERC has posted materials available to builders on its website, [www.propanecouncil.org](http://www.propanecouncil.org).