

HARNESSTING Industry Change

2017 ICAA Convention & Trade Show

Hyatt Regency • Dallas • October 5–7



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PROGRAM GUIDE

2017 ICAA Annual Convention & Trade Show

HARNESSING INDUSTRY CHANGE is the challenge of everyone in the insulation business. For that reason, we've made it the theme of our 2017 ICAA Convention and Trade Show. Our mission at this year's event is to help insulation contractors and suppliers make sense of change and use it to their advantage.

Our educational programming is built directly on feedback from our members, to ensure that our sessions tackle the issues that matter most to you. We cannot stop our industry from changing, but we can arm ourselves with tools to face it head on.

We welcome you to Dallas!



Ferrell Drum
ICAA President
Garland Insulating Ltd.



Michael Kwart
ICAA Executive Director



Thomas Sprouse II
ICAA Convention
Committee Co-Chair
Creative Conservation Co., Inc.



Danelle DeGroot
ICAA Convention
Committee Co-Chair
Johns Manville

Pioneer Plaza



Quick Look

*Note: All events open to all attendees;
sessions do not overlap*



WEDNESDAY OCTOBER 4

3:00 PM to 4:00 PM **ICAA Committee Meetings**

Marsalis Hall

THURSDAY OCTOBER 5

7:00 AM to 9:00 AM **ICAA Breakfast Station**

Landmark A Ballroom

9:00 AM to 9:30 AM **ICAA Welcome
ICAA President's Address**

9:30 AM to 12:00 PM **ICAA Platinum Educational Sessions**

- ★ **How Can My Online Presence Grow My Business?**
- ★ **How to Meet Code and Manage Moisture in an Environment of Increasing Air Tightness Requirements**
- ★ **Working and Winning with Builders**

12:00 PM to 1:00 PM **ICAA Networking Luncheon**

1:00 PM to 2:15 PM **Meeting Grade I Installation Standards**

3:00 PM to 6:00 PM **ICAA Trade Show**
Grand Opening and Reception

Marsalis Hall

FRIDAY OCTOBER 6

7:00 AM to 8:00 AM **ICAA Breakfast Station**

Landmark A Ballroom

8:00 AM to 9:00 AM **Lessons Learned: Wisdom from Veteran Contractors**

9:00 AM to 10:00 AM **Is My Data Safe From Hackers? How to Protect Your Business from the Dark Side of the Internet**

10:00 AM to 11:00 AM **ICAA Platinum Educational Session**

- ★ **Decoding Generation Y: Manage and Market to Millennials**

11:00 AM to 3:00 PM **ICAA Trade Show**
*Lunch station
Prize drawings begin at 2:15 PM*

Marsalis Hall

SATURDAY OCTOBER 7

7:00 AM to 8:00 AM **ICAA Breakfast Station**

Landmark A Ballroom

8:00 AM to 8:30 AM **Staying Safe on Ladders, Lifts, and Scaffolds**

8:30 AM to 10:00 AM **Control Your Workers Compensation Claims and Save Money**

Detailed Schedule

WEDNESDAY October 4

3:00 PM TO 4:00 PM | MARSALIS HALL

ICAA COMMITTEE MEETINGS

ICAA has been hard at work since our last Convention! Come get up-to-date on the association's newly completed initiatives, projects in the pipeline, and issues affecting the industry. These pre-Convention Committee meetings are the perfect venue to offer your feedback and help us determine what we tackle next. Members and non-members welcome! Covered topics include:

- ★ **ICAA's Model Get Hired Program™ to help members recruit quality employees**
- ★ **Discussion of ICAA's Sample Spray Foam Hazard Communication Program**
- ★ **Promoting the high value of insulation through an infographic targeted at the builder market**
- ★ **Overview of ICAA's new Model Heat Illness Prevention Program**
- ★ **Summary of the contributions of insulation to the U.S. economy**
- ★ **Update on the spray foam industry**

THURSDAY October 5

7:00 AM TO 9:00 AM | LANDMARK A BALLROOM

ICAA BREAKFAST STATION

9:00 AM TO 9:30 AM | LANDMARK A BALLROOM

ICAA WELCOME

ICAA Committee Co-Chairs welcome Convention and Trade Show attendees to Dallas.

ICAA PRESIDENT'S ADDRESS

*ICAA President Ferrell Drum
Garland Insulating Ltd.*

THURSDAY October 5 (Cont'd)

9:30 AM TO 12:00 PM

ICAA PLATINUM EDUCATIONAL SESSIONS

9:30 AM TO 10:15 AM

How Can My Online Presence Grow My Business?



Learn how to harness the Internet to engage customers in memorable and meaningful ways to ignite sales and business growth. From your website to social media to online reputation management, this session will teach you the basics of using the Internet as your "online sales rep."

*Mary Kate Powers
Frozen Fire*

10:15 AM TO 11:00 AM

How to Meet Code and Manage Moisture in an Environment of Increasing Air Tightness Requirements

The ways that today's buildings are being designed to meet codes (particularly the air tightening of building envelopes) has increased the need for solutions that can enhance the drying potential of our walls. This session will explore these concepts and practices, dig into a thorough understanding of what impacts we can expect in the future due to increasing energy efficiency and airtightness levels, and outline how we can manage moisture to successfully build sustainable homes.



*Ted Winslow
CertainTeed Insulation*

11:15 AM TO 12:00 PM

Working and Winning with Builders

Learn key strategies to win with your builders by turning industry knowledge into value. Get tips and strategies on how to become a consultant to your customers, using building science to help them build more comfortable, durable, high-performing homes.



*Craig Brooks & Chris Urbanus
Burgess Energy Services*

12:00 PM TO 1:00 PM

ICAA NETWORKING LUNCHEON

Network while you eat! Say hello to old friends and make new ones as you share a meal with industry colleagues from around the country.

1:00 PM TO 2:15 PM

MEETING GRADE I INSTALLATION STANDARDS

What does it actually mean to achieve Grade I Installation? We'll showcase the right and wrong way to install, discuss the energy savings assigned to the different grades and evaluate examples of installations.

*Mike Barcik
Southface Energy Institute*

3:00 PM TO 6:00 PM | MARSALIS HALL

ICAA TRADE SHOW — GRAND OPENING AND RECEPTION

Explore the latest products, services, and technologies from an array of leading industry vendors. Make new connections, strengthen existing partnerships, and come away with all the information you need to make purchasing decisions.



9:00 AM TO 10:00 AM

IS MY DATA SAFE FROM HACKERS? HOW TO PROTECT YOUR BUSINESS FROM THE DARK SIDE OF THE INTERNET


Find out the ways that hackers target companies and discover concrete strategies to avoid becoming a victim. This session will boil technical jargon into practical know-how that you can use to safeguard your online systems from cyber attacks and data breaches.

*Thomas Pioreck
Grassi & Co.*

10:00 AM TO 11:00 AM

ICAA PLATINUM EDUCATIONAL SESSION

Decoding Generation Y: Manage and Market to Millennials

Gain insights on how Millennials —  **DEMILEC** the largest consumer group and population group — think, work and make energy efficiency purchasing decisions, so you can better understand your employees, customers, and potential talent pool. Sort through the fact and fiction as we explore how their workplace attitudes, civic mindedness, and interaction with digital technology shape their decision making.

*Gabrielle Bosche
The Millennial Solution*

FRIDAY October 6

7:00 AM TO 8:00 AM | LANDMARK A BALLROOM

ICAA BREAKFAST STATION

Sponsored by



8:00 AM TO 9:00 AM | LANDMARK A BALLROOM

LESSONS LEARNED: WISDOM FROM VETERAN CONTRACTORS

Get ahead of the curve by learning from the accomplishments, mistakes, and rebounds of those who have years of experience in the industry.

*Ahni Drum
Garland Insulating Ltd.*

*Kevin Kinzler
Kinzler Construction Services*

*Jerry Palmer
Southland Insulators Inc.*

*Wayne Sullivan
ABS Southeast, LLC*

11:00 AM TO 3:00 PM | MARSALIS HALL

ICAA TRADE SHOW

With lunch station. Prize drawings begin at 2:15 PM. Must be present to win!

Detailed Schedule

SATURDAY October 7

7:00 AM TO 8:00 AM | LANDMARK A BALLROOM
ICAA BREAKFAST STATION

8:00 AM TO 8:30 AM

STAYING SAFE ON LADDERS, LIFTS, AND SCAFFOLDS

Falls are a leading source of injuries, fatalities, and workers' compensation claims on construction sites. Learn how to use ladders, lifts, and scaffolds safely and avoid dangerous set up and operation errors that jeopardize your workers and business.

*Laramie Sandquist
 Federated Insurance*

8:30 AM TO 10:00 AM

CONTROL YOUR WORKERS COMPENSATION CLAIMS AND SAVE MONEY

Companies with high modification factors are often excluded from bidding on jobs. This instructive session will highlight common errors and missteps in claims management so you can avoid mistakes that eat away at your profit.

*David Rasco
 HUB International*

*Scott Miller
 HUB International*



Trade Show Exhibitors & Booth Numbers

2-Track Solutions	609
www.2-track.net	
Accella Polyurethane Systems	309 & 408
www.accellapolyurethane.com	
Accu1Direct	514
www.accu1.com	
ACME Machinery LLC	422
www.acmesprayworks.com	
ADO Products	413 & 512
www.adoproducts.com	
Akurate Dynamics	417 & 516
www.akuratedynamics.com	
Appalachian Insulation Supply, Inc.	201 & 203
www.ais1.us	
Applegate Insulation Mfg.	603
www.applegateinsulation.com	
BASF Corporation	113 & 212
www.spf.basf.com	
Capitol Machine International, LLC	602 & 604
www.insulationmachine.com	
Cellulose Insulation Manufacturers Association (CIMA)	214
www.cellulose.org	
CertainTeed Insulation	101, 103, & 105
www.certainteed.com	
CertainTeed Machine Works	107
www.certainteedmachineworks.com	
cfiFOAM, Inc.	402
www.cfoam.com	
CJ Spray	313 & 412
www.cjspray.com	
ClosetMaid Corporation	305
www.closetmaidpro.com	
Cope Closet Concepts	104
www.copeclosetconcepts.com	
Demilec	200, 202, 204 & 206
www.demilec.com	
Dow Building & Construction	500 & 502
www.building.dow.com	
Dr. Energy Saver, Inc.	504
www.desdealer.com	
ECHOTape	406
www.echotape.com	
Energy Efficient Solutions, LLC	415
www.energyefficientsolutions.com	
Federated Insurance	216
www.federatedinsurance.com	
Fi-Foil Company Inc.	401
www.fifoil.com	
Flame Seal Products, Inc.	115
www.flameseal.com	

Fleetmatics	509	No-Burn, Inc.	221 & 320
www.verizontelematics.com/contact		www.noburn.com	
GACO Western	303	North American Insulation Manufacturers Association (NAIMA)	606
www.gaco.com		www.insulationinstitute.org	
Graco Inc.	301 & 400	Owens Corning	209 & 308
www.graco.com		www.owenscorning.com	
GreenFiber	515 & 614	Polyurethane Machinery Corporation (PMC)	109 & 208
www.greenfiber.com		www.polymacusa.com	
High Performance Insulation Professionals (HPIP)	414	Powerblanket	108
www.hpipros.org		www.powerblanket.com	
Honeywell.	100	Randy Marion Fleet Sales & Leasing	703
www.honeywell.com		www.randymarion.com	
ICAA	702	Red River Logistics	416
www.insulate.org		www.redriverlogistics.com	
ICP Adhesives & Sealants Inc.	102	Rhino Linings Corporation	215 & 217
www.icpadhesives.com		www.spf.rhinolinings.com	
Icynene	220 & 222	Selena USA	117
www.icynene.com		www.selenausa.com	
IDI Distributors	213 & 312	Service Partners	304 & 306
www.idi-insulation.com		www.service-partners.com	
Insulation Solutions, Inc.	508	SES Foam	517, 519, 616, & 618
www.insulationsolutions.com		www.sesfoam.com	
Intec	421	Shurtape Technologies, LLC	314
www.inteccorp.com		www.shurtape.com	
International Cellulose Corporation	403	Southwest Air Equipment, Inc.	608
www.spray-on.com		www.swaequipment.com	
International Fireproof Technology, Inc.	307	Specialty Products, Inc.	506
www.painttoprotect.com		www.specialty-products.com	
International Insulation Products	513	SPF Depot	701
www.iiproducts.com		www.spfdepot.com	
J. Calman Industries LLC	605	Spray Foam Equipment & Manufacturing	617 & 619
www.calmanindustries.com		www.sprayfoammfg.com	
J & R Products, Inc.	316	Spray Foam Systems	116
www.jrproductsinc.com		www.sprayfoamsys.com	
JobPro Technology	407	Spray Insulation Components	612
www.jobprotech.com		www.sprayinsulation.com	
Johns Manville.	300 & 302	SWD Urethane	112 & 114
www.jm.com		www.swdurethane.com	
Knauf Insulation	501 & 600	Tenmat Inc.	409
www.knaufinsulation.us		www.recessedlightcover.com	
Krendl Machine	207	Thermoseal LLC	321 & 420
www.krendlmachine.com		www.thermosealusa.com	
Lapolla Industries	503, 505, 507	Titan	315 & 317
www.lapolla.com		www.titantool.com	
Milo Insulation LLC	405	Tough Bags.	404
www.miloinsulation.com		www.toughbags.com / www.insulationvacbags.com	
Mitex Building Products	106	Universal Polymers Corporation	322
www.mitexint.com		www.upcfoam.com	
Newell Rubbermaid	205	Wood Industries, Inc.	613 & 615
www.rubbermaidpro.com		www.eaglecompressor.com	
Next Generation Power Engineering, Inc.	607		
www.nextgenerationpower.com			

Trade Show Hours

Thursday, Oct. 5: 3:00 - 6:00 p.m.

Friday, Oct. 6: 11:00 am - 3:00 p.m.

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Industry Change**

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619 Spray Foam Equip. & Mfg.	819 SES Foam	519 SES Foam	421 Intec LLC	321 Thermo Seal LLC	221 No- Burn, Inc.	222 Icynene	119 Spray Foam Systems
617 Spray Foam Equip. & Mfg.	819 SES Foam	517 SES Foam	422 ACME Machinery LLC	322 Universal Polymers Corp.	320 No- Burn, Inc.	222 Icynene	114 SWD Urethane
615 Wood Industries Inc.	419 Green- Fiber	515 Green- Fiber	417 Akurate Dynamics	317 Titan	217 Rhino Linings Corp.	217 Rhino Linings Corp.	115 Flame Seal Products
614 Wood Industries Inc.	419 Green- Fiber	515 Green- Fiber	415 Energy Efficient Solutions	315 Titan	215 Rhino Linings Corp.	215 Rhino Linings Corp.	113 BASF Corp.
613 Wood Industries Inc.	419 Green- Fiber	513 Green- Fiber	413 ADO Products	313 Titan	213 Rhino Linings Corp.	213 Rhino Linings Corp.	112 SWD Urethane
609 2-Track Solutions	809 SW Air Equip., Inc.	509 Fleetmatics	915 Akurate Dynamics	315 Titan	209 Owens Corning	209 Owens Corning	109 Poly. Mach. Corp.
607 Power Eng., Inc.	909 NAIMA/ Insulation Institute	507 Lapolla Industr.	415 Accu1- Direct	315 Titan	207 Krendl Machine	207 Krendl Machine	107 Certain Teed M.W.
605 Calman Industr.	409 Milo Insulation LLC	505 Lapolla Industr.	414 HPHP	314 Titan	205 Newell Rubber- maid	205 Newell Rubber- maid	105 Certain Teed
603 Applegate Insul. Mfg.	209 Dr. Energy Saver	503 Lapolla Industr.	412 CJ Spray	312 CJ Spray	204 Johns Manville Inc.	204 Johns Manville Inc.	104 Cope Closet Concepts
	205 Dow Build. & Constr.	501 Knauf Insulation	411 ADO Products	311 CJ Spray	203 AIS, Inc.	203 AIS, Inc.	103 Certain Teed
	200 Dow Build. & Constr.	500 Knauf Insulation	409 ADO Products	309 CJ Spray	202 Johns Manville Inc.	202 Johns Manville Inc.	102 ICP Adhesives
	200 Fi-Foil Co. Inc.	401 Graco Inc.	407 ADO Products	307 Graco Inc.	201 Johns Manville Inc.	201 Johns Manville Inc.	101 Certain Teed
	200 Fi-Foil Co. Inc.	400 Graco Inc.	404 ADO Products	304 Graco Inc.	200 Johns Manville Inc.	200 Johns Manville Inc.	100 Honeywell
	200 Fi-Foil Co. Inc.	400 Graco Inc.	404 ADO Products	304 Graco Inc.	200 Johns Manville Inc.	200 Johns Manville Inc.	100 Honeywell

ICAA TRADE SHOW FLOORPLAN

Hyatt Regency Dallas

SPF Depot 701

ICAA 702

703 Randy Marion Fleet Sales

ENTRANCE

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Email: certainteed_insulation@saint-gobain.com

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Email: Danelle.DeGrootd@jm.com

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Insulation Industry National Policy Conference

Co-hosted by ICAA, North American Insulation Manufacturers Association (NAIMA), Spray Polyurethane Foam Alliance (SPFA), Cellulose Insulation Manufacturers Association (CIMA) and other industry organizations

May 8 – 9, 2018
Washington, D.C.

Learn more at www.insulate.org/industry-conference





2017 ICAA Convention & Trade Show

Hyatt Regency Dallas

October 5–7, 2017

DALLAS CVB/JOSHUABORDOPHOTOGRAPHY



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