



**2018 ICAA Convention
& Trade Show**

DISNEY'S CONTEMPORARY RESORT
SEPTEMBER 13-15 ✨ ORLANDO, FL

PROGRAM



SCHEDULE | AT-A-GLANCE

All events are open to all attendees

WEDNESDAY SEPTEMBER 12

2:00 – 4:00 pm **ICAA Committee Meetings** *Grand Republic B*

THURSDAY SEPTEMBER 13

8:00 – 9:00 am **Breakfast Station** *Fantasia Ballroom G*
Sponsored by RIS Insulation Supply

9:00 – 9:30 am **ICAA Welcome & President's Address**

9:30 – 10:15 am **Labor: Adapt to Attract & Retain**
Platinum Session Sponsored by Accella Polyurethane Systems

10:15 – 11:00 am **Key Concepts in Finance for the Nonfinancial Manager**

11:15 am – Noon **Busting Through the Million Dollar Sales Wall**
Platinum Session Sponsored by Demilec

Noon – 1:00 pm **Networking Luncheon**

1:00 – 1:45 pm **What It Means to Breathe**
Platinum Session Sponsored by CertainTeed

2:00 – 6:00 pm **ICAA Trade Show –** *Fantasia Ballroom H–Q*
Grand Opening & Reception
Light snacks, desserts, and beverages provided





**2018 ICAA Convention
& Trade Show**

DISNEY'S CONTEMPORARY RESORT
SEPTEMBER 13-15 • ORLANDO, FL

FRIDAY SEPTEMBER 14

- 7:00 – 8:00 am **Breakfast Station** *Fantasia Ballroom G*
Sponsored by RIS Insulation Supply
- 8:00 – 8:45 am **Trends & Disruptions in the Insulation Industry**
Platinum Session Sponsored by Owens Corning
- 9:00 – 9:45 am **Keep On Truckin': Qualification, Compliance, & ELDs**
Platinum Session Sponsored by Johns Manville
- 10:00 – 10:30 am **Gain a Competitive Advantage Through Bonding**
- 10:30 – 11:00 am **Growing Pains (& Successes!): Panel Q&A with Owners of Young Businesses**
- 11:00 am – 2:00 pm **ICAA Trade Show** *Fantasia Ballroom H-Q*
Lunch Provided
Exhibitor Giveaway and Contractor Punchcard Drawings
begin at 1:15 pm

SATURDAY SEPTEMBER 15

- 7:00 – 8:00 am **Breakfast Station** *Fantasia Ballroom G*
Sponsored by RIS Insulation Supply
- 8:00 – 9:00 am **Convolutd Contracts: Emerging Trends in Construction Contracts**
- 9:00 – 10:30 am **Focus Session: USDOT Hours-of-Service Rules & Exceptions**



WELCOME TO THE 2018 ICAA CONVENTION & TRADE SHOW!

Every business owner wants to find ways to **WORK SMARTER**. Working smarter can equate to saving money, attracting a good and stable workforce, and growing a strong customer base.

Our mission at this year's ICAA Convention & Trade Show is to provide you with the information, tools, and connections you need to **WORK SMARTER**, and our educational sessions were created with that mission in mind. Whether you are a well-established company or just starting out, our presenters and exhibitors are here to help. From labor recruitment to DOT regulations, to creating and understanding financial reports to new products... we've got it covered.

New information, new friends, and new ways to **WORK SMARTER**... there's a lot to discover here and we are so glad you've decided to join us.

Enjoy!



Wayne Sullivan
2018 ICAA President
American Building Systems



Michael Kwart
ICAA Executive Director



Christopher Bosch
2018 ICAA Convention
Committee Co-Chair
Owens Corning



Ferrell Drum
2018 ICAA Convention
Committee Co-Chair
Garland Insulating Ltd.

SCHEDULE | DETAILS

WEDNESDAY SEPTEMBER 12

2:00 – 4:00 pm
Grand Republic B

ICAA COMMITTEE MEETINGS

Come hear what ICAA has been up to since our last Convention! We'll update you on our recently completed initiatives, report on projects we have in the pipeline, and discuss important issues affecting our industry. Committee meetings are open to all attendees and provide a great opportunity for you to offer feedback and suggestions. Specific meeting topics will include:

- **OSHA's Hazcom Standard**
Winfred Marrero, Sr.
U.S. Department of Labor, OSHA
- **Update on Changes in the Spray Foam Industry**
Stephen Wieroniey
American Chemistry Council
Center for the Polyurethanes Industry
- **An Introduction to AeroTherm, Thermally Reactive Plasters**
Stewart Ratzker, President
AeroTherm North America
- **Grade I Insulation Project**
Mason Knowles
Mason Knowles Consulting

THURSDAY SEPTEMBER 13

8:00 – 9:00 am
Fantasia Ballroom G

BREAKFAST STATION

Sponsored by RIS Insulation Supply

9:00 – 9:30 am
Fantasia Ballroom G

ICAA WELCOME & PRESIDENT'S ADDRESS

ICAA Convention Committee Co-Chairs, Ferrell Drum of Garland Insulating and Chris Bosch of Owens Corning, will join 2018 ICAA President Wayne Sullivan of American Building Systems to welcome attendees and officially kick-off the Convention.

9:30 – 10:15 am
Fantasia Ballroom G

PLATINUM EDUCATIONAL SESSION

LABOR: ADAPT TO ATTRACT & RETAIN

The insulation industry supports more than 529,000 jobs across the U.S., yet ICAA members often report difficulty hiring. Where do you find new employees — and once you find them, how do you keep them? With a growing emphasis on tech, how can we bring awareness to the benefits of a skilled trade as a fulfilling, long-term career option? What are the priorities of a new generation of workers? We'll discuss strategies to recruit responsible and eager employees and the right ways to invest in them so they stay.

Keith Campagna
Jobvite



SCHEDULE | DETAILS

THURSDAY SEPTEMBER 13 (cont'd)

10:15 – 11:00 am
Fantasia Ballroom G

KEY CONCEPTS IN FINANCE FOR THE NONFINANCIAL MANAGER

Do your eyes glaze over when someone starts talking about balance sheets, income statements, and accounts receivable? Learn the basics of financial information, how to distinguish between good numbers and funny numbers, which financial metrics matter, how to create financial discipline, and how to rigorously assess performance and profitability.

*Whitley B. Forehand, CPA
Forehand & Associates*

11:15 am – Noon
Fantasia Ballroom G

PLATINUM EDUCATIONAL SESSION

BUSTING THROUGH THE MILLION DOLLAR SALES WALL

What does it take to break through a million dollars in sales? There are only two ways to grow an insulation business — get more work or charge more money. We'll discuss how to bolster work crew efficiencies while maximizing product yields and we'll learn the strategies and techniques to help you surpass your current sales.



*Mason Knowles
Mason Knowles Consulting*

Noon – 1:00 pm
Fantasia Ballroom G

NETWORKING LUNCHEON

Catch up with old friends and make new ones as industry colleagues from across the country gather for lunch.

1:00 – 1:45 pm
Fantasia Ballroom G

PLATINUM EDUCATIONAL SESSION

WHAT IT MEANS TO BREATHE

When we talk about building performance, we often hear people say, "I really want my building to breathe." A simple statement, but what does it actually mean — and as builders and insulators, how do we achieve it? We'll focus on moisture and airflow management as we discuss humidity, ventilation, vapor retarders, air barriers, and water resistive barriers. We will establish the reasons why water shows up and how to control its presence over time in order to preserve system service life. In short, we will discover how to create a high-performance building that can breathe.



*Lucas Hamilton, Manager, Building Science Applications
CertainTeed*

2:00 – 6:00 pm
Fantasia Ballroom H-G

ICAA TRADE SHOW — GRAND OPENING & RECEPTION

Explore our Trade Show floor and discover the latest products, services, and technologies from industry leaders and up-and-coming businesses. ICAA has gathered the best in the business in one spot. Whether you want to build new connections or strengthen existing partnerships, you will come away with all the information you need to make the best purchasing decisions.

Light snacks, desserts, and beverages will be provided

SCHEDULE | DETAILS

FRIDAY SEPTEMBER 14

7:00 – 8:00 am
Fantasia Ballroom G

BREAKFAST STATION

Sponsored by RIS Insulation Supply

8:00 – 8:45 am
Fantasia Ballroom G

PLATINUM EDUCATIONAL SESSION

TRENDS & DISRUPTIONS IN THE INSULATION INDUSTRY

There is a wave of disruption facing the insulation industry. The California Energy Commission has ruled that starting in 2020, every new home in the state must have solar panels, creating a direct challenge to the insulation solution. From codes to regulations, to legislation to market issues, we will discuss what it all boils down to and what you can do to shape coming trends.

*Jay Murdoch, Director of Industry Affairs
Owens Corning*



9:00 – 9:45 am
Fantasia Ballroom G

PLATINUM EDUCATIONAL SESSION

KEEP ON TRUCKIN': QUALIFICATION, COMPLIANCE, & ELDs



As users of trucks in our insulation businesses, we are subject to — whether we like it or not — regulations from the U.S. Department of Transportation, Federal Motor Carrier Safety Administration. A leading regulatory expert will review the steps insulation contractors should take to ensure compliance. We'll also brush up on driver qualifications and training, drug and alcohol testing, and electronic logging devices (ELDs).

*Dave Gray, President
Glostone Trucking Solutions*

10:00 – 10:30 am
Fantasia Ballroom G

GAIN A COMPETITIVE ADVANTAGE THROUGH BONDING

While surety bonds have historically been used on public works, lenders are now frequently requiring them of general contractors. This means subcontractors are also being asked for bonds. Learn about the bond process and what every contractor should know before providing a surety bond. We will discuss different types and forms of bonds, when and where bonds are required, how to establish a relationship with a surety agent from a company you can depend on and what they will expect from you, and explain how indemnity agreements work.

*Mike Russell, Vice-President, Surety Marketing Manager
Federated Insurance/Granite Re*

SCHEDULE | DETAILS

FRIDAY SEPTEMBER 14 (cont'd)

10:30 – 11:00 am
Fantasia Ballroom G

GROWING PAINS (& SUCCESSES!): PANEL Q & A WITH OWNERS OF YOUNG BUSINESSES

Success as a contractor depends on many things, and who better to learn from than those who are making it happen? Our panel of business owners who are somewhere between “established” and “still figuring it out” will share their successes and challenges, tell us what they wish they had known from the beginning, and offer some well-earned advice to keep you ahead of the curve. Bring your questions!

Moderator: Michael Kwart, ICAA Executive Director

*Panelists: Chuck Adams, Tempco Insulation
Tom Decker, Chicago Green Insulation
Ray Skelton, Specialty Northwest, LLC*

11:00 am – 2:00 pm
Fantasia Ballroom H–Q

ICAA TRADE SHOW

Take advantage of this prime time on our Trade Show floor to learn about new products and make new connections. This is the time to make some deals before you catch that flight home!

Lunch Provided

*Exhibitor Giveaway and Contractor Punchcard Drawings begin at 1:15 pm
Must be Present to Win!*

SATURDAY SEPTEMBER 15

7:00 – 8:00 am
Fantasia Ballroom G

BREAKFAST STATION

Sponsored by RIS Insulation Supply

8:00 – 9:00 am
Fantasia Ballroom G

CONVOLUTED CONTRACTS: EMERGING TRENDS IN CONSTRUCTION CONTRACTS

General contractors and owners have taken years to perfect their contracts; now it's time for you to better understand your risks and options. Through this examination of the problem with today's contracts, we will address tips to recover material price escalations, recommended do's and don'ts, and risky indemnity provisions.

*Philip J. Siegel, Esq.
Hendrick, Phillips, Salzman & Siegel*

9:00 – 10:30 am
Fantasia Ballroom G

FOCUS SESSION: USDOT HOURS-OF-SERVICE RULES & EXCEPTIONS

Insulation contractors must follow these regulations if operating vehicles more than 10,000 lbs. That means YOU! Essentially, these are government limits on how long and when you may drive. However, there is a “short-haul exception” to the Hours-of-Service Rules. We will review this exception in detail as it provides waivers on the use of electronic logging devices (ELDs) and log books. If you operate trucks — even one — this is must-attend session.

*Dave Gray, President
Glostone Trucking Solutions*

TRADE SHOW EXHIBITORS AND BOOTH NUMBERS

2-track Solutions.....517 www.2-track.com	Feel Good, Inc.....507 www.feelgoodinc.org
Accella Polyurethane Systems.....409 www.accellapolyurethane.com	Fi-Foil Company.....703 www.fifoil.com
ADO Products.....109 http://www.adoproducts.com	Flame Control Coatings.....214 www.flamecontrol.com
AeroTherm North America.....502 http://www.advancecg.com	Flame Seal Products.....304 www.flameseal.com
American Sprayed Fibers, Inc.....404 www.asfiusa.com	Flash Trac Systems.....322 www.flashtracsystems.com
Appalachian Insulation Supply, Inc.....201 www.ais1.us	Gaco.....606 www.gaco.com
Applegate Insulation Manufacturing.....707 www.applegateinsulation.com	GPS Fleet Consulting.....222 www.gpsfleetconsulting.com
Arctic Warmers.....119 www.pipeknife.com	GST Insulation Supplies.....204 www.gstinsulationsupplies.com
Attic Systems.....212 www.atticsystems.com	Graco, Inc.....501 www.graco.com
BASF Corporation.....503 www.basf.com	Green Shield Products, LLC.....602 www.greenshieldproducts.com
Carolina Precision Fibers.....206 www.carolinafibers.com	High Performance Insulation Professionals (HPIP).....616 www.insulationtraining.org
Cellulose Insulation Manufacturers Association (CIMA).....205 www.cellulose.org	ICDz (Insulation Construction Drawings).....112 www.icdz.co
CertainTeed Insulation.....313 www.certainteed.com	Icynene-Lapolla.....415 www.icynene-lapolla.com
CertainTeed Machine Works.....413 www.certainteedmachineworks.com	IDI / Insulation Distributors.....303 www.idi-insulation.com
cfiFOAM, Inc.....200 www.cfifoam.com	INTEC / Insulation Technology Corp.....402 www.inteccorp.com
Closetmaid.....513 www.closetmaid.com	International Cellulose Corporation.....209 www.spray-on.com
Cope Closet Concepts.....219 www.copeclosetconcepts.com	International Fireproof Technology.....612 www.painttoprotect.com
DAP Products, Inc.....102 www.dap.com	International Insulation Products.....101 www.iiproducts.com
Demilec.....307 www.demilec.com	ISI Building Products.....515 www.isibp.com
ECHOTape.....302 www.echotape.com	ITWCCNA.....203 www.itwccna.com
Federated Insurance.....614 www.federatedinsurance.com	J & R Products, Inc.....618 www.jrproductsinc.com

TRADE SHOW FLOOR PLAN



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123	Red Devil, Inc.	122	GPS Fleet Consulting	223	SOLEC - Solar Energy Corp.	322	Flash Trac Systems	323	Verizon Connect	423	Red River Logistics	522	TAP Insulation	721	RF Hero	
611	Arctic Warmers	218	Kemper System America	612	Cope Closet Concepts	317	SES Foam	318	SES Foam	419	No-Burn, Inc.	519	J & R Products Inc.	618	Universal Polymers Corp	
114	Market Research	216	RAMVAC BAGS.COM	612	Wm. W. Meyer & Sons, Inc.	316	Rubber-maid Closet	316	Quick Insulation Software	415	Rhino Linings Lapolla Corp	517	HPIP	616	2-track Solutions	
111	Flame Control Coatings	214	Attic Systems	612	Titan	315	Spray Foam Equip & Mfg	315	CertainTeed Insulation	414	CertainTeed Machine Works	515	JSI Building Prod	614	Federated Insurance	
112	Tennat Inc.	212		612		313	CertainTeed Insulation	313		413		513	Int'l Fireproof Tech	612	Closet-maid	
110	Specialty Products, Inc.	108	Rockwool	607	Int'l Cellulose Corp	307	Demilec	307	American Sprayed Fibers	404	Accella Polyurethane Systems	509	RIS/Akurate	711	PMC	
106	Spray Ins Comp	206	Organized Living	607	JobPro Tech	306	SWD Urethane	306	IDI Insulation Distributors	404	Service Partners	507	Feel Good, Inc.	717	Knaufl Insulation	
102	DAP Products Inc.	204	TPR ² Corp	607	CIMA	304	Flame Seal Prod	304	INTEC Insulation Technology Corp.	402	Tyran Professional	503	Green Shield Products, LLC	707	Applegate Insulation Mfg.	
101	Spray Foam Systems	202	Krendl Machine	607	ITW CCNA	302	ECHO-tape	302	Johns Manville	402	Owens Corning	501	Graco, Inc.	703	Fi-Foil Company	
100		200	cfi-FOAM	607	Appalachian Insulation Supply, Inc.	301	Appalachian Insulation Supply, Inc.	301		401		501				

2018 ICAA Trade Show Floorplan | Disney's Contemporary Resort | Fantasia H-Q Ballroom

Trade Show Hours: Thurs, Sept 13 2:00 - 6:00 pm
Fri, Sept 14 11:00 am - 2:00 pm

ENTRANCE

TRADE SHOW EXHIBITORS AND BOOTH NUMBERS

JobPro Technology.....207 www.jobprotech.com	SES Foam 317 www.sesfoam.com
Johns Manville301 www.jm.com	SOLEC – Solar Energy Corp.....223 www.solec.org
Kemper System America.....218 www.kempersystem.com	Specialty Products, Inc. 110 www.specialty-products.com
Knauf Insulation717 www.knaufinsulation.com	Spray Foam Equipment & Manufacturing 315 www.sprayfoammfg.com
Krendl Machine202 www.krendlmachine.com	Spray Foam Systems 100 www.sprayfoamsys.com
Market Research 117	Spray Insulation Components 106 www.sprayinsulation.com
NCFI..... 114 www.ncfi.com	SWD Urethane306 www.swdurethane.com
No-Burn, Inc.419 www.noburn.com	TAP Insulation522 www.tapinsulation.com
Organized Living 107 www.organizedliving.com	Tenmat, Inc..... 113 www.tenmatus.com
Owens Corning401 www.owenscorning.com	Titan213 www.titantool.com
PMC / Polyurethane Machinery Corporation..... 711 www.polymacusa.com	TPR ² Corporation..... 105 www.tpr2.com
Quick Insulation Software414 www.quickbooksinsulation.com	TYTAN Professional403 www.selena.com
RAMVACBAGS.COM.....216 www.ramvacbags.com	Universal Polymers Corp.....519 www.upcfoam.com
Red Devil, Inc..... 123 www.reddevil.com	Verizon Connect323 www.verizonconnect.com
Red River Logistics423 www.redriverlogistics.com	Wm. W. Meyer & Sons, Inc..... 318 www.wmwmeyer.com
RFHero721 www.rfhero.com	
Rhino Linings Corp.514 www.rhino linings.com	
RIS/Akurate509 www.alliedbuilding.com www.akuratedynamics.com	
Rockwool108 www.rockwool.com	
Rubbermaid Closet.....316 www.rubbermaidpro.com	
Service Partners405 www.service-partners.com	



PLATINUM SPONSORS



Accella Polyurethane Systems, LLC, a Carlisle Company, manufactures SPF insulation systems for residential and commercial construction formulated to provide thermal, moisture, and weather protection. Added benefits are durability, energy efficiency, and improved occupant comfort. Our industry leading brands include Sealtite, Foamsulate, Quad-Foam, and BaySeal. www.accellapolyurethanesystems.com



CertainTeed Insulation, your resource for building science and technical expertise, offers a comprehensive line of high performance insulation products. Supplying everything you need to satisfy even the toughest building codes and homebuyer demands for any new build, retrofit or remodel — we are committed to helping you succeed at providing Complete Comfort on every project. www.certainteed.com



Demilec is a leading manufacturer of polyurethane products in the US and Canada, specializing in spray foam insulation for residential, commercial and agricultural construction. It uses the latest in research, advanced science, and technology to meet the growing demand for energy efficient, eco-friendly products, which will promote a greener environment for the future. www.demilec.com



Johns Manville, a Berkshire Hathaway company and global building products manufacturer with over 7,000 employees worldwide, offers one of the industry's broadest ranges of building insulation solutions. Our complete line of insulation products includes fiberglass batts, rolls and blow-in, spray polyurethane foam, mineral wool and polyiso foam sheathing. Visit www.jm.com for more information.



Owens Corning delivers high-performance residential and commercial building and industrial insulation solutions through a full line of fiberglass, foam, and mineral wool products and systems. Owens Corning applies the principles of building science to develop safe, sustainable, durable, efficient, and affordable solutions that address thermal, air, and moisture performance for the entire building envelope. www.owenscorning.com



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AWC**MEDIA**



ICYNENE  LAPOLLA


SOULDAL





SAVE THE DATE
MAY 21 – 22, 2019
INSULATION INDUSTRY NATIONAL
POLICY FORUM
WASHINGTON, D.C.

Get up-to-speed on policy issues that affect the industry, and make your voice heard by meeting Congressional representatives in the nation's Capitol. All ICAA members are welcome and no previous lobbying experience is necessary.

Your participation will strengthen the collective voice of the insulation industry!



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