

ICAA·2022

turn up
the heat

Sheraton Grand Wild Horse Pass | Phoenix | September 21-24



2022 ICAA CONVENTION & TRADE SHOW



INSULATION CONTRACTORS
ICAA
ASSOCIATION OF AMERICA



Join us as we Turn Up the Heat in Phoenix at the **2022 ICAA Convention & Trade Show**

Sheraton Grand Wild Horse Pass 🌵 September 21–24, 2022

We're heading to the desert to Turn Up the Heat! Our venue this year is a gorgeous and serene resort nestled in the stunning desert landscape alongside the Gila River in Phoenix. ICAA's commitment to its members and to the insulation industry as a whole is evident through the various programs we offer all year long, but even more so each year at our popular signature event. The ICAA Convention & Trade Show is designed to provide maximum benefit for all our attendees, suppliers and contractors alike.

Our educational sessions are built around member feedback and industry trends, and led by experts who know how to deliver dynamic, concise, and relevant information to help you with all facets of your everyday business – as well as your long-term goals. We'll discuss business operations, building science, and everything in between. We guarantee you'll leave ICAA 2022 with an arsenal of tools and information to boost your business.

What makes ICAA a truly powerful experience for everyone, however, is what happens on the trade show floor. A full line up of the insulation industry's leading suppliers and manufacturers with the newest and most innovative products and services on display awaits – but at ICAA our size and schedule allow for personal and direct meetings between contractors and company reps, giving you time to nurture existing connections and to form new and profitable business partnerships.

In a larger sense, of course, ICAA draws its strength from its members. Not only does the commitment of our members make us a more powerful force for our industry, but it reinforces our commitment as well. Association membership is a reciprocal relationship in which everyone benefits from our mutual dedication to the industry. If you work in the insulation biz and are not yet a member of ICAA, we strongly encourage you to join us. We are here to guide and support you – and the bigger and louder we are, the stronger we become.

We hope to see you in Phoenix in September!



Mark Gieseke, ICAA President



Michael Kwart, ICAA Executive Director

ICAA 2022 SCHEDULE-AT-A-GLANCE

Wednesday, September 21

12:30 pm

ICAA 2022 Golf Outing

5:00 - 6:00 pm

ICAA Committee Meetings

Special Presentation

The 2021 Energy Code:
How to Achieve Code Compliance

BPI CEU credits earned with this session!



6:00 - 8:00 pm

ICAA 2022 Welcome Reception

Thursday, September 22

9:00 - 9:15 am

Opening Remarks

9:15 - 10:00 am

General Session | Bring Your Brand to Life

10:00 am - 3:00 pm

ICAA 2022 Trade Show Open

12:00 - 1:00 pm

Lunch

3:00 - 3:45 pm

General Session | Protect Your Business
from Poachers

4:30 - 6:00 pm

Networking Happy Hour

Friday, September 23

9:15 - 10:00 am

General Session | Great Ideas All Around:
A Group Discussion



10:00 am - 1:00 pm

ICAA 2022 Trade Show Open

1:00 - 2:00 pm

Lunch

2:00 - 3:00 pm

General Session | Funky Contract Clauses

Saturday, September 24

9:00 - 10:30 am

General Session | Suit Up! Protect your
Business from Lawsuits



ICAA 2022 SCHEDULE DETAILS

Wednesday, September 21

12:30 pm

ICAA 2022 Golf Outing

Devil's Claw at Whirlwind Golf Club
Wild Horse Pass

Join your colleagues on the links before the show gets started! A breathtaking and challenging course at one of the top-rated facilities in Phoenix, Devils Claw makes for dynamic play with its panoramic mountain scenery, wide playing corridors, and large, rolling fairways. Plan for a shotgun start with a scramble format.



Federated Insurance is offering all golfers a \$10,000 cash prize for a hole-in-one on a par 3 hole.

Additional fee required for Golf Outing. See registration page.

5:00 - 6:00 pm

ICAA Committee Meetings Special Presentation

**The 2021 Energy Code:
How to Achieve Code Compliance**

*JR Babineau, P.E., Research Manager –
Building Sciences, Corporate R & D,
Johns Manville*



BPI CEU credits earned with this session!

Implementation of the new International Energy Conservation Code (2021 IECC) represents about a 9% energy savings and carbon emissions reduction over the previous 2018 Code. The new code includes increased requirements for thermal resistance and for airtightness. This session will explore building envelope changes in the 2021 IECC. We will cover the three paths of compliance: prescriptive, performance, and the Energy Rating Index, and review mandatory items for all the paths. We'll focus on what insulators need to know to achieve code compliance using a range of insulations and discuss the increasing prominence of continuous insulation.



6:00 - 8:00 pm

ICAA 2022 Welcome Reception

Join us as we gather to celebrate our successes over the past year and the opportunity to come together as an industry once again.

Thursday, September 22

9:00 - 9:15 am

Opening Remarks

ICAA President Mark Gieseke and ICAA Executive Director Michael Kwart will officially open the event and encourage us to "Turn Up The Heat."

9:15 - 10:00 am

Bringing Your Brand to Life

You work hard to develop your business, but making sure potential customers know about your brand is just as important. Learn how to refresh your brand through smart marketing plans and effective tactics, traditional and online, to get the word out. Find out how you should change your approach to marketing and advertising, and what the best of the best are doing differently to consistently win business.



10:00 am - 3:00 pm

ICAA 2022 Trade Show Open

12:00 - 1:00 pm

Lunch

3:00 - 3:45 pm

Protect Your Business from Poachers

Learn specific measures to guard against raiders who want to hire away your installers and sales staff, and how to prevent ex-employees from bad mouthing your company. The most common provisions found in a restrictive covenants agreement are non-compete, non-solicitation of customers, non-solicitation of employees, and nondisclosure. We'll look at examples of good and bad restrictive covenants. Well-crafted agreements can prevent poaching of your employees by former employees, and they can also limit the contact ex-employees have with your current customers. We will provide you with the tools you need to protect your business,

customers, and employees and will discuss the permissible scope of non-compete and non-solicitation provisions.

4:30 - 6:00 pm

Networking Happy Hour

What could be better than an open bar, hors d'oeuvres, and mingling with fellow industry professionals? See you there!

Friday, September 23

9:15 - 10:00 AM

Great Ideas All Around: A Group Discussion

In this interactive session, you and your peers can share, ask, and discuss topics such as: How do insulators best attract and retain employees? How should we use technology to enhance productivity? What effective techniques have increased profitability? Come prepared to collaborate, discover, and share some great ideas!



Friday, September 23 (continued)

10:00 am - 1:00 pm

ICAA 2022 Trade Show Open

1:00 - 2:00 pm

Lunch

2:00 - 3:00 pm

Funky Contract Clauses

Contract terms are getting funkier. Force majeure, bonding, change orders, payment terms, additional insured, and professional liability requirements - these contract terms sound like they can protect you, but they can actually end up hurting you. We'll take these contract clauses and clarify what each of them mean, and

how they can harm insulators. We'll give you an opportunity to implement best negotiation practices through a series of role-play simulations.

Saturday, September 24

9:00 - 10:30 am

Suit Up! Protect Your Business from Lawsuits

All work entails risks, but you can take preventive actions to lower these risks, whether it's a lawsuit alleging strong odor, poor adhesion, cavity fill contraction, voids, or inadequate R-value. Through an examination of over 60 actual cases, we will show you what makes the difference between losing or winning a case, discuss practical ways to stay in the clear, and what you need to do to be on the winning side.





THANK YOU TO OUR ICAA 2022 CONVENTION & TRADE SHOW SPONSORS!

Sponsors as of 7/18/22

Platinum			
			
Diamond			
Gold			
			
Silver			
			
Bronze			
			
			

HOTEL INFORMATION



SHERATON GRAND

at Wild Horse Pass

Sheraton Grand at Wild Horse Pass
5594 W Wild Horse Pass Blvd.
Phoenix, AZ 85226



Rate

\$235 per night (single/double), plus tax
Complimentary WiFi included in room

Reservations

Online: www.bit.ly/icaa2022hotel
Phone: 866-837-4156

If making reservations by phone, be sure to reference the ICAA Convention & Trade Show.

Book as early as possible to secure room availability and discounted group rate. The resort service charge is waived for this event.

Please note: *Unauthorized groups falsely representing themselves as agents of ICAA or Sheraton Grand may solicit attendees to book guest rooms. The only official way to book rooms is by using the link or phone number above. Rooms booked on your behalf through an alternative method could carry hidden costs and are not guaranteed.*

Transportation

Sheraton Grand Wild Horse Pass is 11 miles from Phoenix Sky Harbor International Airport (PHX). The resort does not operate an airport shuttle.



The venue for this year's show is the breathtaking Sheraton Grand Wild Horse Pass in Phoenix, Arizona, a stunning venue in the foothills of the Sierra Estrella Mountain Range alongside the Gila River. Sheraton Grand Wild Horse Pass provides an authentic experience in the traditions of the Pima and Maricopa people who steward the land.

Designed to be an authentic representation of the Gila River Indian's Community's heritage and culture, Sheraton Grand at Wild Horse Pass offers guests a recreational, educational, and inspirational experience in a resort setting. The architecture, design, art, and legends of the Pima and Maricopa tribes are celebrated in every detail imaginable, indoors and out.

The resort is located in the high Sonoran Desert on an expanse of rugged Arizona landscape where the ancient vistas, mountains, and roaming wild horses remain untouched. A unique blend of two cultures, the resort offers the quiet serenity created by the ancient sages and native tribes who found haven here, along with the high-tech hotel expertise of the Sheraton brand.

Resort highlights include Kai (meaning 'seed' in the Pima language), the only AAA Five Diamond/Forbes Five Star restaurant in Arizona, featuring a menu rich in creativity, history and Native American culture, and Aji Spa, the only Native American-owned spa to earn Five Stars and one of only three spas in Arizona to achieve the distinction. Aji reflects the traditions of the Pima and Maricopa cultures in every aspect from art and architecture to treatments and services.

**Join us for the ICAA 2022 Golf Outing
Wednesday, September 21
12:30 pm**

Whirlwind Golf Club is a truly unique Southwest golf experience sensitively designed to preserve the rich cultural heritage of the Gila River Indian Community. Surrounded by spectacular mountains and managed by Troon Golf, this unique golf venue was home to the PGA's Nationwide Insurance Tour, Gila River Golf Classic, for five years.

We'll be playing on the Devil's Claw Course, a masterpiece developed by Gary Panks that will impress and challenge golfers of all levels, while maintaining a sense of fairness and playability. Featuring pristine and uncluttered views of the Sierra Estrella Mountains, the course shares acres of turfed area with the desert landscape and showcases the beauty of the natural terrain.

The Devil's Claw Course was created to reflect the land while the waters still flowed on the reservation by combining the Gila River landscape including Cottonwood, Mesquite, Saguaro and Palo Verde trees, with native grasses and rolling terrain. This challenging golf course also features gradual elevation changes, great bunker designs, and multi-tiered greens.



WILD HORSE PASS DESTINATION AREA

This year's venue for the ICAA Convention & Trade Show, the Sheraton Grand Wild Horse Pass, is part of the Wild Horse Pass destination area, located on the ancient Tribal lands of the Gila River Indian Community. From shopping to sports to arts, culture, and history... Wild Horse Pass is an oasis of activities with endless entertainment opportunities.



- ☀️ Gila River Resorts & Casinos
- ☀️ Huhugam Heritage Center
- ☀️ Phoenix Premium Outlets
- ☀️ KOLI Equestrian Center
- ☀️ Radford Racing School
- ☀️ River Adventure Boat Rentals
- ☀️ Wild Horse Pass Motorsports Park

Visit www.wildhorsepass.com for more information and schedules of events.

Wild Horse Pass Motorsports Park



Huhugam Heritage Center



Radford Racing School

Gila River Resorts & Casinos



River Adventure Boat Rentals

Phoenix Premium Outlets



KOLI Equestrian Center



REGISTRATION INFORMATION

Register Online at www.insulate.org/icaa2022

REGISTRATION FEES

	Before Aug 1	After Aug 1
ICAA Member	\$545	\$595
Each additional attendee from same member company	\$495	\$545
Non-Member	\$745	\$795
Each additional attendee from same non-member company	\$695	\$745
Spouse	\$150	\$150
Child (16 and under)	\$60	\$60
Golf Outing	\$209	\$209

Golf registration fee includes lunch, green and cart fees, practice balls and use of practice facility, service charge, and tax. Clubs available at \$79 per set.

Contractor BOGO Special!

Buy one registration, get one for \$195. BOGO discount applied in online registration.

All contractors eligible. BOGO not available for golf registration.

NOT AN ICAA MEMBER? Join today! New Members get a FREE registration!
www.insulate.org/join

The Fine Print

Registration fees include entrance to the Trade Show, reception/happy hour and scheduled meals, and all educational sessions.

Cancellation Policy: Registration fees for cancellations received in writing by August 1, 2022 will be credited toward next year's Convention (minus a \$100 processing fee). Cancellations after this date or no-shows will forfeit registration fee. Educational sessions subject to change.

Special Cancellation Notice: If ICAA cancels due to COVID-19/pandemic restrictions, registrants will be credited full amounts paid.



Come to the

2022 ICAA Convention & Trade Show

Sheraton Grand Wild Horse Pass 🌞 Phoenix, AZ 🌞 September 21 – 24, 2022

Your one-stop shop to learn, network, and discover!

Register Online at www.insulate.org/icaa2022

