

ICAA·2022

turn up
the heat

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



PROGRAM

2022 ICAA Convention
& Trade Show



INSULATION CONTRACTORS
ICAA
ASSOCIATION OF AMERICA



WELCOME TO THE 2022 ICAA Convention & Trade Show

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

Welcome to ICAA 2022!

We are so glad you're here. It is our privilege to provide this venue for the insulation industry every year, and we want to extend a warm welcome to you and express our gratitude for your support.

Now, let's "turn up the heat" and get down to business. The annual ICAA Convention & Trade Show is, among other things, about connections. We encourage you to take full advantage of your time with us, and here are three things we think you should focus on:

Product & Service Connections. Our trade show floor is SOLD OUT. ICAA is packed with the best and newest products & services – it would take you months – years, even – and a lot of airline miles to visit all these vendors on your own but ICAA is a one-stop shop. Take your time and walk the floor and take it all in.

Practical & Business Connections. As always, this year's educational sessions will help you build a solid, successful, and sustainable business by giving you timely information and relevant support. Our expert professional speakers are here to inform, support, and protect you in every aspect of business. Take notes! Ask questions!

Network & Nurture New & Old Connections. ICAA is small enough to get the one-on-one time you need, and big enough that you'll always find something new. Never underestimate the power of networking. Introduce yourself to people, share your story. We can all benefit each other somehow – jump in that conversation and find out how.

And... don't forget to take some time to relax and enjoy this gorgeous resort.

Thank you again for attending ICAA 2022. Enjoy!



Mark Gieseke
2022 ICAA President
Tri-County Insulation &
Acoustical Contractors



Doug Brady
2022 ICAA Convention Committee
Co-Chair
Huntsman Building Solutions



Michael Kwart
ICAA Executive Director



Ferrell Drum
2022 ICAA Convention Committee
Co-Chair
TopBuild

SCHEDULE-AT-A-GLANCE

Wednesday, September 21

12:30 pm

ICAA 2022 Golf Outing
Devil's Claw Course at Whirlwind
Golf Club

Sponsored by SES Foam

5:00 - 6:00 pm

ICAA Committee Meetings
& Special Presentation
BPI CEU credits available
Kave Ballroom



6:00 - 8:00 pm

ICAA 2022 Welcome Reception
Akimel Foyer

Thursday, September 22

8:00 - 9:00 am

Continental Breakfast
Kave Ballroom

Sponsored by RIS Insulation Supply

9:00 - 9:15 am

Opening Remarks
Kave Ballroom

9:15 - 10:00 am

Bring Your Brand to Life
Kave Ballroom

Sponsored by Owens Corning

10:00 am - 3:00 pm

ICAA 2022 Trade Show
Akimel Ballroom

12:00 - 1:00 pm

Lunch
Akimel Foyer

3:00 - 3:45 pm

Protect Your Business from Poachers
Kave Ballroom

*Sponsored by Cameron Ashley
Building Products*

4:30 - 6:00 pm

Networking Happy Hour
Akimel Foyer

Friday, September 23

8:00 - 9:00 am

Continental Breakfast
Kave Ballroom

Sponsored by RIS Insulation Supply

9:15 - 10:00 am

Great Ideas All Around: A Group
Discussion
Kave Ballroom

Sponsored by CertainTeed

10:00 am - 1:00 pm

ICAA 2022 Trade Show
Akimel Ballroom

1:00 - 2:00 pm

Lunch
Kave Ballroom

2:00 - 3:00 pm

Funky Contract Clauses
Kave Ballroom
Sponsored by Johns Manville

Saturday, September 24

9:00 - 10:30 am

Suit Up! Protect your Business from
Lawsuits
Kave Ballroom

Sponsored by Huntsman Building Solutions



SCHEDULE DETAILS

Wednesday, September 21

12:30 pm

ICAA 2022 Golf Outing

Devil's Claw at Whirlwind Golf Club
Wild Horse Pass

Sponsored by SES Foam

Join us on the links to reconnect before the show gets started. A breathtaking and challenging course at one of the top-rated facilities in Phoenix, Devil's Claw features panoramic mountain scenery, wide playing corridors, and large, rolling fairways. Shotgun start and scramble make for dynamic play. Lunch included.

Federated Insurance is offering a \$10,000 cash prize for a hole-in-one on par 3 Hole No. 4.

5:00 - 6:00 pm

ICAA Committee Meetings

Kave Ballroom

Special Presentation: The 2021 Energy Code: How to Achieve Code Compliance



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



JR Babineau

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. This session will explore building envelope changes in the 2021 IECC. We will cover the three paths of compliance: prescriptive, performance, and the ERI. 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. We will also address insulation upgrade incentives in the Inflation Reduction Act of 2022.

BPI CEU credits available for this presentation!



6:00 - 8:00 pm

ICAA 2022 Welcome Reception

Akimel Foyer

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

8:00 - 9:00 am

Continental Breakfast

Kave Ballroom

Sponsored by RIS Insulation Supply

9:00 - 9:15 am

Opening Remarks

Kave Ballroom

ICAA President Mark Gieseke and ICAA Executive Director Michael Kwart will officially open the event.

9:15 - 10:00 am

Bring Your Brand to Life

Kave Ballroom

Larry Mersereau, *Promopower.com*

Sponsored by Owens Corning



Larry Mersereau

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

Akimel Ballroom

12:00 - 1:00 pm

Lunch

Akimel Foyer

3:00 - 3:45 pm

Protect Your Business from Poachers

Kave Ballroom

Philip Siegel, Esq., Hendrick, Phillips, Salzman & Siegel, P.C.

Sponsored by Cameron Ashley Building Products



Philip Siegel

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 we will discuss the permissible scope of non-compete and non-solicitation provisions.

4:30 - 6:00 pm

Networking Happy Hour

Akimel Foyer

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

Friday, September 23

8:00 - 9:00 am

Continental Breakfast

Kave Ballroom

Sponsored by RIS Insulation Supply

Friday, September 23 *(continued)*

9:15 - 10:00 AM

Great Ideas All Around: A Group Discussion

Kave Ballroom

Kelly McDonald, *McDonald Marketing*

Sponsored by CertainTeed



Kelly McDonald

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!

10:00 am - 1:00 pm

ICAA 2022 Trade Show

Akimel Ballroom

1:00 - 2:00 pm

Lunch

Kave Ballroom

2:00 - 3:00 pm

Funky Contract Clauses

Kave Ballroom

Ben Lowenthal, Esq., *Hendrick, Phillips, Salzman & Siegel, P.C.*

Sponsored by Johns Manville



Ben Lowenthal

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

Kave Ballroom

Alex Tirado-Luciano, Esq., *Tirado-Luciano & Tirado, Attorneys at Law*

Brian Cote', *Risk Manager, Installed Building Products, ICAA Spray Foam Task Force Chair, SPFA Safety Committee Co-Chair*

Sponsored by Huntsman Building Solutions

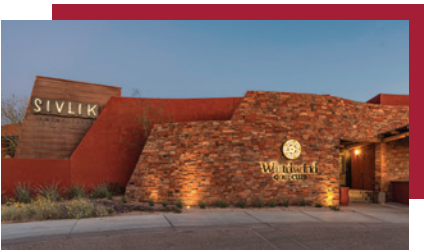


Alex Tirado-Luciano

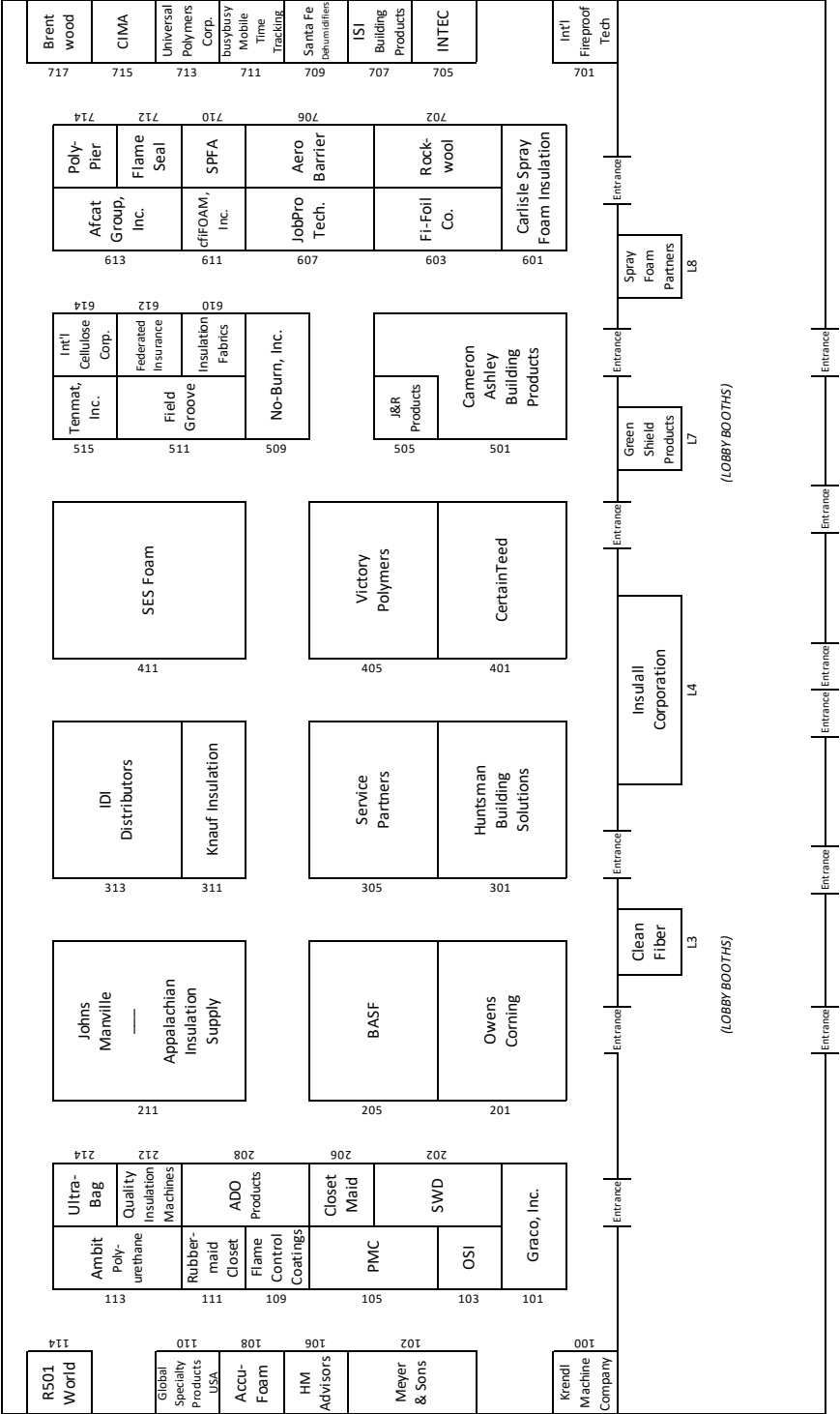


Brian Cote'

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.



TRADE SHOW FLOORPLAN



THANK YOU TO OUR ICAA 2022 SPONSORS

PLATINUM SPONSORS

Cameron Ashley Building Products



Cameron Ashley is a customer-focused wholesale distributor of roofing, insulation, gypsum, siding, and other specialty building products. They deliver an industry leading portfolio of marquee brands to customers in the lumber and building materials industry. Cameron Ashley operates a network of more than 45 distribution centers stocking large quantities of building materials locally throughout the United States. They feature a variety of customer-focused delivery options under the same day or next day FAST delivery banner. Their relationship-based approach rewards customers with their PLUS® Points loyalty program, FREE merchandising, as well as purchasing and show incentives. To shop online or learn more, please visit cameronashleybp.com.

CertainTeed



Through the responsible development of innovative and sustainable building products, CertainTeed® has helped shape the building products industry for more than 110 years. Today, CertainTeed is North America's leading brand of exterior and interior building products, including roofing, siding, fence, decking, railing, trim, insulation, gypsum, and ceilings. A subsidiary of Saint-Gobain, one of the world's largest and oldest building products companies, CertainTeed and its affiliates have more than 6,300 employees and more than 60 manufacturing facilities throughout the United States and Canada.

Huntsman Building Solutions



Huntsman Building Solutions manufactures industry-leading spray polyurethane foam (SPF) and coatings for roof, attic and wall applications. Formed in May 2020 through the combination of the Demilec and Icynene-Lapolla SPF businesses, Huntsman Building Solutions, a business unit of Huntsman Corporation, has a combined heritage of more than 110 years insulating homes and buildings. Through the ecothermal approach to product design, leveraging sustainable innovative technology, Huntsman Building Solutions focuses on meeting market demands for more energy-efficient building envelopes serving a range of industries, including residential, commercial, industrial, institutional, and agricultural. At Huntsman Building Solutions our journey towards a greener building envelope begins and ends with our customers. Bringing to life architects' modern designs, providing builders innovative insulation solutions, working with applicators to improve their efficiency, delivering homeowners a comfortable living space. For more information, visit www.huntsmanbuildingsolutions.com.

Johns Manville

When you do business with Johns Manville, you can count on a strong relationship for the long haul, with the support that enables you to run your business your way. With access to one of the industry's broadest ranges of insulation solutions, you can meet virtually every demand and get the most from your inventory. Johns Manville, a Berkshire Hathaway company (NYSE: BRK.A, BRK.B), is a leading manufacturer and marketer of premium-quality products for building insulation, mechanical insulation, commercial roofing and roof insulation, as well as reinforcement fiberglass and technical nonwovens. JM serves markets that include aerospace, automotive and transportation, air handling, appliance, HVAC, pipe and equipment, air and liquid filtration, waterproofing, building, flooring, interiors and wind energy. In business since 1858, the Denver-based company has annual sales over \$3 billion and holds leadership positions in all of the key markets that it serves. Johns Manville employs 8,000 people and operates 44 manufacturing facilities in North America and Europe. Additional information can be found at www.jm.com.



Owens Corning

At Owens Corning, our people and products make the world a better place. We are a global building and construction materials leader helping customers win in the market by providing innovative and sustainable solutions, which leverage our functional design and material science expertise and strong market positions. We are global in scope, with 19,000 employees in 33 countries united in our mission to build a sustainable future through material innovation. And we are human in scale, dedicated to generating value for our customers and shareholders, and making a difference in the communities where our people work and live. Founded in 1938 and based in Toledo, Ohio, USA, Owens Corning posted 2020 sales of \$7.1 billion. For more information, visit www.owenscorning.com



SES Foam

SES Spray Foam insulations push the envelope of performance, providing the highest yields and R-values, while passing the Appendix X Fire test uncoated and boasting the highest bio-content in the industry. By providing optimal insulation, air and thermal seals in one application across challenging designs, there is no limit to the types of projects SES spray foams can tackle. SucraSeal® and EasySeal™ Open Cell Spray Foam, and Nexseal® Closed Cell Spray Foam provide energy efficiency, comfort, and peace of mind for the life of the building.



DIAMOND SPONSOR

Knauf Insulation

Knauf Insulation North American is part of the Knauf Group AG, a family-owned global manufacturer of building materials based in Iphofen, Germany. Knauf leverages the expertise of over 35,000 employees across 250 production facilities in 86 countries to generate annual revenue of more than \$12 billion. In North America, Knauf Insulation is a leading manufacturer of thermal and acoustical fiberglass insulation for residential, commercial, industrial, OEM and metal building applications. Knauf's mission is to challenge conventional thinking and create innovative solutions that shape the way we live and build in the future, with care for the people who make them, the people who use them and the world we all depend on.



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SAVE THE DATE

September 27–30, 2023
SHERATON DALLAS HOTEL



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