



2025 ICAA Annual Convention & Trade Show



October 8 - 11, 2025
Orlando, FL





Jonathan Belanus
JB Insulation & Drywall
2025 ICAA President



Michael Kwart
ICAA Executive Director

Join Us For ICAA 2025!



ICAA invites you to our **“Strictly Business”** 2025 Convention & Trade Show, where we’ll focus on the **practical, professional, and business-oriented** aspects of the industry. The educational sessions will (mostly) center around **serious discussions, no-nonsense strategies, and proven solutions** -- all aimed at improving business operations, increasing efficiency, and driving profitability.

This year, we expect to host the largest number of Trade Show exhibitors yet. You should expect to **find everything you’re looking for and discover something new**; to have ample opportunity to meet with company representatives — not only on the Trade Show floor but on the golf course or over a great meal; and to learn from professionally-led trainings on Friday and Saturday with **crucial new information** on hiring and maintaining a workforce, scope creep, codes and standards, and more topics designed to **help you to fortify and grow your business**. You should also expect to have a fun time at this year’s Insulation Feud!

When it comes to business, **exceeding expectations is what ICAA strives for**. We take great pride in offering an expansive selection of vendors on the Trade Show floor, and producing targeted educational programming to help you navigate the ever-changing marketplace. **Our mission is to provide you with the knowledge, support, and confidence to build and protect your business.**

We can’t wait to see you in Orlando for ICAA 2025!



Schedule-at-a-Glance



Wednesday, October 8

11:00 am

ICAA Golf Outing

*Disney's Lake Buena Vista
Championship Golf Course*

5:00 - 7:00 pm

Welcome Reception

1:30 - 2:00 pm

Insulators Roundtable

2:00 - 2:30 pm

Think You Know Insulation? Put It To
the Test! Insulation Feud is Back!

2:30 - 3:30 pm

Update of the New Energy
Codes: IECC Codes and
ASHRAE Standards



Thursday, October 9

10:00 am - 5:00 pm

ICAA 2025 TRADE SHOW

12:00 Noon - 1:00 pm

Networking Lunch

Saturday, October 11

9:00 - 10:30 am

Staying Above Board: Understanding
ICE, I-9 Audits, E-Verify, and
Contracting with 1099 Workers

Friday, October 10

9:00 - 10:15 am

SPF in Retrofit Attics:
From the Phone Call
to the Install



10:15 - 11:00 am

Lessons Learned from
A Life Selling Insulation



11:00 am - 12:00 pm

Trust Your Gut: The Ultimate Guide to
Residential Construction Contracts

12:00 Noon - 1:00 pm

Networking Lunch

1:00 - 1:30 pm

Work With & Lead People Not Like You:
Effective Communication in Family-
Owned Businesses



My first time to the ICAA show was well worth it. One piece of knowledge from one of the speakers helped me to collect past due accounts from my contractors. I have been in the construction industry going on 50 years next year. **The info I learned at ICAA was a game changer for my business.**

Valli Moore, RBH Insulation
ICAA Member



Schedule Detail



Register Online
www.insulate.org/icaa2025

WEDNESDAY, OCTOBER 8

11:00 am

ICAA 2025 GOLF OUTING *Disney's Lake Buena Vista Championship Golf Course*

Join your colleagues for a championship golf experience before the show gets started. ICAA attendees and exhibitors are invited to play and network at this top-rated Walt Disney World golf course for an afternoon of 18-holes. Players of all skill levels can join the fun - and unmatched networking opportunities - out on the green. Golfers will enjoy coach transportation to and from the course. *See page 8 for details; separate registration required.*

5:00 – 7:00 pm

ICAA 2025 WELCOME RECEPTION

Kick off the fun with fellow industry professionals with drinks and heavy hors d'oeuvres in this opening gathering with musical entertainment. Meet new friends and strengthen existing relationships!

THURSDAY, OCTOBER 9

10:00 am - 5:00 pm

ICAA 2025 TRADE SHOW

12:00 – 1:00 pm

ICAA 2025 Networking Luncheon

FRIDAY, OCTOBER 10

9:00 - 10:15 am *BPI CEU credit SPF IN RETROFIT ATTICS: FROM THE PHONE CALL TO THE INSTALL



Brian Coté, Spray Foam Manager, Installed Building Products & Chair, ICAA Spray Foam Task Force

Tom Calzavara, Sr. Manager, Spray Foam Technical Sales/Building Insulation, Johns Manville & Co-Chair, ICAA Technical/Marketing Committee

From conditioned to unconditioned attics, we'll cover the A-Zs of performing a quality job at a profit. From the initial phone call all the way through project completion and customer follow-up, this session will cover the details of walk around, point-of-sale, estimating and avoiding material miscalculations, to bid terms and conditions and exclusions, site preparation, and the installer operating the spray gun. We'll discuss factors that can increase product yield in the field and how to account for them when preparing your job proposal.

We'll also address safety protocols from storage and handling to application and cleanup, and discuss a list of non-negotiables during the sales process. Plus, we'll share tips from a leading HVAC industry expert including: how to manage open combustion gas appliances in the attic, the impact of pre-existing conditions, and red flags to anticipate and look for when the building envelope changes.

Schedule Detail

10:15 - 11:00 am. *BPI CEU credit
LESSONS LEARNED FROM A
LIFE SELLING INSULATION



Matt Helminiak, Commercial Project Manager, Davenport Commercial

Matt is a lifelong insulator, having grown up in an insulation contracting family and running an operation himself before becoming Commissioner of Labor & Industry for the State of Maryland. He rejoined the insulation industry in 2025.

Selling insulation isn't just about the product — it's about understanding your clients, adapting to changing conditions, and handling every project's twists and turns. One of the biggest lessons is the importance of trust and clear communication; that a successful sale goes beyond the contract. It's about staying involved through the scope changes, change orders, and the unexpected.

We all know managing crews is tough. It's hard to maintain motivation, consistency, and quality when there's high turnover, different skill levels, and tough jobsite conditions. How do you get your employees to do what you want even when you aren't looking? Matt will discuss his real life experiences and share practical tips for fostering open communication, setting clear expectations, and building a culture of accountability. He'll also discuss considerations when thinking about jumping into residential new construction or retrofit work and designing successful compensation plans for sales people. If you want to learn from someone who's lived through the challenges, don't miss Matt's discussion!

11:00 am - 12:00 pm

TRUST YOUR GUT: THE ULTIMATE GUIDE TO RESIDENTIAL CONSTRUCTION CONTRACTS

Karalynn Cromeens, Esq., The Cromeens Law Firm

As a residential contractor, chances are you've seen it all: litigation threats, withheld payments, and indecisive clients who change plans mid-project, or worse, abandon a project altogether.

Are you prepared for the unexpected? How do you protect your time and reputation when even one unhappy customer could derail your business?

Karalynn will show you how to create a contract with clear expectations, breaking down the essentials and guiding you to draft contracts that work for you and your business. Learn how to handle disputes like the pro you are, how to include the right warranties, how to define the scope of work, and how to trust your gut when picking clients. We'll also tackle the ever-present scope creep—when extra work sneaks into a project. Who will pay for this additional expense? We'll give examples how to spot it and minimize it.

Karalynn Cromeens is available for **free one-on-one consultations** Friday beginning at 1:00 p.m. To book a free consultation, you must register through the link ICAA will provide upon Convention registration confirmation.

12:00 - 1:00 pm

NETWORKING LUNCH



Schedule Detail

1:00 - 1:30 pm

WORK WITH & LEAD PEOPLE NOT LIKE YOU: EFFECTIVE COMMUNICATION IN FAMILY-OWNED BUSINESSES

Kelly McDonald, McDonald Marketing

Managing a family business is tough work. Differences can add friction. People often don't see eye-to-eye, communication styles may be different, and levels of experience may be miles apart. How do you work alongside someone who is quite different from you, respect those differences, and be effective in your role? Learn how to navigate a complex work environment, build trust, and solve problems. The result? Business growth, higher profits, greater employee and team engagement, and best-in-class customer satisfaction and loyalty.

1:30 - 2:00 PM

INSULATORS ROUNDTABLE

Kelly McDonald, McDonald Marketing

In this guided, interactive session, you and your peers will discuss topics such as recruiting and retaining employees, productivity enhancements, scope creep, and finding and keeping good employees. Come prepared to collaborate, discover, and share ideas!

2:00 - 2:30 pm

THINK YOU KNOW INSULATION? PUT IT TO THE TEST! INSULATION FEUD IS BACK!

Michael Kwart, ICAA Executive Director

A fast-paced, fun, and educational session where your insulation knowledge could win you prizes! This quiz-style event is packed with popular trivia, real-world scenarios,

and plenty of laughs. A panel of industry experts will be on hand to offer instant feedback, insights - and a few surprises. If you're a seasoned pro or just getting started, this is your chance to learn, compete, and walk away a winner!

2:30 - 3:30 pm **BPI CEU credit*

UPDATE OF THE NEW ENERGY CODES: IECC CODES AND ASHRAE STANDARDS



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

Stay up-to-date with all the changes in the new commercial and residential energy codes. We'll explain alternate compliance paths (prescriptive, performance, and the Energy Rating Index) and detail code-acceptable cost-effective options. We'll discuss the increasing use of continuous insulation and air and moisture barriers. We'll also discuss how the 2024 residential codes offer more flexibility for builders to achieve compliance.

SATURDAY, OCTOBER 11

9:00 - 10:30 am

STAYING ABOVE BOARD: UNDERSTANDING ICE, I-9 AUDITS, E-VERIFY, AND CONTRACTING WITH 1099 WORKERS

Douglas S. Jenks, Esq., Director, Auman Mahan + Furry

We'll analyze your rights as an employer if an Immigration, Customs & Enforcement (ICE) officer seeks access to your workplace. We'll discuss how to prepare for an ICE inspection and audit of your I-9s, how to maintain your personnel files, and how to avoid the most common I-9 mistakes. We'll also review the E-verify program and how to correctly hire 1099 workers.

ICAA 2025 Sponsors

as of September 26, 2025

Thank you to the Sponsors of the 2025 ICAA Annual Convention & Trade Show. We are grateful for your support and participation in our event.

Platinum Sponsors



Diamond Sponsor



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Hotel Information



Disney's Coronado Springs Resort
1001 W. Buena Vista Drive
Lake Buena Vista, FL 32830

ICAA Rate

\$259 per night, plus tax

\$309 per night, plus tax (Tower)
single/double occupancy

Reservations

Online: bit.ly/icaa2025hotel

Phone: 407-939-4686

If making reservations by phone, be sure to reference the ICAA Convention & Trade Show. Book as early as possible to secure room availability and the ICAA discounted group rate.

Using the above link, attendees can also purchase discounted Disney theme park tickets. Please note tickets will only be available to purchase seven days before, during, and seven days after the event. Available to attendees of ICAA 2025 only.

Please note: The only official way to book rooms is by using the link or phone number above. Rooms booked through an alternative method or third party could carry hidden costs and are not guaranteed.

Celebrate the unique blend of Spanish, Mexican and Southwest American cultures at Disney's Coronado Springs Resort.

This beautiful lakeside oasis offers classic influences, Disney touches, and modern comforts to energize and inspire.



ICAA 2025 Golf Outing Information



Wednesday, October 8, 11:00 am
Disney's Lake Buena Vista Golf Course



Golf Schedule:

10:15 am

Golfers board coach transportation from hotel
to *Disney's Lake Buena Vista Golf Course*

11:00 am

Tee-time/Shotgun start

Golf Registration fee: \$279 per player*

Fee includes box lunch, green fees, cart, and
pre-round practice range balls.

All carts include GPS Yardage System

Club Rental fee (optional): \$72, includes
2 sleeves of Taylormade golf balls

Register for the ICAA 2025 Golf Outing online at
www.insulate.org/icaa2025

* You must be a registered attendee of ICAA 2025 to participate in the Golf Outing.

Located 10 minutes from Disney's Coronado Springs Resort, this classic country-club style championship golf course winds through pastel villas, pine forests, palmettos, and sparkling lakes.

Disney's Lake Buena Vista Golf Course has hosted the PGA Tour, the LPGA Tour, and USGA events. Certified by Audubon International as a Cooperative Wildlife Sanctuary, the 18-hole course was conceived by Joe Lee and most notably features elevated bunkered greens that put a premium on accurate approach shots. Test your skills and fortitude at the demanding 7th hole with its challenging island green.

ICAA 2025 FAQs

How much does it cost to attend ICAA 2025?

Registration fees depend on membership status. Please see page 10 of this brochure for the fee schedule.

How do I register for ICAA 2025?

All attendees must register online at www.insulate.org/icaa2025. Exhibiting companies and sponsors will register their staff through a separate process.

What is the Contractor BOGO deal?

Contractors can buy one registration and get one additional registration for \$195. Both registrants must be contractors to qualify for this discount, which is automatically applied through the online registration form.

What is included in my registration fee?

Registration fees are for entry into the Trade Show and attendance to the General Sessions, as well as the Welcome Reception on Wednesday, breakfast/lunch on Thursday & Friday, and breakfast on Saturday.

Hotel, airfare, and other travel costs are not included. Registration fee for the Golf Outing is separate (see page 8).

Is my hotel room included in my registration fee?

No. ICAA has negotiated a special rate for attendees, but your registration fee does not include the cost of your hotel room.



Each attendee (including exhibitors and sponsors) is responsible for making their own hotel reservations with *Disney's* Coronado Springs Resort. ICAA does not book room reservations. See page 7 of this brochure for instructions and pricing for booking your room.

How do I register for the Golf Outing?

See page 8.

How do I get from the airport to the hotel?

Attendees are responsible for their own airport/hotel transportation. The hotel is approximately 25 minutes from Orlando International Airport.

Who can I contact with additional questions?

Email us at office@insulate.org or call 703-739-0356. We're here to help!

ICAA 2025
Strictly Business

Registration Information



Register Online at www.insulate.org/icaa2025

REGISTRATION FEES	BEFORE AUGUST 1	AFTER AUGUST 1
ICAA Member	\$595	\$645
Non-Member	\$795	\$845
Spouse	\$150	\$150
Child (16 and under)	\$60	\$60
Golf Outing (see page 8 for details)	\$279	\$279

CONTRACTOR ONLY BOGO SPECIAL!

Buy one registration, get another one for just \$195. BOGO discount automatically applied in online registration. All contractors eligible. BOGO not available for golf registration.

NOT AN ICAA MEMBER?

You are still welcome to attend (see non-member registration rate above). We encourage you to join today! **New Members get a FREE registration!**
www.insulate.org/join



The Fine Print

Registration fees include admission to the Trade Show, reception, scheduled meals, and all educational sessions.

Cancellation Policy: Registration fees for cancellations received in writing by August 1, 2025 will be credited toward next year's Convention (minus a \$100 processing fee). Cancellations after this date or no-shows will forfeit the registration fee.



Meet Our Speakers



Our panel of professional speakers are all experts in their field and, having worked with ICAA as session speakers and/or webinar leaders before, are familiar with the priorities and concerns of insulation contractors and business owners. We are proud to present the 2025 lineup of educational session leaders for ICAA 2025.



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



Matt Helminiak
Commercial Project
Manager
Davenport Commercial



Tom Calzavara
Sr. Manager, Spray Foam Technical
Sales/Building Insulation
Johns Manville
Co-Chair, ICAA Technical/
Marketing Committee



Douglas S. Jenks, Esq.,
Director
Auman Mahan + Furry



Brian Coté
Spray Foam Manager
Installed Building Products
Chair, ICAA Spray Foam Task Force



Michael Kwart
Executive Director
ICAA



Karalynn Cromeens, Esq.
The Cromeens Law Firm



Kelly McDonald
McDonald Marketing



**REGISTER
ONLINE**



www.insulate.org/icaa2025

ICAA invites you to our “Strictly Business” 2025 Convention & Trade Show, where we’ll focus on improving business operations, increasing efficiency, and driving profitability.

As relatively new business owners in the industry, our attendance at the ICAA Annual Convention proved invaluable. We connected with new vendors, discovered new innovative products, expanded our professional network, and gained incredible insights from industry experts. **We found this event to be extremely valuable and look forward to attending again.**

*Bill and Katy Schroeer. Buckley Insulation
ICAA Members*

Insulation Contractors Association of America
703-739-0356 | www.insulate.org | icaa@insulate.org

