

# Big Ideas Big Opportunities

## ICAA 2023

Sept. 27-30 ★ Dallas, Texas

2023 ICAA CONVENTION & TRADE SHOW



INSULATION CONTRACTORS  
**ICAA**  
ASSOCIATION OF AMERICA





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## Join us for Big Ideas & Big Opportunities at the **2023 ICAA CONVENTION & TRADE SHOW**

Sheraton Dallas Hotel ★ September 27–30, 2023

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**T**hey say everything is bigger in Texas, so we thought it would be the perfect venue for the ICAA Convention & Trade Show, an annual gathering of the biggest and best in the insulation industry, where we share **Big Ideas & Big Opportunities**.

Hosting the industry and organizing an education program that is relevant, accurate, and beneficial to insulation contractors is a **Big Responsibility**... and one that we do not take lightly. Our schedule is also designed to allow for the forging of new partnerships, including those important one-on-one conversations between contractors and company reps that turn connections into profit. Our goal is **Big Benefits** for everyone through education and partnership. **Big Goal**? You bet... but this ain't our first rodeo.

ICAA 2023, more than ever, represents ICAA's **Big Commitment** to its members and to the insulation industry. We are excited about this year's educational programming, which will include more interactive sessions. Of course, we are equally excited that we will again have a full and powerful roster of the industry's leading manufacturers and suppliers presenting their products and services on our trade show floor.

We've also made some **Big Changes** to our schedule. This year, our Trade Show will be on Thursday. All day Friday and Saturday morning will be devoted strictly to educational sessions.

Every business needs **Big Ideas & Big Opportunities** to be successful, and we got 'em! So join us in Texas, y'all! Guarantee you'll find what you're looking for.



Mark Dietz  
*ICAA President*



Michael Kwart  
*ICAA Executive Director*

## ICAA 2023 Schedule-at-a-Glance

### Wednesday, September 27

#### 11:00 am

ICAA 2023 Golf Outing  
at Cowboys Golf Club

#### 6:00 – 8:00 pm

Welcome Reception

### Thursday, September 28

#### 10:00 am – 5:00 pm

#### ICAA 2023 TRADE SHOW

#### 12:00 – 1:00 pm

Lunch

### Friday, September 29

#### 8:00 – 9:00 am

*General Session 1*  
Are You Retrofit Ready?

#### 9:00 – 10:00 am

*General Session 2*  
Negotiating Without Giving In

#### 10:00 – 11:00 am

*General Session 3*  
Big Opportunities for Insulating Under the  
Inflation Reduction Act

#### 11:00 am – 12:00 pm

*General Session 4*  
Insulation Contractors Best Practices  
Roundtable

#### 12:00 – 1:00 pm

Lunch

#### 1:00 – 2:00 pm

*General Session 5*  
Win Big! Insulation Trivia

#### 2:00 – 3:00 pm

*General Session 6*  
Digital Business Development: Strategies  
for Insulation Contractors

### Saturday, September 30

#### 9:00 – 10:00 am

*General Session 7*  
Quit Getting Screwed: Enough of  
One-Sided Insulation Contracts

#### 10:00 – 11:30 am

*General Session 8*  
Achieve Operational Excellence with SPF



# ICAA 2023 Schedule Details

## Wednesday, September 27

11:00 am

### ICAA 2023 Golf Outing

#### Cowboys Golf Club

Join your industry colleagues for a world-class golf experience before the show gets started. This year we'll be at the first and only NFL-themed golf club in the world. Together we'll board coach transportation for a short ride to the rolling hills of Grapevine, Texas, and enjoy the Club's Signature Cowboy Lunch before hitting the links. We'll also enjoy a post-play meal before returning to the Sheraton Dallas Hotel.

*\$10,000 Hole-in-One Prize by Federated Insurance!*

6:00 – 8:00 pm

### ICAA 2023 Welcome Reception

Stop by for some drinks & light snacks to celebrate another year of our industry's successes.

## Thursday, September 28

10:00 am – 5:00 pm

### ICAA 2023 TRADE SHOW

12:00 – 1:00 pm

Lunch

## Friday, September 29

8:00 – 9:00 am

*General Session 1*

### Are You Retrofit Ready?

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

Hosted by the ICAA Technical Committee and ICAA Retrofit Subcommittee, this session will prepare you for assessing attics before you decide to bid



on the work. We will show you how to conduct a point-by-point walkthrough before you air seal and add insulation and explain why preparatory work may be necessary. We'll also review potential disqualifying conditions, including the presence of knob and tube wiring, vermiculite, leaks, and combustion appliances.

*Earn BPI CEU credits with this session!*



CONTINUING  
EDUCATION

9:00 – 10:00 am

*General Session 2*

### Negotiating Without Giving In

Ben Sachs, Esq., *President*

The Landing Group LLC

Sharpen and build confidence in your negotiation skills in a variety of settings. Improve your ability to predict and understand the behavior of others during a contractual negotiation. This highly practical session is designed to provide you with tools you can instantly use. We will cover the fundamentals of modern dealmaking, how to overcome hardball tactics, and how to effectively negotiate in a digital world.

10:00 – 11:00 am

*General Session 3*

### Big Opportunities for Insulating Under the Inflation Reduction Act

Curt Rich, *President*

North American Insulation Manufacturers Association

and

Michael Kwart, *Executive Director*

Insulation Contractors Association of America



As an insulation professional, it's essential to familiarize yourself with the new Inflation Reduction Act, which provides robust incentives for adding insulation and air sealing. These incentives include residential retrofit (25C) tax credits, new home construction (45L) tax credits, commercial building retrofit (179D) tax deductions, and the forthcoming home efficiency rebate programs. We will provide you with marketing materials for these various incentives that you can customize for your business. Expect a big Q&A component where all your questions will be answered.

Earn BPI CEU credits with this session!



### 11:00 am – 12:00 pm

*General Session 4*

#### **Insulation Contractors Best Practices 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, incentive compensation plans, and more. Come prepared to collaborate, discover, and share some Big Ideas! Prizes to top contributors!

### 12:00 – 1:00 pm

Lunch

### 1:00 – 2:00 pm

*General Session 5*

#### **Win Big! Insulation Trivia**

Hosted by **Kelly McDonald**, McDonald Marketing and **Michael Kwart**, ICAA Executive Director

Test your insulation knowledge on all things insulation, including the industry as a whole, products, techniques, government regulations, and codes. We will have a panel of experts to provide informative feedback and insight on correct answers. Challenge your peers and win prizes in this fun, new format – it's an ICAA first!



**2:00 – 3:00 pm**

*General Session 6*

**Digital Business Development: Strategies for Insulation Contractors**

**Sterling Miller**, *Business Development Manager*  
Frozen Fire

The engine of every business is the sale, and with a successful digital marketing presence via your website and social media, your connection to customers will grow. Learn from a creative marketing agency expert what it takes to be successful with digital marketing and helpful tactics to develop leads online. We will also discuss ROI measurements so your investments in digital marketing can be easily and clearly evaluated. With the huge jump in the insulation tax credit to \$1,200 for retrofits, this is a good time to activate your brand online. Learn what thoughtful content and engaging tools can do for your insulation contracting business.



**Saturday, September 30**

**9:00 – 10:00 am**

*General Session 7*

**Quit Getting Screwed: Enough of One-Sided Insulation Contracts!**

**Karalynn Cromeens, Esq.**

The Cromeens Law Firm, PLLC, Construction  
Counselors at Law

Level the playing field and prepare to push back against GCs! Learn what all the 'legalese' means in a construction contract, and how to advocate for your business. We will discuss how best to ensure and enforce prompt payment; how to use lien rights, change order provisions, and remedies; and how to build in price escalations for material and labor hikes. We'll also cover how to recognize a bad contract and adjust contract clauses to meet your needs.

**10:00 – 11:30 am**

*General Session 8*

**Achieve Operational Excellence with SPF**

**Brian Cote**, *Risk Manager*

Installed Building Products

ICAA Spray Foam Task Force Chair

SPFA Safety Committee Co-Chair

We will explain how to achieve operational excellence when using SPF. First, we'll walk through the estimating process and then cover the most important factors affecting project costs: job sequencing; time, equipment, and inventory management; yield maximization; calculating efficiency value with an instructional worksheet; and recommended application techniques.



## Thank you to our ICAA 2023 Convention & Trade Show Sponsors!

Sponsors as of 5/24/23

### PLATINUM



### DIAMOND



### GOLD



### SILVER



### BRONZE



## Hotel Information

**Sheraton Dallas Hotel**  
**400 North Olive Street**  
**Dallas, Texas 75201**



### Rate

\$219 per night, plus tax

### Reservations

Online: [www.bit.ly/icaa2023hotel](http://www.bit.ly/icaa2023hotel)

Phone: 888-627-8191

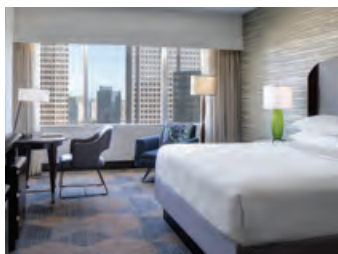
If making reservations by phone, be sure to reference the ICAA Convention & Trade Show.

Book as early as possible to secure room availability and discounted group rate.

**Please note:** 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 Dallas Hotel is 16 miles from DFW Airport and 5 miles from Dallas Love Field. The hotel does not offer airport transportation.



Step into a completely transformed, refined yet relaxed experience at the Sheraton Dallas Hotel. The ICAA venue this year is a stylish destination situated in the epicenter of downtown Dallas – bustling with energy that empowers guests and redefines the convention experience.

ICAA attendees staying at the Sheraton Dallas Hotel will enjoy the thriving entertainment scene and world-class culinary experiences in nearby Deep Ellum, feed their creative spirit in the Dallas Arts District, shop for fresh produce and handmade goods at the Dallas Farmers Market, and embrace all the excitement and culture downtown Dallas has to offer.



## Golf Outing

**Join us for the ICAA 2023 Golf Outing  
Wednesday, September 27**

**11:00 am**



Etched into the rolling hills of Grapevine, Texas, Cowboys Golf Club is distinguished as the first and only NFL-themed golf club in the world, and one of the region's only all-inclusive world-class resort golf properties.

Designed by award-winning architect Jeff Brauer, Cowboys Golf Club's spectacular championship golf course blends seamlessly with its pristine natural setting on 159 acres in Grapevine, just 30 minutes from Dallas - but worlds away.

Thick stands of mature trees frame gently rolling fairways and immaculately maintained greens, with dramatic elevation changes, dense forests, beautiful natural waterways, and an abundance of indigenous wildlife creating both strategic diversity and a stunning natural backdrop for golf. While challenging for scratch golfers, four sets of tees on each hole enable golfers of all abilities to enjoy this unique golf gem. Stone markers and other visuals dispersed throughout the course pay homage to the Dallas Cowboys' rich history.

### **Golf Schedule:**

**11:15 am** – Golfers board coach transportation to Cowboys Golf Club

**11:45 am** – Arrival at the Cowboys Golf Club and Signature Cowboy Lunch

**1:30 pm** – Tee-time

*Golfers will be served a post-play meal before boarding coach transportation back to the Sheraton Dallas Hotel.*

**Golf Registration fee\*:** \$249 per player

**Club Rental fee (optional):** \$109

\*Fee includes a sit-down lunch, food at the Sideline Grill after holes 7 and 11, and a post-play meal, snacks, unlimited non-alcoholic beverages on and off-course, green fees, tournament, cart, practice balls, and state-of-the-art Visage GPS. Rental clubs are additional.

**Register for Golf Online at [www.insulate.org/icaa2023](http://www.insulate.org/icaa2023)**



## FAQs

### How much does it cost to attend ICAA 2023?

Registration fees depend on membership status. Please see page 11 of this brochure for the fee schedule. Please be aware that registration fees may increase after August 1 as noted.

### How do I register for ICAA 2023?

All attendees must register online at [www.insulate.org/icaa2023](http://www.insulate.org/icaa2023). Exhibiting companies and sponsors will register their staff through a separate process.

### What is the Contractor BOGO?

Contractors who buy one registration can get an additional registration for \$195. Both registrations must be for contractors only. This discount 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. Hotel, airfare, or other travel costs are not included. Registration for the Golf Outing is not included. Registration fees also include the Welcome Reception on Wednesday evening, and lunch on Thursday and Friday.



### Is my hotel room included in my registration fee?

No. ICAA has negotiated a special rate for ICAA 2023 attendees, but your registration fee does not include the cost of your hotel room. Each attendee is responsible for making their own hotel reservations with the Sheraton Dallas Hotel. ICAA does not handle room reservations. To book your room, go to [www.bit.ly/icaa2023hotel](http://www.bit.ly/icaa2023hotel).

### How do I register for golf?

See page 9. Additional fee required.

### How do I get from the airport to the hotel?

Attendees are responsible for their own airport/hotel transportation. The Sheraton Dallas Hotel does not operate a shuttle. The hotel is 5 miles from Dallas Love Field and 16 miles from DFW Airport.

### Who can I contact with additional questions?

Just email us at [office@insulate.org](mailto:office@insulate.org) or call us at 703-739-0356. We're happy to help!



## Registration Information

Register Online at [www.insulate.org/icaa2023](http://www.insulate.org/icaa2023)

### REGISTRATION FEES

	Before Aug 1	After Aug 1
<b>ICAA Member</b>	\$545	\$595
Each additional attendee from same member company	\$495	\$545
<b>Non-Member</b>	\$745	\$795
Each additional attendee from same non-member company	\$695	\$745
<b>Spouse</b>	\$150	\$150
<b>Child</b> (16 and under)	\$60	\$60
<b>Golf Outing</b> (See page 9 for details)	\$249	\$249

### 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](http://www.insulate.org/join)

### The Fine Print

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

**Cancellation Policy:** Registration fees for cancellations received in writing by August 1, 2023, 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.



*Come to the*  
**2023 ICAA CONVENTION & TRADE SHOW**

**September 27-30, 2023 ★ Sheraton Dallas Hotel ★ Dallas, TX**

Register online at [www.insulate.org/icaa2023](http://www.insulate.org/icaa2023)

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Big Opportunities**  
  
**ICAA 2023**



INSULATION CONTRACTORS  
  
ASSOCIATION OF AMERICA

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