

ICAA President's Address

2016 ICAA Convention



& Trade Show 9.28.16–10.1.16

DENVER MARRIOTT CITY CENTER

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Thank you to our Convention Committee Co-Chairs



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Michael Kwart
ICAA Executive Director

ICAA Key Man Award



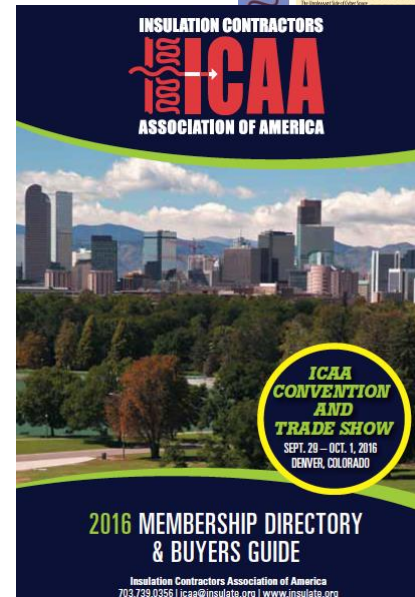
Jim Andrews
ADO Products

The Leading Edge

How can you stand out in a crowded field of competitors?



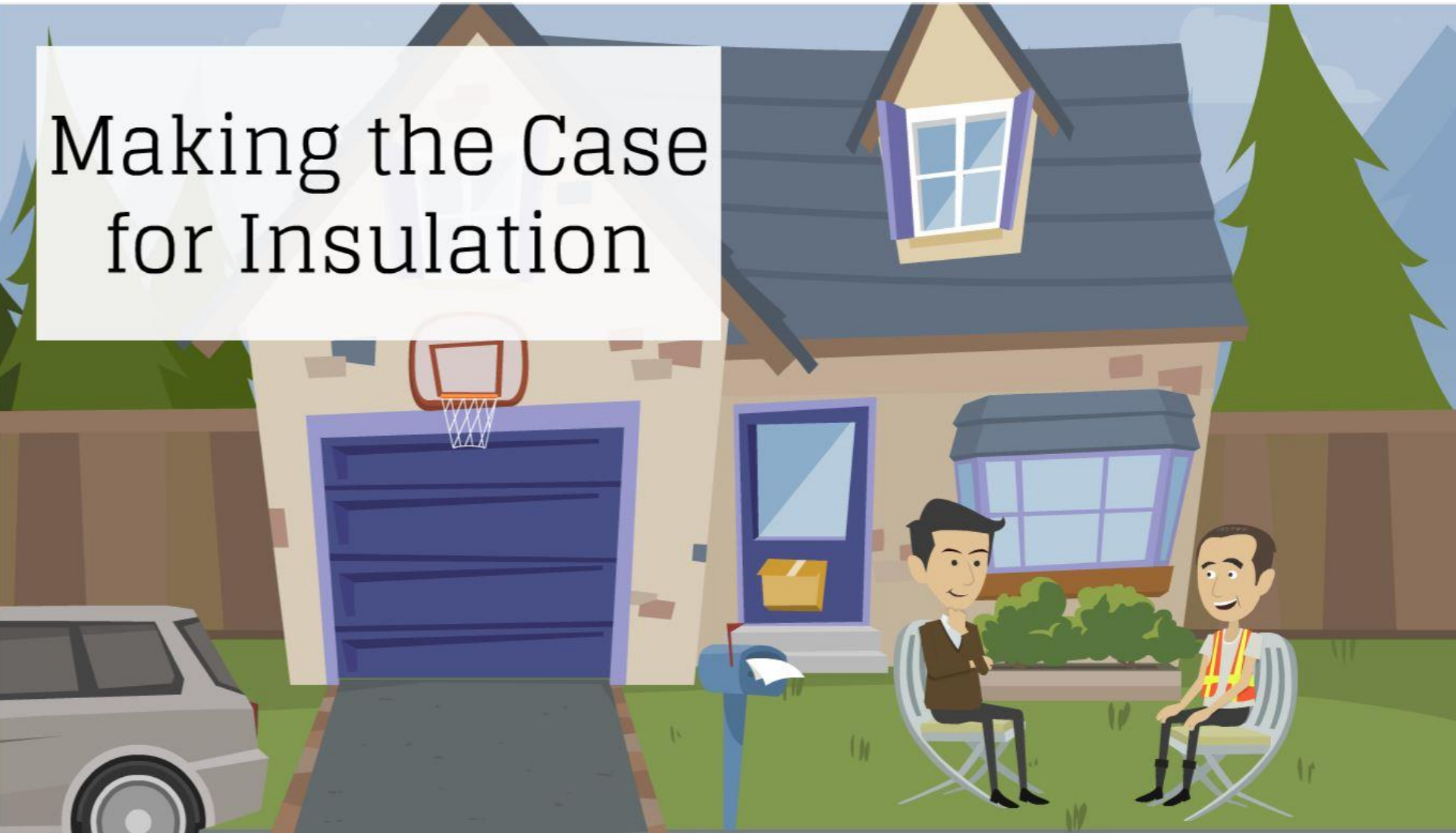
ICAA Resources



ICAA Code of Ethics

- I. Deal fairly and honestly with customers, competitors, vendors, and employees.
- II. Utilize the most skilled and professional workers available.
- III. Make only those representations which can be fully substantiated and are in full compliance with industry standards, codes, law, and practices.
- IV. Encourage and support continuing education and training throughout our industry.
- V. Refuse to condone and quickly report any practices contrary to the policies of ICAA.
- VI. Comply with all applicable health and safety standards.
- VII. Support independent insulation contracting based on free, competitive markets.

Making the Case for Insulation



Making the Case for Insulation

↓ 15% of heating & cooling costs each month

↑ \$18,000+ savings over a lifetime

117% of costs recovered at resale

No maintenance required



Making the Case for Insulation

If all U.S. homes were insulated to 2012 IECC standards:

Electricity consumption would decrease by the equivalent of 3.4 million homes

CO₂ emissions from power plants would be cut by 80 million tons



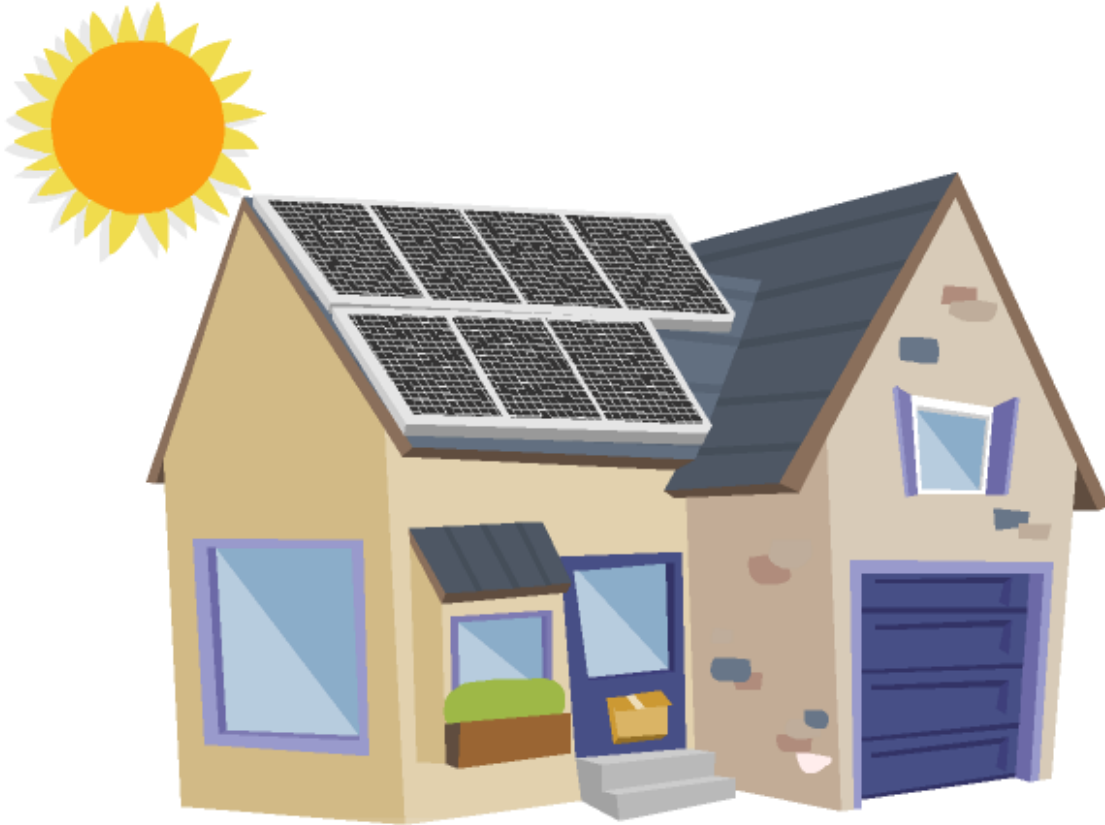
Making the Case for Insulation

Integral in the creation of efficient buildings

Provides valuable jobs with on-the-job training



Making the Case for Insulation

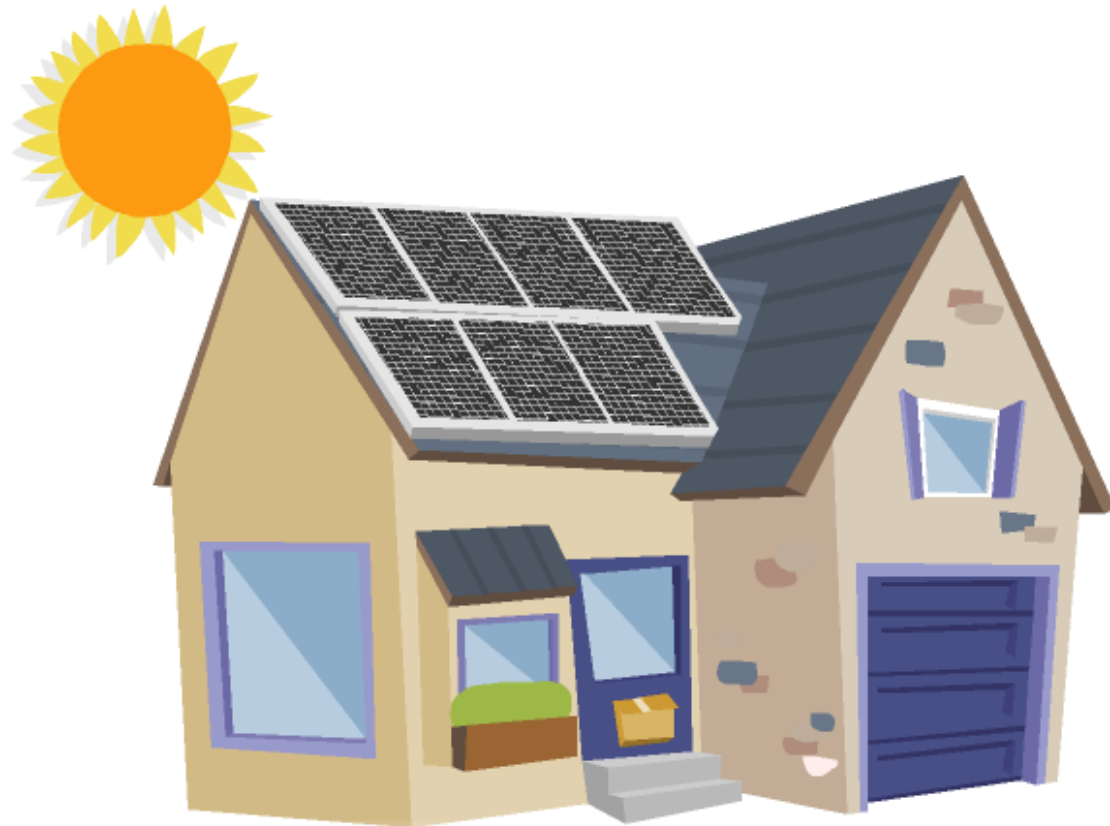


Cost of Solar

- Varies widely
- Dependent on government subsidies
- Insulation is a fraction of the price

Making the Case for Insulation

Installing solar panels without adequate insulation leads to needless energy use and loss of savings



The Great Code Debate

Moderately-efficient
homes with solar

- or -

Highly efficient homes with
no solar

References

- “InterNACHI's Standard Estimated Life Expectancy Chart for Homes.” *International Association of Certified Home Inspectors*.
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- “How Much Do Solar Panels Cost—and How Much Money Do They Save?” *Realtor.com*.
- “Methodology for Estimated Energy Savings from Cost-Effective Air Sealing and Insulating.” *Energy Star/Environmental Protection Agency*.
- “2016 Cost vs. Value Report.” *Remodeling Magazine*.
- “Carbon reductions and health co-benefits from US residential energy efficiency measures.” *Environmental Research Letters, Volume 11, Number 3*.
- “Boosting Insulation Can Reduce Energy Use, Pollution.” *Home Energy Magazine*.
- “Cost Effectiveness of Energy Efficiency and On-site Photovoltaic Power for 2015 IECC Energy Rating Index (ERI) Compliance.” First Draft Report, *Florida Solar Energy Center*. June 29, 2016.
- NREL's PVWatts® Calculator. *National Renewable Energy Laboratory*.
- Special thanks to the North American Insulation Manufacturers Association (NAIMA).