



**HARNESSTING**  
**Industry Change**

**2017 ICAA Convention  
& Trade Show**

Hyatt Regency • Dallas • October 5–7



**2017 ICAA Convention & Trade Show**

Hyatt Regency Dallas

October 5–7, 2017

# You Are Invited to ICAA's 2017 Annual Convention & Trade Show in Dallas

October 5–7, 2017

**HARNESSING INDUSTRY CHANGE** is the challenge of everyone in the insulation business. For that reason, we've made it the theme of our 2017 ICAA Convention and Trade Show. Our mission at this year's event is to help insulation contractors and suppliers make sense of change and use it to their advantage.

Our educational programming is built directly on feedback from our members, to ensure that our sessions tackle the issues that matter most to you. Want to know how to tailor your online presence to grow your business? We've got a session for that. Wondering how to effectively manage and market to the upcoming generation of workers and buyers? We've got you covered. From technical expertise, to business strategies, to best safety practices, there's a lot

for you to discover at the ICAA Convention and Trade Show this October, whether you're a newbie, business owner, installer, or supplier.



Speaking of harnessing industry change, you'll definitely want to attend our Trade Show, where leading exhibitors will dazzle you with their latest and greatest products and innovations. It is the perfect venue to make connections with industry colleagues across the country.

We cannot stop our industry from changing, but we can arm ourselves with tools to face it head on. Attending the ICAA Convention and Trade Show is a great first step. We look forward to serving you in Dallas!



Ferrell Drum, ICAA President  
Garland Insulating Ltd.



Michael Kwart  
ICAA Executive Director

Pioneer Plaza



DALLAS CVB

# 2017 ICAA Convention & Trade Show

*All events and sessions open to all attendees*

*Sessions do not overlap*



## At a Glance

### WEDNESDAY OCTOBER 4

3:00 PM TO 4:00 PM

#### ICAA COMMITTEE MEETINGS

*Open to all attendees*

### THURSDAY OCTOBER 5

9:00 AM TO 9:30 AM

#### ICAA WELCOME

#### ICAA PRESIDENT'S ADDRESS

#### Platinum Sessions

9:30 AM TO 10:15 AM

- ★ How Can My Online Presence Grow My Business?

10:15 AM TO 11:00 AM

- ★ How to Meet Code and Manage Moisture in an Environment of Increasing Air Tightness Requirements

11:15 AM TO 12:00 PM

- ★ Working and Winning with Builders

12:00 PM TO 1:00 PM

#### ICAA NETWORKING LUNCHEON

1:00 PM TO 2:15 PM

- ★ Meeting Grade I Installation Standards

3:00 PM TO 6:00 PM

#### ICAA TRADE SHOW — GRAND OPENING AND RECEPTION

### FRIDAY OCTOBER 6

8:00 AM TO 9:00 AM

- ★ Lessons Learned: Wisdom from Veteran Contractors

9:00 AM TO 10:00 AM

- ★ Is My Data Safe From Hackers? How to Protect Your Business from the Dark Side of the Internet

#### Platinum Session

10:00 AM TO 11:00 AM

- ★ Decoding Generation Y: Manage and Market to Millennials

11:00 AM TO 3:00 PM

#### ICAA TRADE SHOW

*With lunch and prize drawings*

### SATURDAY OCTOBER 7

8:00 AM TO 8:30 AM

- ★ Staying Safe on Ladders, Lifts, and Scaffolds

8:30 AM TO 10:00 AM

- ★ Control Your Workers Compensation Claims and Save Money



# Schedule

**WEDNESDAY** October 4

3:00 PM TO 4:00 PM

## ICAA COMMITTEE MEETINGS

ICAA has been hard at work since our last Convention! Come get up-to-date on the association's newly completed initiatives, projects in the pipeline, and issues affecting the industry. These pre-Convention Committee meetings are a great opportunity to offer your feedback and help us determine what we tackle next. Members and non-members welcome! Covered topics will include:

- ★ **ICAA's Model Get Hired Program™ to help members recruit quality employees**
- ★ **Discussion of ICAA's Sample Spray Foam Hazard Communication Program**
- ★ **Promoting the high value of insulation through an infographic targeted at the builder market**
- ★ **Overview of ICAA's new Model Heat Illness Prevention Program**
- ★ **Industry legislative update and a summary of the contributions of insulation to the U.S. economy**
- ★ **Update on the spray foam industry**



State Fair of Texas Ferris Wheel

Margaret Hunt Hill Bridge



# Schedule

**THURSDAY** October 5



9:00 AM TO 9:30 AM

## ICAA WELCOME

ICAA's Committee Co-Chairs welcome Convention and Trade Show attendees to Dallas.

## ICAA PRESIDENT'S ADDRESS

ICAA President Ferrell Drum  
Garland Insulating Ltd.

## ICAA PLATINUM EDUCATIONAL SESSIONS

9:30 AM TO 10:15 AM

### How Can My Online Presence Grow My Business?

Learn how to harness the Internet to engage customers in memorable and meaningful ways to ignite sales and business growth. From your website to social media to online reputation management, this session will teach you the basics of using the Internet as your "online sales rep." Topics that will be covered include the importance of having a fresh website with SEO best practices; a presence on social media and which platforms are best for your business; and choosing the right tactics to drive traffic to your website. Hear about trends in social media and digital marketing, and get the necessary

background knowledge so that you are informed when hiring or managing the work product of a digital marketing company.



10:15 AM TO 11:00 AM

### How to Meet Code and Manage Moisture in an Environment of Increasing Air Tightness Requirements

While working to reduce energy use is important, we must always keep durability as a principal concern. The ways that today's buildings are being designed to meet codes (particularly the air tightening of building envelopes) have increased the need for solutions that can enhance the drying potential of our walls. In this session, we will explore these concepts and practices, dig into a thorough understanding of what impacts we can expect in the future due to increasing energy efficiency and airtightness levels, and outline how we can manage moisture to successfully build the sustainable homes of the future.

11:15 AM TO 12:00 PM

### Working and Winning with Builders

Learn key strategies to win with your builders by turning industry knowledge into value. Get tips and strategies on how to become a consultant to your customers, using building science to help them build more comfortable, durable, high-performing homes.

12:00 PM TO 1:00 PM

## ICAA NETWORKING LUNCHEON

Network while you eat! Say hello to old friends and make new ones as you share a meal with industry colleagues from around the country.



# Schedule

**THURSDAY** October 5  
(continued)

1:00 PM TO 2:15 PM

## MEETING GRADE I INSTALLATION STANDARDS

What does it actually mean to achieve Grade I installation? We'll showcase the right and wrong way to install, discuss the Home Energy Rating System (HERS) score impact of different grades, and host one of the pioneers of HERS rater training to evaluate the installs. Featuring fiberglass, cellulose, and spray foam setups.

3:00 PM TO 6:00 PM

## ICAA TRADE SHOW — GRAND OPENING AND RECEPTION

Explore the latest products, services, and technologies from an array of leading industry vendors all gathered in one ballroom. Make new connections, strengthen existing partnerships, and come away with all the information you need to make purchasing decisions.

*Drinks and hors d'oeuvres will be served.*

Thanksgiving Square



VISIT DALLAS

**FRIDAY** October 6

8:00 AM TO 9:00 AM

## LESSONS LEARNED: WISDOM FROM VETERAN CONTRACTORS

Running a successful contracting company requires a fair amount of trial and error. Get ahead of the curve by learning from the accomplishments, mistakes, and rebounds of those who have years of experience in the industry. A panel of longtime insulators will answer attendee questions and share the tips they wish someone had told them.

9:00 AM TO 10:00 AM

## IS MY DATA SAFE FROM HACKERS? HOW TO PROTECT YOUR BUSINESS FROM THE DARK SIDE OF THE INTERNET

In the digital age, no business, large or small, is immune to cyber attacks or data breaches. Vulnerabilities in your information security could cost you time, money, and peace of mind. Find out the ways that hackers target companies and discover concrete strategies to avoid becoming a victim. This session will boil technical jargon into practical know-how that you can use to safeguard your online systems.

## ICAA PLATINUM EDUCATIONAL SESSION

10:00 AM TO 11:00 AM

### Decoding Generation Y: Manage and Market to Millennials

Gain insights on how Millennials—the largest consumer group and population group—think, work and make purchasing decisions, so you can better understand your employees, customers, and potential talent pool. Sort through the fact and fiction as we explore how their workplace attitudes, civic mindedness, and interaction with digital technology shape their decision making.

11:00 AM TO 3:00 PM

## ICAA TRADE SHOW

*With lunch and prize drawings*

Explore the latest products, services, and technologies from an array of leading industry vendors all gathered in one ballroom. Make new connections, strengthen existing partnerships, and come away with all the information you need to make purchasing decisions.



# Schedule

**SATURDAY** October 7



8:00 AM TO 8:30 AM

## STAYING SAFE ON LADDERS, LIFTS, AND SCAFFOLDS

Falls are a leading source of injuries, fatalities, and workers compensation claims on construction sites. The good news? Many falls can be prevented by training employees and taking the proper precautions. Learn how to use ladders, lifts, and scaffolds safely and avoid dangerous set up and operation errors that jeopardize your workers and business.

8:30 AM TO 10:00 AM

## CONTROL YOUR WORKERS COMPENSATION CLAIMS AND SAVE MONEY

Reducing the ultimate cost of workers compensation — a very controllable cost — is a common industry goal of insulation contractors. Companies with high experience modification factors are often excluded from bidding on jobs. Workers compensation costs go up because of accidents, but they don't come down by accident. This instructive session will highlight common errors and missteps so you can avoid mistakes that eat away at your profit. Take the steps to control costs and obtain and maintain a good modification rate.



VISIT DALLAS

Sculpture at North Park Center

White Rock Lake



VISIT DALLAS

---

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

---

## Hotel Information

The Convention & Trade Show will take place at the Hyatt Regency Dallas. While there is currently limited availability at the Hyatt due to high demand, ICAA has discounted room blocks at hotels within walking distance or a short cab ride.

### La Quinta Suites Dallas Downtown

\$139/night

October 3 – October 7

Call 866-527-1498 & reference group code 6798115

### Aloft Dallas Downtown

\$209/night

October 3 – October 7

Reserve online: <https://www.starwoodmeeting.com/events/start.action?id=1706287824&key=2AC7D680>

### Hilton Garden Inn Downtown Dallas

\$209 King/\$219 King Deluxe

October 2 – October 8

Reserve online: <http://hiltongardeninn.hilton.com/en/gi/groups/personalized/D/DALPAGI-ICA-20171002/index.jhtml>

Call 800-774-1500 & reference ICAA

### Hyatt Regency Dallas

\$215/night (rates may be higher due to limited rooms, if available)

October 3 – October 8

Reserve online: <https://aws.passkey.com/event/14486656/owner/5208/home>

Call 888-421-1442 & reference ICAA

## DISCOVER DALLAS

As the number one tourist destination in Texas, Dallas is the perfect destination for travelers of all stripes. With the largest urban arts district in the country, the nation's longest light rail system, and five professional sports teams, it's a great place to explore outside of Convention hours. In October, visitors can expect to enjoy average daily temperatures in the high 60s.

## TRANSPORTATION

Dallas' two airports, Dallas/Fort Worth International Airport and Dallas Love Field, provide more than 2,000 flights daily.

The city's DART rail system offers a connection from the airport to the city center, and makes it easy to get around downtown.

## Things to Do in Dallas

### STATE FAIR OF TEXAS

The State Fair of Texas is the nation's longest running fair, dedicated to promoting agriculture, education, and community through family-friendly attractions. With concerts, acrobats, amusement rides, an auto show and a whole lot of food, you're bound to find something that suits your interests. The fair runs every day and evening from September 29 to



VISIT DALLAS

October 22, and general admission tickets cost \$18. You can even ride the city's rail system from West End Station or Union Station near the Hyatt Regency Dallas to the fairgrounds entrance. It's a short 3-mile ride from the hotel.

### THE SIXTH FLOOR MUSEUM AT DEALEY PLAZA

Located at the site of John F. Kennedy's assassination, this museum chronicles the events of November 22, 1963, and the former president's legacy. Its exhibits are only a 10-minute walk from the Hyatt Regency.

### DALLAS WORLD AQUARIUM

In addition to its water exhibits with coral reef ecosystems and a walk-through tunnel, the Dallas World Aquarium also hosts animals from around the world, including monkeys, penguins, sloths, and flamingos. It's about a 1-mile cab ride or 15-minute bus ride from the hotel.

### DALLAS ARBORETUM AND BOTANICAL GARDENS

If you appreciate nature, you'll love these 66 acres of gardens nestled on the shore of White Rock Lake, approximately 20 minutes from the hotel by car. The gates are open 9 am to 5 pm every day, with after-hours access on Wednesday evenings.

Dallas Arboretum and Botanical Gardens



VISIT DALLAS



# ICAA Trade Show Exhibitors—2017 and Previous

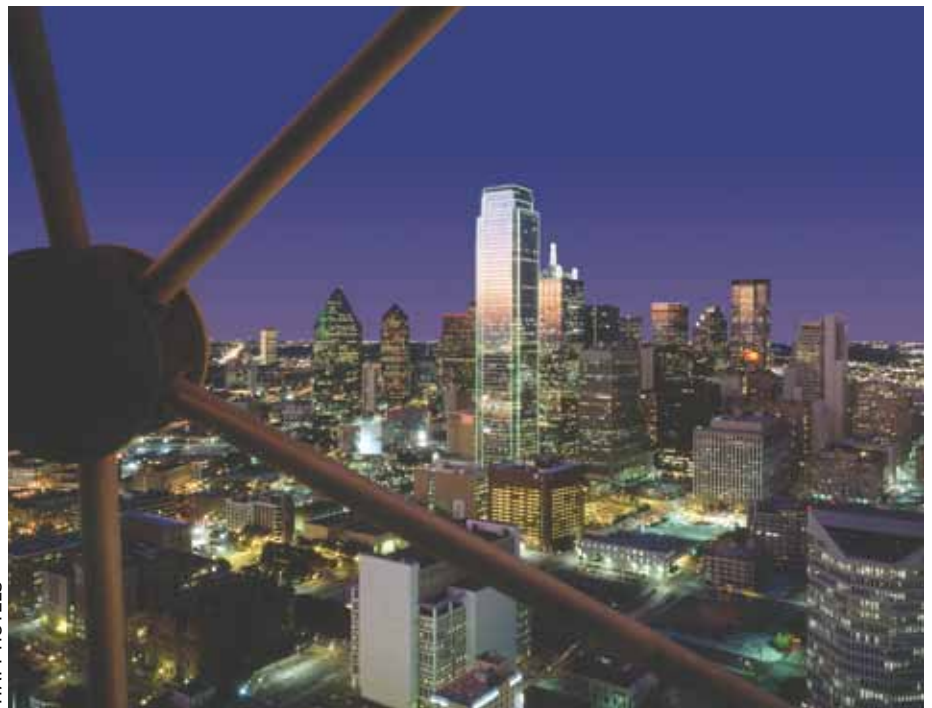
*As of May 30, 2017*

2-Track Solutions, LLC  
3M  
Accella Polyurethane Systems  
Accul Direct, Inc.  
ADO Products  
Akurate Dynamics  
Allpro Technology  
Appalachian Insulation Supply  
Applegate Insulation  
Ark Seal Service and Parts, Inc.  
Attic Tent, Inc.  
BASF Corporation  
Battic Door Energy Conservation  
Build Marketing  
Capitol Machine  
Carolina Precision Fibers Inc.  
Cellulose Insulation Manufacturers Association (CIMA)  
CertainTeed Insulation  
CertainTeed Machine Works  
cfiFOAM, INC.  
CJ Spray, Inc.  
ClosetMaid Corporation  
Cope Closet Concepts Inc.  
Custom Linings  
Demilec  
Distribution International  
Dow Building Solutions  
Dr. Energy Saver  
ECHOtape  
EnergyLogic, Inc.  
FastEST, Inc.  
Federated Insurance  
Fi-Foil Company  
Flame Control Coatings, LLC  
Flame Seal Products, Inc.  
Fleetmatics  
Gaco Western  
General Coatings Manufacturing Corp.  
Graco Inc.  
GreenFiber  
High Performance Insulation Professionals (HPIP)  
Honeywell  
ICP Adhesives & Sealants Inc.  
Icynene  
IDI Distributors  
Innovative Insulation  
Insul-Quilts Inc.  
Insulation Materials  
Insulation Solutions, Inc.

Intec  
International Cellulose Corporation  
International Fireproof Technology, Inc.  
International Insulation Products  
ITW Ramset  
J & R Products  
JobPro Technology  
Johns Manville  
Knauf Insulation  
Krendl Machine  
Lapolla Industries  
Milo Insulation LLC  
Mitex Building Products  
NAIMA  
NCFI Polyurethanes  
Newell Rubbermaid  
Next Generation Power Engineering  
No-Burn, Inc.  
Oak Ridge Foam & Coating Systems, Inc.  
Organized Living  
Owens Corning  
Phase Change Energy Solutions  
Polyurethane Machinery Corporation  
Powerblanket  
Red River Logistics  
Retrotec  
RFHero/Nichols Electronics

Rhino Linings Corporation  
Rodenhouse Inc.  
Service Partners  
Selena USA  
SES Foam  
Shurtape Technologies LLC  
Sigma Technologies International, LLC  
Solec-Solar Energy Corporation  
Soudal USA  
Specialty Products, Inc.  
Specified Technologies, Inc. (STI)  
SPF Depot  
Spray Foam Systems, LLC  
Spray Insulation Components  
SprayWorks Equipment  
Star Machine Ltd.  
STS Coatings, Inc.  
SWD Urethane  
Tenmat Inc.  
Thermal Design, Inc.  
Thermo Foam Systems  
Titan  
Tough Bags  
TVM Industries  
TYTAN Professional  
Universal Polymers Corp.  
Wood Industries, Inc.

View of Dallas from Reunion Tower



HYATT HOTELS

# Platinum Sponsors



Dallas Arboretum and Botanical Gardens



VISIT DALLAS

# FREE CONVENTION REGISTRATION

For first-time members

Go to [www.insulate.org/join](http://www.insulate.org/join)

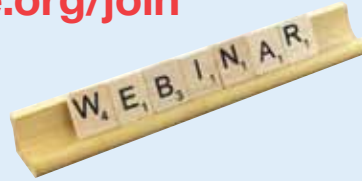


## Networking Events

Make connections at our Annual Convention & Trade Show. First-time members get one free registration, and existing members can register at a discount every year.



membership also comes with...



## Webinars and Workshops

ICAA webinars offer clear guidance on the issues that matter to contractors, from workplace safety to federal regulations and much more.



## Lead Generation

A listing in our Contractor Locator and Buyers Guide promotes your business directly to consumers.



## Professional Acknowledgment

Our qualified contractor designation lets your customers know that your company meets the highest standards.



## Industry Updates

Members get the latest news and technical bulletins – right to their inbox and mailbox.



## Safety and Health Resources

Ensure the safety of your employees and longevity of your business with resources such as our model written programs, our Group Health and Safety Program, and our safety checklists.



## Compliance Assistance

ICAA provides top-notch support to members facing OSHA inspections, citations, and potential violations.



## Advocacy

ICAA and its members stand together to advocate for key industry issues at the state and federal level.



# Registration Form

Please print or type; form may be copied for additional registrations.

Full Name (as you want it to appear on badge)

Additional Attendee(s)

Spouse/Child Name(s)

Company Name

Address

City, State, Zip

Telephone Fax

E-mail Address

Include Additional Attendees' E-mails if Applicable

Check Appropriate Box:  Contractor  Supplier  Other

## REGISTRATION

		HOW MANY?	SUBTOTAL
ICAA Member	\$545	_____	\$_____
Additional Attendee(s) from Same Firm	\$495	_____	\$_____
Non-Member	\$745	_____	\$_____
Additional Attendee(s) from Same Firm	\$695	_____	\$_____
Spouse	\$135	_____	\$_____
Child	\$ 45	_____	\$_____
	<b>TOTAL</b>		\$_____

## METHOD OF PAYMENT

CHECK — Please mail registration form with a check made payable to ICAA.

CREDIT CARD — Fax, E-mail, or mail this completed form to ICAA.

Check one:  MasterCard  VISA  DISCOVER  AMEX

Card # Exp. Date Security Code

Name as it appears on credit card

Signature

Credit Card Billing Address

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



**QUESTIONS?**  
**PHONE: 703.739.0356**

Mail: ICAA, 1321 Duke Street, Suite 303  
Alexandria, VA 22314

FAX: 703.739.0412  
E-mail: [icaa@insulate.org](mailto:icaa@insulate.org)

## REGISTRATION

Full registration includes the Trade Show, reception, educational sessions, and meal functions.

Spouse/child registration includes the Trade Show, reception, and meal functions.

## CANCELLATION POLICY

Registration will be credited toward next year's Convention (\$100 processing fee) if we receive your cancellation in writing by August 1, 2017. If you cancel after this date, or if you do not attend the Convention, you will not receive any credit.

Note: Sessions subject to change based on speaker availability.





## 2017 ICAA Convention & Trade Show

Hyatt Regency Dallas

October 5–7, 2017

DALLAS CVB/JOSHUABORDOPHOTOGRAPHY



1321 Duke Street  
Suite 303  
Alexandria, VA 22314

703.739.0356  
Fax: 703.739.0412

[icaa@insulate.org](mailto:icaa@insulate.org)  
[www.insulate.org](http://www.insulate.org)