



# 2018 ICAA CONVENTION & TRADE SHOW



**2018 ICAA Convention  
& Trade Show**

**DISNEY'S CONTEMPORARY RESORT  
ORLANDO, FLORIDA**

**SEPTEMBER 13 – 15, 2018**



## 2018 ICAA Convention & Trade Show

DISNEY'S CONTEMPORARY RESORT  
SEPTEMBER 13-15 • ORLANDO, FL

# We Invite You to Join Us for the 2018 ICAA CONVENTION & TRADE SHOW IN ORLANDO, FLORIDA

September 13 – 15, 2018

Every business owner wants to find ways to **WORK SMARTER**. Working smarter can equate to saving money, attracting a good and stable workforce, and growing a strong customer base. These are things we all care about — whether we have 5 employees or 500. Our mission at this year's ICAA Convention & Trade Show is to provide you with the information, tools, and connections you need to **WORK SMARTER**.

We've created this year's educational programming based on feedback and suggestions from our members, and we are excited to partner with our sponsors and speakers to offer sessions that keep you moving in the right direction. Whether you are well established, about to bust through that million dollar wall, or are a brand new business, we are here to help. From labor recruitment, to learning the ins and outs of DOT's Hours-of-Service Rules, to understanding those pesky financial reports, we've got you covered.

And that's just the Convention portion of our event! You will definitely want to visit our Trade Show, where you will have the opportunity to meet with representatives from the industry's finest manufacturers and suppliers.

New products, new information, new friends, and new ways to **WORK SMARTER** ... there's so much to discover in the unique atmosphere of the ICAA Convention & Trade Show!

See you in Orlando!



Wayne Sullivan  
2018 ICAA President  
American Building Systems



Michael Kwart  
ICAA Executive Director

# 2018 ICAA CONVENTION & TRADE SHOW

SCHEDULE | AT-A-GLANCE



## WEDNESDAY SEPTEMBER 12

2:00 – 4:00 pm **ICAA Committee Meetings**

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## THURSDAY SEPTEMBER 13

9:00 – 9:30 am **ICAA Welcome & President's Address**  
9:30 – 10:15 am **Labor: Adapt to Attract & Retain**  
10:15 – 11:00 am **Key Concepts in Finance for the Nonfinancial Manager**  
11:15 am – Noon **Busting Through the Million Dollar Sales Wall**  
Noon – 1:00 pm **Networking Luncheon**  
1:00 – 1:45 pm **What It Means to Breathe**  
2:00 – 6:00 pm **ICAA Trade Show – Grand Opening & Reception**

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## FRIDAY SEPTEMBER 14

8:00 – 8:45 am **Trends & Disruptions in the Insulation Industry**  
9:00 – 9:45 am **Keep On Truckin': Qualification, Compliance, & ELDs**  
10:00 – 10:30 am **Gain a Competitive Advantage Through Bonding**  
10:30 – 11:00 am **Growing Pains (& Successes!): Panel Q&A with Owners of Young Businesses**  
11:00 am – 2:00 pm **ICAA Trade Show**

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## SATURDAY SEPTEMBER 15

8:00 – 9:00 am **Convolved Contracts: Emerging Trends in Construction Contracts**  
9:00 – 10:30 am **Focus Session: USDOT Hours-of-Service Rules & Exceptions**

ALL EVENTS AND SESSIONS OPEN TO ALL ATTENDEES

## SCHEDULE | DETAILS

### WEDNESDAY SEPTEMBER 12

2:00 – 4:00 pm

#### ICAA COMMITTEE MEETINGS

Come hear what ICAA has been up to since our last Convention! We'll update you on our recently completed initiatives, report on projects we have in the pipeline, and discuss important issues affecting our industry. Committee meetings are open to all attendees and provide a great opportunity for you to offer feedback and suggestions. Specific meeting topics will include:

- Update on HERS Rating Standards
- HAZCOM Presentation by OSHA and the American Chemistry Council (ACC)
- Update on Changes in the Spray Foam Industry
- Presentation by Advance Coatings

### THURSDAY SEPTEMBER 13

9:00 – 9:30 am

#### ICAA WELCOME & PRESIDENT'S ADDRESS

ICAA Convention Committee Co-Chairs, Ferrell Drum of Garland Insulating and Chris Bosch of Owens Corning, will join 2018 ICAA President Wayne Sullivan of American Building Systems to welcome attendees and officially kick-off the Convention.

9:30 – 10:15 am

#### PLATINUM EDUCATIONAL SESSION

##### LABOR: ADAPT TO ATTRACT & RETAIN

The insulation industry supports more than 529,000 jobs across the U.S., yet ICAA members often report difficulty hiring. Where do you find new employees — and once you find them, how do you keep them? With a growing emphasis on tech, how can we bring awareness to the benefits of a skilled trade as a fulfilling, long-term career option? What are the priorities of a new generation of workers? We'll discuss strategies to recruit responsible and eager employees and the right ways to invest in them so they stay.



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10:15 – 11:00 am

## KEY CONCEPTS IN FINANCE FOR THE NONFINANCIAL MANAGER

Do your eyes glaze over when someone starts talking about balance sheets, income statements, and accounts receivable? Learn the basics of financial information, how to distinguish between good numbers and funny numbers, which financial metrics matter, how to create financial discipline, and how to rigorously assess performance and profitability.

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11:15 am – Noon

## PLATINUM EDUCATIONAL SESSION BUSTING THROUGH THE MILLION DOLLAR SALES WALL

What does it take to break through a million dollars in sales? There are only two ways to grow an insulation business — get more work or charge more money. We'll discuss how to bolster work crew efficiencies while maximizing product yields and we'll learn the strategies and techniques to help you surpass your current sales wall.

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Noon – 1:00 pm

## NETWORKING LUNCHEON

Time to refuel and process all the morning's information. Catch up with old friends and make new ones as industry colleagues from across the country gather for lunch.



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1:00 – 1:45 pm

## PLATINUM EDUCATIONAL SESSION WHAT IT MEANS TO BREATHE

When we talk about building performance, we often hear people say, "I really want my building to breathe." A simple statement, but what does it actually mean — and as builders and insulators, how do we achieve it? We'll focus on moisture and airflow management as we discuss humidity, ventilation, vapor retarders, air barriers, and water resistive barriers. We will establish the reasons why water shows up and how to control its presence over time in order to preserve system service life. In short, we will discover how to create a high-performance building that can breathe.

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2:00 – 6:00 pm

## ICAA TRADE SHOW – GRAND OPENING & RECEPTION

Explore our Trade Show floor and discover the latest products, services, and technologies from industry leaders and up-and-coming businesses. ICAA has gathered the best in the business in one spot. Whether you want to build new connections or strengthen existing partnerships, you will come away with all the information you need to make the best purchasing decisions.

*Light snacks, desserts, and beverages will be provided.*

## FRIDAY SEPTEMBER 14

8:00 – 8:45 am

### PLATINUM EDUCATIONAL SESSION **TRENDS & DISRUPTIONS IN THE INSULATION INDUSTRY**

There is a wave of disruption facing the insulation industry. The California Energy Commission has ruled that starting in 2020, every new home in the state must have solar panels, creating a direct challenge to the insulation solution. From codes to regulations, to legislation to market issues, we will discuss what it all boils down to and what you can do to shape coming trends.

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9:00 – 9:45 am

### PLATINUM EDUCATIONAL SESSION **KEEP ON TRUCKIN': QUALIFICATION, COMPLIANCE, & ELDs**

As users of trucks in our insulation businesses, we are subject to — whether we like it or not — regulations from the U.S. Department of Transportation, Federal Motor Carrier Safety Administration. A leading regulatory expert will review the steps insulation contractors should take to ensure compliance. We'll also brush up on driver qualifications and training, drug and alcohol testing, and electronic logging devices (ELDs).

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10:00 – 10:30 am

### **GAIN A COMPETITIVE ADVANTAGE THROUGH BONDING**

While surety bonds have historically been used on public works, lenders are now frequently requiring them of general contractors. This means subcontractors are also being asked for bonds. Learn about the bond process and what every contractor should know before providing a surety bond. We will discuss different types and forms of bonds, when and where bonds are required, how to establish a relationship with a surety agent from a company you can depend on and what they will expect from you, and explain how indemnity agreements work.



10:30 – 11:00 am

### **GROWING PAINS (& SUCCESSSES!): PANEL Q & A WITH OWNERS OF YOUNG BUSINESSES**

Success as a contractor depends on many things, and who better to learn from than those who are making it happen? Our panel of business owners who are somewhere between “established” and “still figuring it out” will share their successes and challenges, tell us what they wish they had known from the beginning, and offer some well-earned advice to keep you ahead of the curve. Bring your questions!

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11:00 am – 2:00 pm

### **ICAA TRADE SHOW**

Take advantage of this prime time on our Trade Show floor to learn about new products and make new connections. This is the time to make some deals before you catch that flight home!  
*Prizes, drawings, and lunch included.*

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## SATURDAY SEPTEMBER 15

8:00 – 9:00 am

### **CONVOLUTED CONTRACTS: EMERGING TRENDS IN CONSTRUCTION CONTRACTS**

General contractors and owners have taken years to perfect their contracts; now it's time for you to better understand your risks and options. Through this examination of the problem with today's contracts, we will address tips to recover material price escalations, recommended do's and don'ts, and risky indemnity provisions.

9:00 – 10:30 am

### **FOCUS SESSION: USDOT HOURS-OF-SERVICE RULES & EXCEPTIONS**

Insulation contractors must follow these regulations if operating vehicles more than 10,000 lbs. That means YOU! Essentially, these are government limits on how long and when you may drive. However, there is a "short-haul exception" to the Hours-of-Service Rules. We will review this exception in detail as it provides waivers on the use of electronic logging devices (ELDs) and log books. If you operate trucks — even one — this is must-attend session.



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### **WALT DISNEY WORLD® RESORT | FOUR BIG PARKS, ONE WORLD OF DREAMS**

It's like stepping right into a dream. The four Walt Disney World® Theme Parks make the real world seem far away, and make-believe as real as the smile on your face. Experience storybook wonder as favorite Disney classics come to life at Magic Kingdom® Park. Discover big fun and cultures from around the globe at Epcot®. Create your own adventure and explore the realm of creatures who inhabit our world ... and your imagination ... at Disney's Animal Kingdom® Theme Park. And immerse yourself in the world of movies, music, and shows at Disney's Hollywood Studios®. Wherever you go, the only limit to the fun is your imagination. Prepare to be awed, inspired, thrilled, and enchanted. From fantasy and discovery, to spotlights and roaring adventure, the magic of Walt Disney World® Theme Parks will come alive all around you.



REGISTER ONLINE AT  
[www.insulate.org/convention](http://www.insulate.org/convention)

## HOTEL INFORMATION

### DISNEY'S CONTEMPORARY RESORT

4600 North World Drive  
Lake Buena Vista, Florida 32830-8413  
(407) 824-1000

#### RATE

Single/double occupancy  
**\$219 per night, plus taxes**

#### RESERVATIONS

Online:  
<https://www.mydisneygroup.com/icaa2018convention>  
Phone:  
(407) 824-1000 and reference ICAA Convention  
*Book Early! Rooms must be reserved by August 18, 2018 to ensure discounted rate!*

#### IMPORTANT NOTE ABOUT HOUSING

Unauthorized groups may solicit attendees to book guest rooms and may falsely represent themselves as agents of ICAA or Disney's Contemporary Resort. Please note, the ONLY official route to book rooms is by using the link or phone number above. Beware that rooms booked on your behalf by any other route could carry hidden costs or penalties.

#### TRANSPORTATION

Disney's Magical Express, a complimentary shuttle service from Orlando International Airport to the resort, is available for hotel guests. Information regarding Disney's Magical Express can be found at: <https://disneyworld.disney.go.com/guest-services/magical-express/>

Guests arriving by car will enjoy complimentary self-parking at the hotel.

#### DISNEY THEME PARK TICKETS

Discounted rates on advance purchase tickets are available at:  
<https://www.mydisneygroup.com/icaa2018convention>  
*Tickets must be purchased online using this link prior to September 12, 2018.*



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#### DISNEY'S CONTEMPORARY RESORT | MODERN MAGIC

A true Disney masterpiece. Modern art surrounds guests as sleek monorails silently glide through a 90-foot atrium lobby. Overlooking 4.5 miles of shoreline on Bay Lake and the Seven Seas Lagoon, guests will also marvel at the breathtaking views of Cinderella Castle or the Orlando skyline. Just steps away from the Magic Kingdom® Park, Disney's Contemporary Resort immerses guests in a world of modern conveniences, award-winning dining, and world-class service.

- Complimentary Wi-Fi in all guest rooms and common spaces
- No resort fees
- Two swimming pools, including private cabanas, a water playground for the kids, and a 17 ft. high waterslide
- Fitness center
- White sand beach with beach volleyball court
- Marina with watercraft rentals, fishing, waterskiing, and parasailing
- Multiple restaurants including fine and casual dining, coffee and pastries, and an all-you-can eat breakfast and dinner buffet complete with Disney characters
- Two full-service lounges serving specialty cocktails
- Pixar Play Zone — a kids-only experience for children ages 4 – 12



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## 2018 ICAA TRADE SHOW EXHIBITORS

(as of June 7, 2018)

Accella Polyurethane Systems  
ADO Products  
Advance Coatings Group  
American Sprayed Fibers, Inc.  
Appalachian Insulation Supply, Inc.  
Applegate Insulation Manufacturing  
Attic Systems  
BASF Corp.  
Carolina Precision Fibers  
CIMA - Cellulose Insulation Manufacturers Association  
CertainTeed Insulation  
CertainTeed Machine Works  
cfiFOAM, Inc.  
Closetmaid  
Cope Closet Concepts  
Demilec  
ECHOtape  
Federated Insurance  
Fi-Foil Company  
Flame Seal Products  
GST Insulation Supplies  
Gaco  
Graco, Inc.  
GreenShield Products, LLC  
Icynene-Lapolla  
IDI/Insulation Distributors  
INTEC/Insulation Technology Corp.  
International Cellulose Corporation  
International Fireproof Technology  
International Insulation Products  
ISI Building Products  
J & R Products, Inc.  
JobPro Technology  
Johns Manville  
Krendl Machine  
No-Burn, Inc.  
Owens Corning  
PMC/Polyurethane Machinery Corporation  
Quick Insulation Software  
Red River Logistics  
RFHero  
Rhino Linings Corporation  
Rubbermaid Closet

Service Partners  
SES Foam, LLC  
Specialty Products, Inc.  
SPF Depot  
Spray Foam Equipment & Manufacturing  
Spray Foam Systems  
SWD Urethane  
TAP Insulation  
Tenmat, Inc.  
Titan  
TYTAN Professional  
Universal Polymers Corp.  
Verizon Connect



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PMC/POLYURETHANE MACHINERY CORPORATION  
SODAL  
SWD URETHANE

# 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

Check Appropriate Box:  Contractor  Supplier  Other

## REGISTRATION

	BEFORE AUGUST 1	AFTER AUGUST 1	HOW MANY?	SUBTOTAL
ICAA Member	\$495	\$545	_____	\$_____
Additional Attendee(s) from Same Firm	\$445	\$495	_____	\$_____
Non-Member	\$695	\$745	_____	\$_____
Additional Attendee(s) from Same Firm	\$645	\$695	_____	\$_____
Spouse	\$135	\$135	_____	\$_____
Child	\$ 45	\$ 45	_____	\$_____
			TOTAL	\$_____

## METHOD OF PAYMENT

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

CREDIT CARD — 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



## 2018 ICAA Convention & Trade Show

DISNEY'S CONTEMPORARY RESORT  
SEPTEMBER 13-15 • ORLANDO, FL

### REGISTRATION

Full registration includes the Trade Show, reception, all 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 (minus a \$100 processing fee) if we receive your cancellation in writing by August 1, 2018. If you cancel after this date, or if you do not attend the Convention, you will not receive any credit.

Sessions subject to change based on speaker availability.



**QUESTIONS?**  
**703.739.0356**



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