

## **2019 ICAA Convention & Trade Show**

October 10-12, 2019 • Phoenix, Arizona







# Join Us at the **2019 ICAA Convention & Trade Show**

in Phoenix, Arizona October 10 –12, 2019



Jeff Hire 2019 ICAA President Installed Building Products, LLC



Michael Kwart ICAA Executive Director

mart business owners know that part of building success is fostering the power of partnerships. Strong partnerships make good business sense, and great partnerships are mutually beneficial. Having the right partners can mean saving money, growing sales, retaining a strong workforce, and expanding your company. Finding the right partners can often make or break a new business. Whether you've been in business for two years or 20, or have five employees or 50 or 500, every business owner wants the same thing: to do quality work, to build a solid reputation, and to turn a profit.

At ICAA, we think of ourselves as great partners to our membership, and our goal is to help you address the things that are most important to you as an insulation professional. Our annual Convention and Trade Show is an important piece of that partnership, providing you with the tools, information, and connections you need. ICAA is here to help you realize the power of partnerships.

We couldn't be more excited about our 2019 educational program. Through top-notch, professional presenters, we'll cover everything from energy codes and OSHA compliance to how to make the transition to a building enclosure expert. We'll break down the science of climate change and green building solutions, discuss immigration compliance for new hires, and review the top ten employment law mistakes to help you avoid them.

The learning doesn't end when you leave the classroom. Industry leading manufacturers and suppliers will be on hand with their newest and most innovative products and services. Our Trade Show floor will be packed with the best in the business — all waiting to meet and partner with you.

New products, new information, new friends... new ways to build the power of partnerships in your business.

In the pages that follow, we invite you check out our schedule of educational sessions and the Trade Show and find out more about the amazing Arizona Grand Resort & Spa and the beautiful city of Phoenix.

See you there!



# The Power SCHEDULE / AT-A-GLANCE of Partnerships 2019 ICAA Convention & Trade Show

## Wednesday, October 9

2:00 - 2:30 pm

**ICAA** Committee Meetings (All Attendees Welcome)

2:30 - 3:00 pm Second Chance Hiring: Candidates with Criminal Records

\*Special Pre-Convention Workshop\*

#### 3:00 - 4:00 pm

Energy Code Compliance: From Adoption to Implementation



6:00 - 7:30 pm ICAA Welcome Reception

## **Thursday, October 10**

9:00 - 9:30 am ICAA President's Address: The Power of Partnerships

#### 9:30 - 10:15 am

Builders vs. Buyers: What's Real, What's Imagined, and What's the Way Forward?

10:15 - 11:15 am Transitioning from Traditional Insulation Contractor to Building **Enclosure Expert** 



11:15 am - Noon

Immigration Compliance Strategies: How to Handle No Match Letters, Comply with Form I-9s, and Implement a New Hire Process

Noon – 1:00 pm Networking Luncheon

1:00 – 1:45 pm The Future is Now: Setting Yourself Up for Success

2:00 - 6:00 pm ICAA Trade Show

6:00 - 7:30 pm Evening Reception hosted by CertainTeed

## Friday, October 11

9:00 am - Noon ICAA Trade Show

Noon – 1:00 pm Poolside BBQ Lunch

1:00 – 1:45 pm Reinventing Green Building: Carbon Free by 2030?

1:45 - 2:45 pm Fall Protection and OSHA: How to Be Safe and Compliant

2:45 - 3:00 pm Ratio Assurance for Spray Foam Insulation

## Saturday, October 12

#### 9:00 - 10:30 am

The Top Ten Employment Law Mistakes Insulation Contractors Make (and How to Avoid Them!)

11:00 ICAA Golf Tournament









# SCHEDULE / DETAIL 2019 ICAA Convention & Trade Show

## WEDNESDAY / OCTOBER 9

## 2:00 – 2:30 pm ICAA Committee Meetings — All Attendees Welcome!

ICAA Committees include Technical/Marketing, Commercial Building Insulation, and Government Council. In this meeting we will discuss and seek input on Committee projects and initiatives. This year our Committee Meetings will include two Special Pre-Convention Workshops.

#### 2:30 - 3:00 pm



## n Second-Chance Hiring: Candidates with Criminal Records

Tom Decker, President Chicago Green Insulation, Inc.

Jenny Kim, Deputy General Counsel & VP, Public Policy Koch Companies Public Sector, LLC

The construction industry needs 350,000 new employees to fill jobs, while every year 700,000 people are coming out of prison looking for a second chance in life. There is no substitute for the dignity of work. When people have a purpose-driven job to go to every day, they feel more connected to the world around them and are much more likely to make positive contributions that improve life for everyone. Hear about the research and legal factors around hiring workers with a criminal background and get practical guidance in hiring and developing talent.

## 3:00 – 4:00 pm

## **Energy Code Compliance: From Adoption to Implementation**







Whether you're asking when the 2018 IECC is coming to your neighborhood, what was learned about insulation from the recent energy code compliance assessment, what HERS raters found in their insulation inspections, or anything else related to compliance such as why installers have to install a certain way, you're sure to benefit from this engaging session.

BPI CEU credits earned with this session!

REGISTER ONLINE AT www.insulate.org/convention



## WEDNESDAY / OCTOBER 9 Continued

#### 6:00 – 7:30 pm

#### **ICAA Welcome Reception**

Join us in Paseo, Arizona Grand's stunning corridor of lighted palm trees, lush foliage, fountains, and charming fireplaces as we welcome friends both old and new and usher in a fresh year of partnerships.



## **THURSDAY / OCTOBER 10**

#### 9:00 – 9:30 am



Jeff Hire, 2019 ICAA President President, External Affairs, Installed Building Products, LLC

ICAA President's Address: The Power of Partnerships

Partnering with leaders in our industry is a crucial part of the ICAA mission. Learn how your voice has been heard this past year, and see where the industry is headed next. ICAA President Jeff Hire will discuss how we've recently partnered with affiliates to develop online product training, Grade I install standards, and the Insulation Industry National Policy Forum in Washington, D.C.

#### 9:30 - 10:15 am



## **PLATINUM SESSION**

## Builders vs. Buyers: What's Real, What's Imagined, and What's the Way Forward?

Susannah Enkema, VP Research & Insights Shelton Group

Good news! If you were to map out a profile of the typical American buying a home today and lay it next to a profile of the typical person who wants a greener, more energy efficient home, the profiles would be extremely similar. The truth is, today's buyer wants control, comfort, quiet, beautiful light, consistent temperatures, and freedom from fear about chemicals/toxins/indoor air quality. But you'll almost never hear them say, "I want a green home." The benefits they are after ARE the benefits of a green home ... they just don't talk about it that way.

Despite that, builders often believe consumers don't want green homes and don't want to pay for them. And as building codes in California continue to become more stringent and seemingly unattainable, builders across the country are watching the West Coast for a glimpse at what may be heading their way. Whether or not these new regulations can be met is anxiety-inducing enough, but are consumers willing to pay for the cost of compliance?

Let's dig into the data, uncover the realities, and find the way forward. We'll discuss how meeting stricter building codes means continuing to sell high-performance homes, examine what the typical home buyer is looking for in a new home, and articulate the similarities in features and benefits of a green home to a high-performance home.

## **Platinum Sessions are hosted by our Platinum Sponsors**

## THURSDAY / OCTOBER 10 Continued

### 10:15 – 11:15 am



## **PLATINUM SESSION**

#### Transitioning from Traditional Insulation Contractor to Building Enclosure Expert

Joseph Lstiburek, Ph.D., P. Eng., ASHRAE Fellow Principal, Building Science Corporation

Can the traditional insulation contractor, who is not the current go-to exterior-insulation tradesperson, make the transition to building enclosure expert? Join us as we review the materials, codes, best practices, challenges, and opportunities in serving the building enclosure market. We'll discuss continuous insulation, air and vapor barrier systems, hybrid systems, potential for mold, and building science principles.

CONTINUING

BPI CEU credits earned with this session!

Form I-9s, and Implement a New Hire Process

## 11:15 – Noon



Julie A. Pace, Esq., Senior Member The Cavanagh Law Firm

The Social Security Administration is resuming the issuance of No Match Letters to employers informing them which employee's W-2 information does not match information in SSA records, but immigration advocates fear the real objective is to intimidate employees authorized to work in the U.S. We'll discuss what steps you can take to protect yourself and your workers.

Immigration Compliance Strategies: How to Handle No Match Letters, Comply with

Form I-9 used to verify employment eligibility of citizens and noncitizens, must be completed for each new hire. We'll walk through a proper completion of Form I-9, so your immigration compliance system is audit proof, and examine a hire/fire scenario, including up-to-date employment applications, safety program acknowledgements, and confidentiality agreements.

Firebrand attorney Julie Pace discusses what insulation contractors need to do to protect them from the government and ensure that their legally bonafide employees are not intimidated by No Match Letters and decide to leave the company. Julie has handled over a thousand I-9 audits and will share real-life cases. You will come away with the tools and insights to audit your records, strengthen your immigration compliance strategies, and improve your hiring/firing process.

## Noon – 1:00 pm Networking Luncheon — South Mountain Patio

Time to refuel and process all the information from this morning's sessions. Relax with some good food and catch up with all your industry colleagues.

## THURSDAY / OCTOBER 10 Continued

#### 1:00 – 1:45 pm



## PLATINUM SESSION

#### The Future is Now: Setting Yourself Up for Success

Paul Giovannoni, Principal, Building Product Manufacturers Sector Lead FMI Corporation

Our industry will likely look and operate very differently in ten years than it does today. As our industry transitions to a new generation of managers and owners, we must be smart in investing and conserving capital, recruiting labor, and managing talent. Given the multitude of changes on the horizon, we must be open to exploring creative solutions to fuel future innovation. In this session, learn how to pivot wisely, balancing assets and resources across the old, the now, and the new.

#### 2:00 – 6:00 pm ICAA Trade Show — Grand Opening

#### 6:00 – 7:00 pm Evening Reception hosted by CertainTeed

CertainTeed invites you to the beautiful Paseo courtyard for hors d'oeuvres and cocktails. Join us in fostering partnerships across the industry.

## FRIDAY / OCTOBER 11

9:00 – Noon ICAA Trade Show

#### Noon – 1:00 pm Poolside BBQ Lunch — Oasis Event Patio

Join us poolside for some delicious barbeque and enjoy the gorgeous Arizona sunshine.

### 1:00 – 1:45 pm



## **PLATINUM SESSION**

#### **Reinventing Green Building: Carbon Free by 2030?**

Jerry Yudelson, PE, MBA, LEED Fellow "Godfather of Green"

Internationally recognized green building expert Jerry Yudelson breaks down the science of climate change and discusses the political landscape, including the Green New Deal and Green Real Deal. He'll inject a needed dose of realism to what can be done — both politically and technologically — to achieve net zero greenhouse gas emissions. Jerry's experience in establishing common ground among extreme political partisanship solidifies the case for workable green building solutions. Find out if the green deals are a good deal for insulation contractors.

With California and Oregon on board with active measures to implement zero net energy ready codes, see what green homes mean for insulation specifications, third-party certification, air quality, comfort, and energy savings. Learn about potential performance risks associated with higher energy codes, and examine technical solutions builders have developed to build cost-effective green homes.

## **Platinum Sessions are hosted by our Platinum Sponsors**

1:45 – 2:45 pm



## **PLATINUM SESSION**

## Fall Protection and OSHA: How to Be Safe and Compliant

Douglas Jenks, Esq. Auman, Mahan & Furry

Does OSHA ever seem like rocket science to you? You are not alone. Join us in breaking down the confusing legalese of OSHA regulations. Violations of the OSHA Fall Protection Standard (1926 Subpart M) are the most frequently cited, with 7,270 violations issued last year. We will simplify the complex language of OSHA's fall protection regulations and provide you with information on how to promote workplace safety and avoid OSHA citations. This session will focus on several aspects of fall protection, including ladder and scaffold safety; fall protection systems such as nets, guardrails, and personal protective equipment; warning lines and safety monitors; walking and working surfaces; and wall openings. We will discuss equipment inspection tags, designation of the *competent person* and the *qualified person*, the recommended frequency of self-inspections, and share tips for training. Attendees will also get a complimentary model progressive disciplinary program.

#### 2:45 – 3:00 pm



Nick Pagano, Worldwide Product Marketing Manager Graco

**Ratio Assurance for Spray Foam Insulation** 

Why is ratio assurance needed and what technological advances have paved the way to make it possible? Insulation contractors who wish to differentiate themselves to builders and homeowners, as well as assure them that material was properly applied, should consider implementing a system of ratio assurance. We will uncover the causes of off-ratio spraying and discuss how to best detect these conditions using a robust multi-tiered ratio assurance system.

## **SATURDAY / OCTOBER 12**

#### 9:00 – 10:30 am



#### The Top Ten Employment Law Mistakes Insulation Contractors Make (and How to Avoid Them!)

Philip J. Siegel, Esq. Hendrick, Phillips, Salzman & Siegel

Attendees will learn the steps they can take to minimize potential liability for employment law matters, how best to ensure a former employee is prohibited from bringing claims against the company, and how to avoid other common traps in the employment law arena. Issues to be addressed include proper classification of independent contractors, severance pay, documenting disciplinary actions, the importance of written job descriptions, the importance of a discrimination and harassment policy, and common wage and hour mistakes such as those made regarding travel pay.

#### 11:00 am ICAA Golf Tournament

Nothing says partnership like a round of golf alongside industry peers! It's time to leave the classroom and get onto the golf course. Join us for an afternoon of golf on the spectacular Arizona Grand Golf Course, showcasing the beauty of Arizona's South Mountain Park and the Sonoran Desert. Details and more information on page 11.



JILL RICHARDS

REGISTER ONLINE AT www.insulate.org/convention





# **Hotel Information**

## **Arizona Grand Resort & Spa**

8000 S. Arizona Grand Parkway Phoenix, Arizona 85044 877-800-4888

#### Rate

\$159/night, plus tax

## Reservations

Online: http://bit.ly/icaa2019hotel Phone: 877-800-4888 If making reservations by phone, be sure to reference ICAA Convention & Trade Show.

Book Early! Rooms must be reserved **by September 17, 2019** to receive discounted rate!

#### Please Note:

Unauthorized groups falsely representing themselves as agents of ICAA or Arizona Grand may solicit attendees to book guest rooms. 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 or penalties and are not guaranteed.

#### **Transportation**

The Arizona Grand Resort & Spa is just 6.3 miles from Phoenix Sky Harbor International Airport. Please note that the Arizona Grand does not operate an airport shuttle.



## The Arizona Grand Difference

The Arizona Grand Resort & Spa provides a true "home away from home" experience. All guests of the Arizona Grand enjoy the luxury of a 600 square foot suite featuring a separate living room, two televisions, high speed Wi-Fi, and a Grand Sleep Experience bed.

Nestled at the base of America's largest urban park and wilderness preserve, Arizona's only AAA Four Diamond all-suite resort provides gracious service, creative culinary delights, and unique recreational activities — all in the midst of a tropical escape.

The resort features six unique dining venues to satisfy every palate. From steaks and seafood to authentic Mexican fare, your every craving will be satisfied.

After a day of networking and meetings, take some time to be enveloped in the relaxing and serene environment of the Arizona Grand Spa. Choose from a complete menu of relaxing and rejuvenating treatments, and appreciate all that this luxury Arizona spa has to offer.

And don't miss the Oasis Water Park! Voted by the Travel Channel as one of the country's Top 10 Water Parks. When you need to take a break from all the fun, relax with a drink or snack from the Oasis Bar & Grill.

Note: During October, the Oasis Water Park will be open from 11 am – 4 pm on Saturdays & Sundays only. Arizona Grand also features six resort pools, located throughout the property, that are open year-round until 10 pm each night.

Learn more about the beautiful Arizona Grand Resort & Spa by visiting their website at <u>www.arizonagrandresort.com</u>.



# Join us on Saturday for the ICAA Golf Tournament!

After the Convention session on Saturday, we'll hit the links for some well-earned relaxation on Arizona Grand's breathtaking course.

For over two decades, Arizona Grand Golf Course has dazzled golfers with its unique blend of traditional links and desert influences. Golfers meander through the majestic beauty of Arizona's South Mountain Park, a protected natural Desert Preserve. Dramatic elevation changes and breathtaking mountain vistas highlight the diverse and challenging course that plays to a par 71 with an overall yardage of more than 6,300 yards. Lush semitropical landscaping and an abundance of water highlight the front nine, while the back nine offers a true desert-style experience.

The course compliments the grandeur of its spectacular Sonoran Desert surroundings with stunning resort conditions and a staff committed to creating exceptional service. As a proud recipient of Golf Digest's 4-Star "Best Places to Play" Award and named among their prestigious "Top 50 Great Service Facilities," the course caters to players of all ability levels.

Register for the 2019 Golf Tournament online at www.insulate.org/convention.

Golf club rentals will be handled directly with the Arizona Grand Resort. Please contact Peter Boller at 602-431-6478 or pboller@arizonagrandresort.com.



# **TOP 10 Phoenix Attractions**

Courtesy of Visit Phoenix www.visitphoenix.com



## **1** Camelback Mountain

The panoramic view from the "hump" of this iconic landmark, named for its resemblance to a kneeling camel, is worth scaling its two tricky trails, Echo Canyon and Cholla. Hikers gain 1,200 feet in elevation to the summit, which looks out over the city and Phoenix Mountains Preserve. Camelback is one of the most popular urban hiking spots in Phoenix. During hot-weather months, hike in the early morning and drink plenty of water.



## 2 Musical Instrument Museum

See, hear, and even play instruments from every corner of the world in a one-of-a-kind collection. The Musical Instrument Museum (MIM) tunes you into thousands of instrument sounds with a headset that syncs seamlessly as you move through its galleries. Take a world tour of cultural instruments and pop culture artists and return for a live music experience at MIM Music Theater, a year-round concert series hosting more than 200 international acts.



## **3 Papago Park**

Just minutes from downtown is iconic Papago Park, home to red rock buttes looped with trails, a scenic view from hikeable Hole-in-the-Rock, and these top attractions:

## **Desert Botanical Garden**

The winding paths of this 50-acre desert garden showcase a fantastic variety of arid plants, from towering saguaros to delicate blooms. This beautiful landscape is also the backdrop for the garden's seasonal events. During the winter months, thousands of luminaria bags and twinkling lights transform the garden for *Las Noches de Las Luminarias*, a holiday tradition.





#### Phoenix Zoo

One of the nation's largest non-profit zoos is home to more than 1,400 animals. See Sumatran tigers roam the savanna, feed giraffes in an up-close encounter and discover the local flora, fauna, and critters of the Sonoran Desert on the zoo's Arizona Trail. The park is also a popular hub of recreation, including fishing in seven acres of stocked lagoons and scenic *Papago Golf Course*, set at the base of Papago's buttes.



## **4 Heard Museum**

The tradition, culture, and history of 22 regional American Indian tribes converge in the Heard Museum's immersive exhibits and authentic art shop. Through art and cultural objects, the museum's ongoing exhibits tell the stories of native people of the Southwest, from early history to powerful memories of boarding schools.



## **5** Roosevelt Row

The creative beat of the city's urban heart is in Roosevelt Row, home to galleries, mural-splashed business walls, and a monthly art walk. This arts district is a prominent stop for visitors and the downtown community along the First Friday self-guided art tour.

## **6 South Mountain Park and** Preserve

Boasting 50 miles of trails through 16,000 acres of the Sonoran Desert, this municipal park is perfectly suited for outdoor adventure just minutes from the city. The skyline views and Sonoran Desert flora aren't the park's only perks. Keep a lookout for ancient petroglyphs carved into the rocks. If you'd rather drive than hike, bike, or hoof it up the trails, hop on the 5.5-mile Summit Road up to Dobbins Lookout, the highest accessible point in the preserve.

## 7 Phoenix Art Museum

The Southwest's largest fine art museum features a collection of contemporary work and global masterpieces. Complementing the museum's galleries of fine art and objects from Asia, America, Europe, and beyond are rotating exhibitions. Want to see the permanent collections for free (and the special exhibitions at a discount)? Visit Wednesdays from 3 p.m. to 9 p.m. during voluntary donation time, or the second Sunday of the month from noon to 5 p.m. for Free Family Sundays.



## 8 Heritage Square Dining

Like the 19th-century homes nearby, the restaurants in downtown's Heritage Square are making history: both Pizzeria Bianco (heralded as the best pizza in the nation) and Nobuo at Teeter House (sophisticated Japanese offered tapas-style) are James Beard Award winners.



## 9 Old Town Scottsdale

Southwestern arts and hip eateries line the streets of Old Town, a popular destination for Greater Phoenix shopping and nightlife. If you're hunting for a souvenir, you'll find your fill of old-fashioned flair (think cowboy hats and turquoise jewelry) alongside upscale art galleries and trendy boutiques in the Fifth Avenue district. The area is also a hot spot for after-dark dancing, lounging, and libations.



## 10 Taliesin West

Tours of Taliesin West, Frank Lloyd Wright's winter home, give insight on how the masterful architect was inspired by the desert surroundings. Visitors walk through rooms, gardens, walkways, and Wright's entertainment pavilion on the grounds while learning about his organic architecture.

# 2019 ICAA Trade Show Exhibitors and Sponsors (as of June 12, 2019)





ICAA Convention & Trade Show October 10–12, 2019 Phoenix, Arizona

# **Registration Information**

## **Register Online at: www.insulate.org/convention**

REGISTRATION FEES	Before August 1	After August 1
ICAA Member	\$495	\$545
Each additional Attendee from same member company	\$445	\$495
Non-Member	\$695	\$745
Each additional Attendee from same non-member company	\$645	\$695
Spouse	\$135	\$135
Child (16 and under)	\$45	\$45
Golf Tournament	\$169	\$169

For golf club rentals, please contact Peter Boller no later than October 1 at 602-431-6478 or pboller@arizonagrandresort.com. Club Rental fee of \$50 (+tax) will be paid directly to Arizona Grand.

## CONTRACTOR BOGO SPECIAL! Buy one registration, get one for \$150!

Discounts taken in online registration. All Contractors eligible. BOGO not available for Golf Registration fee. Offer good through August 1.



901 King Street, Ste 101 Alexandria, VA 22314 703-739-0356

icaa@insulate.org www.insulate.org Registration fees include entrance to the Trade Show, receptions and meals, and attendance at all educational sessions.

Cancellation Policy:

Registration fees for cancellations received in writing by August 1, 2019 will be credited toward next year's Convention (minus a \$100 processing fee). Cancellations after this date or no-shows will forfeit registration fees. Educational sessions subject to change.











703-739-0356 www.insulate.org icaa@insulate.org







ALL PHOTOS COURTESY OF ARIZONA GRAND RESORT & SPA WITH NOTED EXCEPTIONS:

2ND ROW FROM TOP: SONORAN DESERT, RACHEL PETERSON 3RD ROW: SILHOUETTE OF LASSOING COWBOY, RACHEL PETERSON; DOWNTOWN SKYLINE FROM 32<sup>ND</sup> ST AND LINCOLN, VISIT PHOENIX/D SQUARED PRODUCTIONS

4TH ROW: CAMELBACK MOUNTAIN, VISIT PHOENIX/D SQUARED PRODUCTIONS; BLOOMING CACTUS FLOWER, VISIT PHOENIX