## **Insulation Contractors Report**

## **ICAA 2024 SCHEDULE**

## Wednesday, September 25

11:00 am

ICAA 2024 Golf Outing Harborside International Golf Center

5:00 pm - 7:00 pm

Welcome Reception

## **Thursday, September 26**

10:00 am - 5:00 pm

### **ICAA 2024 TRADE SHOW**

12:00 - 1:00 pm

Lunch

## Friday, September 27

8:00 - 9:00 am

General Session 1

Exceptions, Variations, Substitutions, and Engineering Judgments

BPI CEU Credits Available for this Session





9:00 - 10:00 am

General Session 2

Attaining Healthy Profit Margins

10:00 - 11:00 am

General Session 3

**How to Review Construction Contracts** 



11:00 am - 12:00 pm

General Session 4

Contest: Construction Contract Markup

12:00 - 1:00 pm

Lunch

1:00 - 2:00 pm

General Session 5

It's Time to Play... Insulation Feud

2:00 - 3:00 pm

General Session 6

Passing Grade

BPI CEU Credits Available for this Session 🐌





## Saturday, September 28

9:30 - 11:00 am

General Session 7

The Do's & Don'ts of SPF





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## ICAA PRESIDENT'S MESSAGE



## Face-To-Face at ICAA 2024

Renee Wilson, ICAA President Email: renee@insulate.org

## **Explore the Floor, Seal the Deal**

This year, we expect our largest ICAA Trade Show ever. For insulation contractors, that means you'll have ample opportunity to meet industry suppliers during the day-long Trade Show. The ICAA Trade Show floor is your one-stop shop, where you can visit with all the important vendors in our industry.

For suppliers, the ICAA Trade Show is your chance to meet customers face-to-face and develop important relationships. Today, the world is full of Zoom-type, remote customer "meetings." Uniquely, the ICAA Trade Show provides you with an inperson opportunity to stay highly engaged with and informed of customers' needs. This is the place to establish face-to-face relationships that carry over throughout the year. Why is face-toface so important? Face-to-face connections carry a duty of loyalty – from the insulation contractor to the supplier's rep, and from the rep to the insulation contractor.





## **Learning is a Lifelong Endeavor**

In sports, we are constantly training to improve our game. In the insulation world, you must constantly educate, learn, and put in the effort to improve. Education is not a once-a-year endeavor, but a constant mission. ICAA delivers on the education front at our ICAA Annual Convention & Trade Show, where educational content is offered at the highest caliber. Helping our members in their educational and professional pursuits is our mainstay at ICAA.

Our first-ever session on *Exceptions*, *Variations*, Substitutions, and Engineering Judgments will provide you with a comprehensive list of exceptions to the spec and will explain each one. Other sessions focus on making your business more profitable and understanding contract terms. Check out the full schedule at www.insulate.org/icaa2024.

Register online at www.insulate.org/icaa2024 and do it soon while discounts and early-bird rates apply. We also have a fun golf outing planned at Chicago's Harborside International Golf Center.

See you face-to-face at ICAA 2024!



FOR SUPPLIERS, THE ICAA TRADE SHOW IS YOUR CHANCE TO MEET CUSTOMERS FACE-TO-FACE AND DEVELOP IMPORTANT RELATIONSHIPS.

## **JOIN ICAA**



Since 1977, ICAA has provided our members with proven educational programming, timely industry updates, and one-on-one support with issues such as regulatory compliance and OSHA penalties.

## HERE ARE JUST A FEW REASONS TO JOIN ICAA TODAY!

- ICAA Membership shows your customers you care about professionalism, quality, and customer service.
   Our Qualified Contractor designation proves you are committed to meeting the highest industry standards.
- Our year-round slate of educational programming is unparalleled. From our informative webinars to our schedule of expert-led sessions at the annual ICAA Convention & Trade Show, we are consistently providing our members with top-notch educational opportunities to benefit every aspect of their business.
- 3 ICAA has developed an online instant calculator for homeowners to determine their potential tax savings when upgrading their insulation under the 25C Tax Credit. ICAA member contractors are listed by city & state in this helpful and accessible tool so homeowners can easily find you!
- ICAA provides personalized support and guidance to members facing OSHA inspections, citations, or potential violations. We are here for you!

Visit **www.insulate.org/join** for more information about becoming an ICAA member and to apply for membership online.



## Thank you to our

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## New Industry Program '25C Means Business' Offers Free Marketing Training and Materials for the 25C Tax Credit

The Insulation Institute has launched a new initiative this summer: 25C Means Business, which gives insulation contractors free sales and marketing tools to market the insulation tax credit and use it to grow their residential retrofit business.

The 25C tax credit, also known as the Energy Efficient Home Improvement Credit, has the potential to drive sales revenue for contractors, but many companies need help training their teams and lack the expertise to properly promote this incentive. That's where 25C Means Business can help.

The program is split into two main categories.

## **Training and Support**

The first is training and support for contractors that make the insulation tax credit easy to understand. This includes videos, webinars, and online FAQs that explain what the tax credit is and how to incorporate it into their marketing and sales efforts. The more knowledgeable that insulation companies are about the tax credit, the more they can maximize its benefit.

### **Homeowner Marketing Kit**

The second is called the Homeowner Marketing Kit, a comprehensive library of resources and materials that contractors can use to make their websites more tax credit savvy, including a new landing page and blog article copy, infographics and videos, and more. Contractors whose websites



feature quality content about the 25C tax credit are more likely to show up in online searches and drive business leads.

The same goes for email, online advertising, direct mail, and social media campaigns. The 25C Means Business program includes copy and design templates that allow contractors to hit the ground running and spread the word about the insulation tax credit.

Finally, physical assets help contractors close jobs at the kitchen table and stand out from competitors, including sales sheets and educational pamphlets as well as badges and truck decals.

A key part of the 25C Means Business program is that contractors can receive free hands-on support and resources as part of the Concierge Services package, including assistance from a professional marketing and web team in updating their website, creating custom branded content, and more.

25C Means Business is a completely FREE program available to all insulation contractors. Learn more about the program and enroll today at 25cmeansbusiness.org.

THE 25C MEANS BUSINESS PROGRAM INCLUDES COPY AND DESIGN TEMPLATES THAT ALLOW CONTRACTORS TO HIT THE GROUND RUNNING AND SPREAD THE WORD ABOUT THE INSULATION TAX CREDIT.





## Elvis Would Have Made A Great Insulation Installer... Because He Was Always Cool

Brian Cote' | Risk Manager, Installed Building Products | Chair, ICAA Spray Foam Task Force

With the world seemingly getting hotter every year, it is more important than ever that we take care of our employees and ourselves during the summer months. I am going to address the spray foam market in this article, but some items can easily



transition to all aspects of insulation. In the past you only needed a leather jacket with the collar turned up and a cigarette stuck behind your ear to be cool. That does not work very well in our industry. Today there are options to help one lower their core body temperature in hot weather.

- Work in pairs and switch off at least every 30 minutes during hot weather.
- Rest and hydrate. While taking a break, drink plenty of water and sit in a shaded cool area. Know your State or OSHA requirements when it comes to supplying your employees with Hydration. Some states have strict minimum amounts of water that the employer must supply daily.
- ◆ Hydration starts 48 hours before work. Some may like to indulge over the weekend. While in moderation, that is fine, make sure you are also getting in your essential H₂0 supply. Alcohol is a diarrhetic and will dehydrate you if you do not supplement your party time with an ample of water.
- Wear a lighter grade protective suit. Keep in mind it must meet the protective requirements.
- There are products out today to help one stay cooler.
  - a) Many of the fresh air suppliers also sell Cooling Tubs. These tubes can be placed in line and can cool the air going to the installers mask by as much as 30+ degrees.
  - b) Cooling vests can help. Make sure they are continually cleaned.

- c) There are products out there like "Chill Boxes" where a portion of the air hose runs through a cooling system to help supply cooler air to the installer. Make sure these meet all OSHA requirements.
- d) Chiller Body makes a device that can be cooled and then placed in your hard hat to help keep you cooler.
- Check with your manufacturers as to other ideas to keep cool in the hot months.
- As always, the most valuable tool to use is your common sense.

This is the perfect time of the year to review ICAA Heat-Related Toolbox Talks and OSHA requirements. OSHA also has a "Heat Index" App that you should install and use on your phone. Check out all of the ICAA Heat Illness Prevention Resources at www.insulate.org/heat-illness.

Stay cool and safe out there – and take care of business.  $\blacksquare$ 





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## **Updated Energy Codes are Required in Government-Financed Housing**

n late April 2024, the U.S Department of Housing and Urban Development (HUD) and the U.S. Department of Agriculture (USDA) announced the adoption of updated minimum energy standards - the 2021 IECC - for new single and multifamily homes in newly constructed HUD and USDAsupported properties, including FHA-insured single and multifamily homes. The vast majority of HUD-financed units that will be built to the updated standards are single-family units. Annual energy costs should drop by more than \$950 per year. The 2021 IECC is 34% more efficient than the 2009 IECC that was previously used by HUD and USDA. For multifamily buildings four stories high and larger, the 2019 edition set by ASHRAE is 23% more efficient than the prior 2007 standard.



The adoption is not a new regulation but a notice that satisfies a 2007 law that requires both HUD and the DOA to periodically adopt the latest energy efficiency building codes.



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## **Trends in HERS® Rated Homes**

n 2023, thirty percent of all new single-family homes were rated for their energy efficiency using the RESNET Home Energy Rating System (HERSR) Index. There were over 362,000 homes rated in 2023. The average HERS Index of homes rated was 57.

- Massachusetts led all states with the highest percentage (98%) of new homes receiving a HERS rating.
- Arizona came in second place with 73% of all new homes HERS rated.



- Six states saw 50% or more of their new homes HERS rated.
- Texas had more than 89,000 homes HERS rated, the top in the country.

To review the full report Trends in *HERS® Rated Homes:*A Statistical Abstract developed by RESNET Program Director Ryan Meres, see www.resnet.us/wp-content/uploads/RESNET\_2024\_HERSTrendsDataReport\_FINAL.pdf.









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ADO Products	302	www.adoproducts.com
Aeroseal	517	www.aeroseal.com
AFCAT Group, Inc.	417	www.afcatusa.com
AMBIT Polyurethane	519	www.ambitpu.com
BASF	317	www.spf.basf.com
Boss Industries	903	www.bossair.com
Cameron Ashley Building Products	301	www.cameronashleybp.com
Carlisle Spray Foam Insulation	304	www.carlislesfi.com
CertainTeed	405	www.certainteed.com
CFI Foam, Inc.	901	www.cfifoam.com
CIMA	112	www.cellulose.org
CleanFiber	904	www.cleanfiber.com
ClosetMaid PRO	218	www.closetmaidpro.com
Duramor	116	www.duramor.com
Dutch Tech, Inc.	315	www.dutchtechindustries.com
Dynamo Polyurethane Systems LLC	121	www.dynamosps.com
Elastochem	102	www.elastochem.com
Enverge Spray Foam	605	www.envergesprayfoam.com
Federated Insurance	104	www.federatedinsurance.com
FieldGroove	714	www.fieldgroove.com
Fi-Foil Company	205	www.fifoil.com
Flame Control Coatings	415	www.flamecontrol.com
FlameSeal LLC	516	www.flameseal.com
Gamma Meccanica SpA	803	www.gammameccanica/it/en
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Milo Insulation of Texas	119	www.miloinsulation.com
NAIMA	326	www.naima.org
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Owens Corning	505	www.owenscorning.com
Patriot Distribution & Coatings	902	www. patriotdistribution.com
PMC — Polyurethane Machinery Corp.	316	www.polymac-usa.com
Precision Converters, Inc.	524	www.pciindgroup.com
Quadrant PM	501	www.quadrantpm.com
RESNET	108	www.resnet.us
RIS Insulation Supply	621	www.fbmsales.com
Rockwool	518	www.rockwool.com/north-america
Rubbermaid Closet	113	www.rubbermaidpro.com
Service Partners	211	www.service-partners.com
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## **NEW EXHIBITORS AT ICAA 2024**

ICAA is delighted to welcome to our trade show floor these companies who will be exhibiting with us for the first time at ICAA 2024. If you will be attending the show, be sure to stop by their booths to say Hi!

- Duramor Booth 116
- **Dutch Tech, Inc.** Booth 315
- Dynamo Polyurethane Systems LLC Booth 121
- Elastochem Booth 102
- Gamma Meccanica SpA Booth 803
- HomeBoost Booth 114
- Hook & Loop Technology GmbH Booth 214
- Hose Solutions, Inc. Booth 715
- **IPS, LLC** Booth 525
- Nucleus Incorporated Booth 111
- Patriot Distribution & Coatings Booth 902
- Stark Supply / Vega Bond Booth 216
- SurPro Stilts Booth 805

For more information about attending ICAA 2024, visit www.insulate.org/icaa2024. See you in Chicago!





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## Save the Date

## **2025 ICAA CONVENTION & TRADE SHOW**

October 8-11, 2025





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