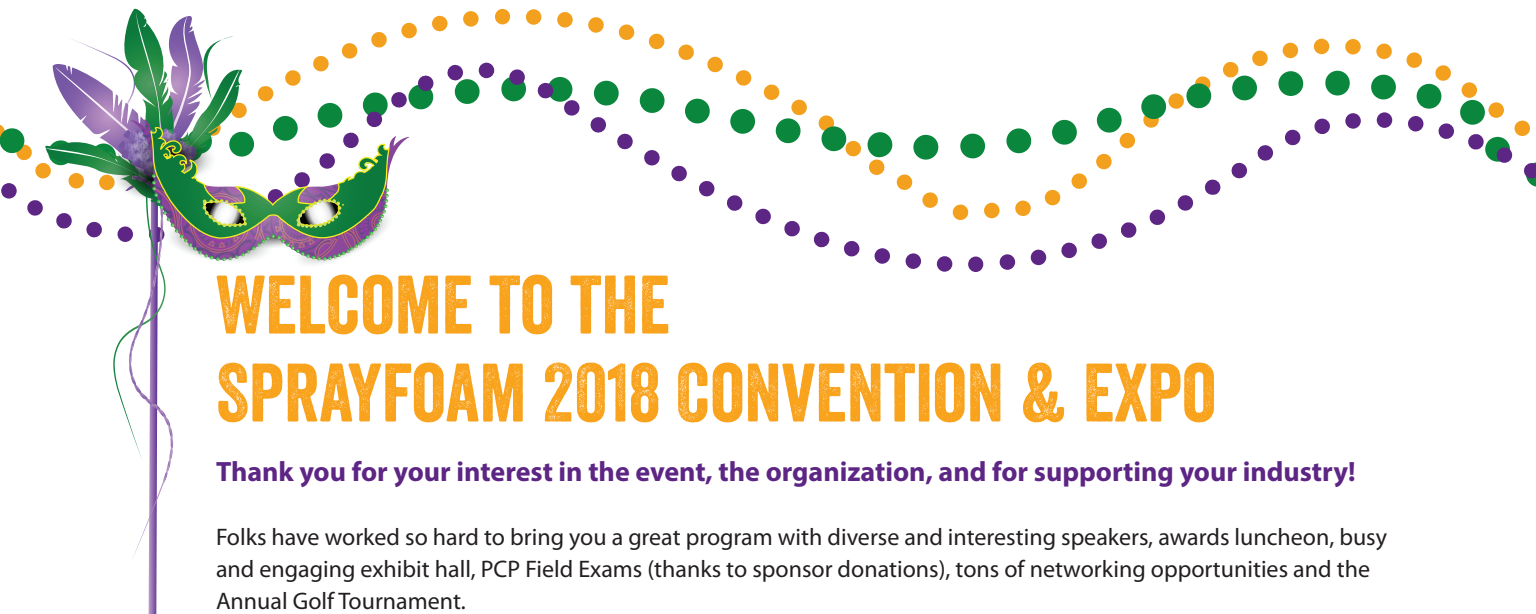




ATTENDEE BROCHURE

1·29 THRU 2·1

SPRAYFOAM 2018
CONVENTION & EXPO



WELCOME TO THE SPRAYFOAM 2018 CONVENTION & EXPO

Thank you for your interest in the event, the organization, and for supporting your industry!

Folks have worked so hard to bring you a great program with diverse and interesting speakers, awards luncheon, busy and engaging exhibit hall, PCP Field Exams (thanks to sponsor donations), tons of networking opportunities and the Annual Golf Tournament.

Mobile Alabama is a location we haven't taken the Show to in the past. Typically the location of the Show cycles from west to central to eastern United States each year. This is because we want to accommodate the various geographic locations of our members and provide a new venue so no one location gets stale. Admittedly this puts a higher burden on staff and Convention Committee members having to handle different hotel, event and staffing logistics each year, but it is worth it.

Mobile is a great city with welcoming southern charm, reliably good weather in Jan/Feb, and lots of restaurant and bar options. It has several airports within relatively equal driving distance, and the city, along with the convention center and hotel reps, have bent over backwards to accommodate our event. In addition to everything at the Show being in walking distance, SPFA secured significant discount room blocks at the two largest hotels in town, both across the street from the convention center. I am very excited about our prospects for another great event in 2018.

This will be my second Sprayfoam Convention as President. It has been a very busy 2017 for SPFA leadership, working to bring SPFA members the best, most valuable efforts to improve, expand and grow this great industry we all call home. As President I'm proud to say that many of those important accomplishments and issues SPFA works on for you will be woven throughout the show. You'll see and hear them, and be better because of it.

As a leader in my own company I know how hard it is to find the time and opportunity to focus on big issues that affect all of us. To catch up with the people we've been struggling to see or talk to all year, and to take a little bit of time away from work to focus on the "us" and "we" that make this industry go around. That's a real value of this show – we're all in one place!

Every year SPFA finds a way to make the show just a little better than the last – to make improvements or add new elements that work to make the attendee experience even better. And we aren't afraid to try new things – some will work and some won't. But just like our industry, SPFA and this show have to keep innovating to stay on top. For 2018 SPFA unveiled a new exclusive top-tier Platinum Sponsorship. This will provide additional support to the event that can be turned into value and experience for attendees, and also serve to highlight a company's commitment to the event and the industry.

SPFA also announced a new exciting element of the Exhibit Hall - the Education Stage. If you've been to any trade events in the past year or two you'll notice many exhibit halls feature smaller, focused talks on a specific topic. Being that this is in the Exhibit Hall, the commercial nature of that —



Our focus upon consistent and valuable elements, along with willingness to try something new to keep the show fresh are some of the reasons this event has grown over 200% in the past ten years. The amount of industry professionals that are at your fingertips is invaluable. When I first attended, I was amazed at how vast our industry really is, how many people do the same things I do. Up until then, I had been living on my island, trying to succeed on my own – now I found a wealth of information, and it was up to me to demand that knowledge. It was at the first convention that I decided I wanted to be involved with the SPFA Board.

My standard advice to you for this coming show:

The convention exhibit hall accommodates a multitude of vendors by offering extended hours – you can't possibly visit all vendors and take advantage of their offerings in one day so plan for both. Spend time with those vendors, they will help you!

Attend the breakout sessions. The sessions allow us not to only "take in" information, but to interact and share questions, offer experience to our fellow tradespeople. Those that come to the convention willing to share are more often rewarded with new perspectives and ideas that help their own businesses conquer problems.

Get PCP Certified. While the PCP program was in its infancy, I took part in creating, editing, and proofing of the knowledge, skills and ability criteria which undoubtedly forced me to think and ultimately better learn my trade. Now that program is growing and having an impact on the industry. And thanks to generous sponsors of material, equipment and scholarship funds, the Field Exam portion of the PCP for Master Installer candidates can be offered at the show at no cost! Even if you still need to do other parts of the program you can get a big part done without sacrificing your time, equipment and money!

And always - Thank members and sponsors for their support. Go to as many networking receptions as you can handle. Learn. Ask. Act. And yes, maybe find time for golf.

I promise you that if you make the effort to really make the most of your time at convention, by the end of it all you will have gained real takeaways that you can bring back to your business.

I look forward to sharing stories with old friends and making new ones – see you in Mobile.

John Achille
Coastal Insulation
SPFA Board President, 2016 - 2018

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SCHEDULE OF EVENTS

MONDAY, JANUARY 29

8:00am – 4:00pm	SPFA PCP Field Exams
8:00am – 4:00pm	SPFA PCP Exam Prep Courses ABAA Spray Polyurethane Foam Installer Training
8:00am – 6:00pm	SPFA PCP Written Exams (Exams end promptly at 6:00pm)

TUESDAY, JANUARY 30

8:00am – 4:00pm	SPFA PCP Field Exams
8:00am – 4:00pm	SPFA PCP Exam Prep Courses ABAA Spray Polyurethane Foam Installer Training
8:00am – 6:00pm	SPFA PCP Written Exams (Exams end promptly at 6:00pm)
12:00pm – 6:30pm	Golf Tournament (Transportation departs hotel lobby 10:30am)

Arthur R. Outlaw Convention Center

1 S. Water Street, Mobile, AL 36602



WEDNESDAY, JANUARY 31

8:00am – 6:00pm	SPFA PCP Written Exams (Exams end promptly at 6:00pm)
8:00am – 10:00am	General Session Welcome Address, Kurt Riesenberg SPFA President's Message, John Achille Keynote, Jeff Havens, Golf & SPFA Awards Presentations
10:15am – 11:00am	Breakout Session 1
11:15am – 12:00pm	Breakout Session 2
12:30pm – 2:00pm	12 th Annual SPFA National Industry Excellence Awards Luncheon
2:00pm – 6:00pm	Exhibit Hall Open
2:15pm – 5:00pm	Sprayfoam Education Stage Presentations (Exhibit Hall)
5:00pm – 6:00pm	Welcome Reception (Exhibit Hall)

THURSDAY, FEBRUARY 1

8:00am – 4:00pm	SPFA PCP Written Exams (Exams end promptly at 4pm)
8:00am – 10:00am	General Session SPFA Committee Reports Claudette Hanks Reichel, Ed.D. <i>Director, LaHouse Resource Center</i> Reid Ribble, NRCA CEO
10:15am – 11:00am	Breakout Session 3
11:15am – 12:00pm	Breakout Session 4
12:15pm – 1:45pm	Contractor Only Session Contractor Only Working Lunch Session
2:00pm – 5:00pm	Exhibit Hall Open
2:15pm – 5:00pm	Sprayfoam Education Stage Presentations (Exhibit Hall)
7:00pm – 9:00pm	Closing Dinner Entertainment, Drawings

REGISTRATION AND CANCELLATION POLICIES

All cancellation requests must be submitted in writing. Registrations canceled in writing prior to 11:59pm eastern January, 19, 2018 will receive a full refund, less a \$50 cancellation fee. No refunds will be given after January 19, 2018.

CONTACT INFORMATION

Registration Inquiries | Exhibit & Sponsorship Sales:

Mickey Riesenberg
michele@sprayfoam.org | 703-222-4267

SPFA Membership Questions:

Mickey Riesenberg
michele@sprayfoam.org | 703-222-4267

SPFA PCP Questions:

Kelly Marcavage
kmarcavage@sprayfoam.org | 571-748-5003

FOOD SERVICE

Lunch will be provided to Certification Exam Preparatory and ABAA Course attendees.

SPFA National Industry Excellence Awards Luncheon tickets are included in the cost of Full Convention and Exhibitor Registration as well as the One Day Conference Registration for Wednesday. You MUST indicate whether you will attend the lunch at time of registration.

Opening Reception and Closing Dinner are included in Full Registration as well as the One Day Conference Registration for the day that function is held. Coffee breaks will be provided between sessions. Food and cash bars will be provided at the Welcome Reception and Closing Dinner. Cash bars will be open during Exhibit Hall hours.

Lunch will be provided to the first 100 registrants of the Contractor Only Working Lunch Session on Thursday.

DRESS CODE

The dress code for all convention activities is business casual.

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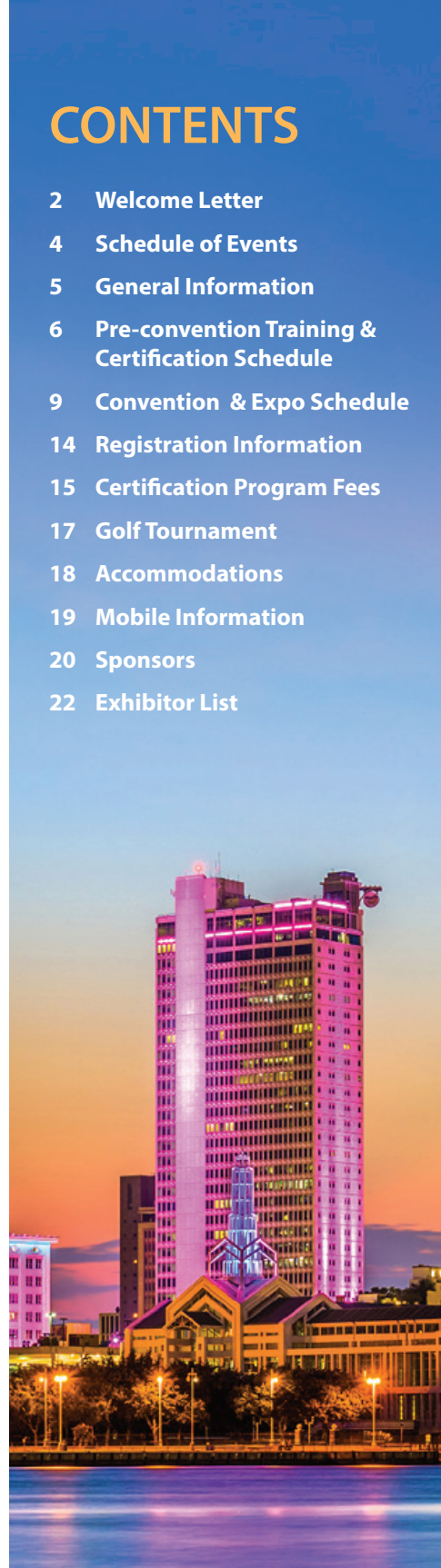


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CERTIFICATION EXAM PREPARATORY COURSE

Descriptions and Schedule

CERTIFICATION EXAM PREPARATORY COURSE DESCRIPTIONS AND SCHEDULE

*Start or complete your professional certification here!
SPFA is 'all hands on deck' to help you get what you need to
become certified!*

MONDAY, JANUARY 29 • 8:00am – 4:00pm

SPF Assistant Exam Preparatory Course

The SPF Assistant Exam Preparatory Course lays the foundation in the basics of SPF chemistry, chemical health and safety and jobsite safety. Topics include equipment and job set-up, substrate preparation, material handling and staging, moving of hoses/scaffolding/ladders, masking, trimming, clean-up and other non-spraying tasks. Everyone on the jobsite needs to know the important areas covered in this course. The SPF Assistant is the first level for both Insulation and Roofing.

SPF Insulation Installer Exam Preparatory Course

This course helps prepare the student to take the SPFA Certification Exam for SPF Installer Insulation. The topics covered in the curriculum include: Pre-Job Planning, Jobsite Set-up Procedures, Substrate Preparation, Startup Procedures, Installation Methodology, and Shut down Procedures. NOTE: The Installer is expected to have the knowledge covered in the Assistant curriculum.

SPF Roofing Installer Exam Preparatory Course

This course helps prepare student to take the SPFA Certification Exam for SPF Installer Roofing. The topics covered in the curriculum include: Jobsite Set-up Procedures, Substrate Preparation, Startup Procedures, Foam Installation Methodology, Shut down Procedures, Coating Chemistry and Installation Methodology, and Shut Down (end of job). NOTE: The installer is expected to have a working knowledge of the Assistant curriculum.

CO-LOCATED EVENT

Monday – Tuesday, January 29 – 30 • 8:00am – 4:00pm

ABAA Certified Applicator Training 2 Day Course

The Spray Polyurethane Foam installer training course consists of both theory and practical instruction. The classroom portion of training emphasizes understanding the need for and function of an air barrier assembly, the ability to select and install the correct material in SPF application, the ability to confirm proper installation through on-site testing, and the documentation required throughout the air barrier installation process.

NOTE: There will not be any hands on components to this course.

This course is co-located with Sprayfoam 2018 and is not part of the SPFA Certification Program.

SPF Field Examiner Exam Preparatory Course

This course is for individuals wishing to become a PCP certified field examiner. You will learn how to observe, record, and assess the work of the installer seeking SPFA Certification for Master Installer in both insulation and roofing. The process and procedures for conducting the field examination will be taught. These include the “do’s” and “don’ts” of conducting a Field Examination, such as what communication is permitted with a candidate, and the importance of refraining from coaching a candidate.

Those interested in becoming a Certified Field Examiner are encouraged to volunteer and/or observe the Field Exams during Sprayfoam 2018. By doing so, you will fulfill the requirements of being vetted. See SPFA web site for details.



CERTIFICATION EXAM PREPARATORY COURSE

Descriptions and Schedule

TUESDAY, JANUARY 30 • 8:00am – 4:00pm

SPF Roofing Master Installer Exam Preparatory Course

This course helps prepare the student to take the SPFA Certification Exam for SPF Master Installer Roofing. The topics covered in the curriculum include: Pre-Job Planning, Troubleshooting and Repair, Preparing for Third Party Inspection, Maintenance, Repair and Renewal, SPF Equipment, and Coating Equipment. *NOTE: *The Master Installer is expected to have the knowledge covered in the Assistant and Installer curriculum.*

SPF Insulation Master Installer Exam Preparatory Course

This course helps prepare the student to take the SPFA Certification Exam for SPF Master Installer Insulation. The topics covered in the curriculum include: Troubleshooting and Repair, Preparing for a Third-Party Inspection, Thermal and Ignition Barriers, Sealant Foams - One and Two Component, Hybrid Insulation Systems, SPF Equipment, and Coating Equipment. *NOTE: *The Master Installer is expected to have the knowledge covered in the Assistant and Installer curriculum.*

Candidates for PCP Certified Master Installer should consider completing the Field Exam(s) being offered at Sprayfoam 2018. Passing the Field Exam is required to become a Certified Master Installer.

SPF Insulation Project Manager Exam Preparatory Course

This course helps prepare the student to take the SPFA Certification Exam for SPF Project Manager Insulation. The topics covered in the curriculum include: SPF Estimating Guidelines for Materials Usage, Building Science Basics, Building Envelope Design, Mechanical Systems, Codes and Standards, and Material Design and Selection. NOTE: The Project Manager is expected to have the knowledge and skills covered in the Assistant, Installer, and Master Installer curriculum.

SPF Roofing Project Manager Exam Preparatory Course

This course helps prepare the student to take the SPFA Certification Exam for SPF Project Manager Roofing. The topics covered in the curriculum include: SPF Estimating Guidelines for Materials Usage, Codes and Standards, Material Design and Selection, and Roofing Fundamentals. NOTE: The Project Manager is expected to have the knowledge and skills covered in the Assistant, Installer and Master Installer curriculum.

For more details on specific job tasks which will be covered for each level, please refer to the Certification Handbooks available at sprayfoam.org/certification.

CONTINUING EDUCATION

Attention SPFA PCP Participants: As part of the re-certification process every 7 years, Continuing Education Units are required. You can work toward fulfilling this requirement by attending any Sprayfoam Show Breakout Session. See the Certification Handbooks at sprayfoam.org for more details.



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SPFA PROFESSIONAL CERTIFICATION PROGRAM

Field and Written Exam Information

FIELD EXAMS:

MONDAY, JANUARY 29 - TUESDAY, JANUARY 30
8:00am – 4:00pm



Insulation and Roofing Field Examinations for Contractors Seeking SPF Master Installer Certification

The PCP Field Examination is an over-the-shoulder evaluation for SPFA PCP Certified Master Installer candidates to demonstrate their ability to manufacture spray polyurethane foam. This evaluation covers critical task abilities that each candidate must obtain in order to be certified.

The candidate is required to bring documentation and equipment, including, but not limited to: safety checklist, safety and warning signs, personal protective equipment, etc. The candidate will be notified of what will be required at Sprayfoam 2018. For a detailed list, refer to either the Roofing or Insulation Certification Handbooks at sprayfoam.org.

Field exams will be offered for:

- 1) SPF Insulation Master Installer – Open Cell
- 2) SPF Insulation Master Installer – Closed Cell
- 3) SPF Insulation Master Installer – Combined Open and Closed Cell
- 3) SPF Roofing Master Installer

Check sprayfoam.org for more details!

Registration for both the SPFA PCP Courses/Exams and the Convention is available through sprayfoam.org/certification. Exam Preparatory Courses, Written Examinations, and Field Exams are NOT included in regular Convention Registration. See page 15 for more details.

WRITTEN EXAMS:

To become SPFA PCP Certified, you must meet the examination requirement for the level of certification you are seeking. (For details, see Certification Handbooks at sprayfoam.org/certification)

Prior to 2017, candidates seeking PCP certification were required to pass single written exams for the level of certification they were seeking and all lower levels written exams. For example, someone seeking an SPF Project Manager certification was required to pass the Project Manager single exam and the written exams for all lower levels (Assistant, Installer and Master Installer a la carte exams.) In 2017, we offered combined exams for those who have not yet taken any single exams. Please see details on page 15.

Testing Room Info and Hours

For your convenience, a dedicated testing room is available during the Sprayfoam 2018 convention. Computers and/or tablets will be provided and are available on a first come basis. See page 15 for more details on Written Exams at Sprayfoam 2018!

Monday, January 29	8:00am – 6:00pm
Tuesday, January 30	8:00am – 6:00pm
Wednesday, January 31	8:00am – 6:00pm
Thursday, February 1	8:00am – 4:00pm

SPF Suppliers are coming together with the Sig Hall Memorial Fund to offer a scholarship program to offset the cost for PCP Field Exams.

Special thanks to Scholarship Sponsors:

Equipment, Material and Supplies Sponsors*

Thank You!



CONVENTION & EXPO SCHEDULE

WEDNESDAY, JANUARY 31

General Session

8:00am – 10:00am

Welcome Address – Kurt Riesenber, Executive Director SPFA

SPFA President Message – John Achille

Golf and SPFA Awards Presentation –

Speakers – Luke Lane • Kurt Riesenber • John Achille



Keynote Speaker – Jeff Havens

A great business and motivational speaker, Jeff is also a regular guest on *Fox Business News* and has been featured in *Business Week*, the *Wall Street Journal*, *CNBC*, *AOL*, and dozens of other regional and national media outlets.

BREAKOUT SESSION 1

10:15am – 11:00am

1A. Managing a Spanish Speaking Workforce

We will review key phrases used in the Spanish language which a non-Spanish speaking safety professional can use while conducting safety training. In today's world the need for Spanish training in the construction, hospitality, agriculture, and various other industries is increasing every day. If your group does not understand what you are saying, how can your training be effective, how can you insure compliance, or completion? Our instructors will breakdown each major safety subject and provide instruction on how to deliver your message effectively. Come join us as we explore the challenges of getting your message across without having to master the Spanish language!

1B. What to Measure, the Need to Measure, and the Impact That Not Knowing is Having on Your SPF Business & Profit.

Two presenters, Tom Harris and Vince Kerr (Demilec Technical Service Representative) will walk the audience through what to measure, the need to measure, and the impact that not knowing is having on their profit. Vince and Tom will use "real world" examples and actual contractor data in order to make their points. The primary focus being – if you don't measure it accurately how do you know what to bid and what profit you made on the last job. This will be a deep-dive around the issues of yield, density and consumption, identifying the impact these three components have on a contractor's bottom line.

1C. RICOWI: Making a Difference in the Roofing Industry through Collaboration: Watching Weather

Attend this session to get up to speed with what the Roofing Industry Committee on Weather Issues (RICOWI) has been doing on wind and hail research. SPFA is a founding and continuing member of RICOWI, with several members and SPFA's Rick Duncan volunteering for annual hail and wind investigation teams. RICOWI is an important bilateral asset to the roofing and SPF industry, and SPF companies from contractors to manufacturers can benefit from their reporting.

1D. Insulation Industry Coalition

While the insulation industry competes fiercely in the marketplace, we share the same goals when it comes to federal, state and local policies that promote the use of insulation. This session details the policy agenda and activities that insulation manufacturers, distributors and contractors work jointly on in Washington D.C. and in the states. Come learn about the policy trends most likely to impact the commercial, industrial and residential market for insulation in 2018 and beyond.

1E. Termites and SPF – What's Really Bugging the SPF Industry...

This moderated panel discussion is for the SPF industry to address concerns from the regional pest control industry about SPF in residential wood-frame construction and its impact on annual inspections and termite warranties. A representative from the Alabama Pest Control Association, Mr. Butch Cauthen, will be there to communicate these concerns. Mr. Cauthen will be joined by a representative from the Alabama Department of Economic and Community Affairs, Mr. Shon Ritchey (or Heather Goggin) to speak to the need for proper air-sealing of residential buildings to meet increasingly more stringent energy code requirements. SPFA's Technical Director, Rick Duncan, will also be there to moderate and round out the panel discussion by providing information on SPFA's new TechTip on Termites and SPF."

1F. Building Science Fundamentals for SPF Contractors

As a spray foam contractor, you have a big impact on building dynamics. You install a product that changes how buildings deal with heat, air, and moisture. And that's why you need to know at least a little building science. How does your product handle vapor diffusion? What are the vapor permeance requirements in your area? Can you really cut down on the HVAC system size with spray foam? What unintended consequences might be arising because of the installation of spray foam? In this session, we'll focus on the most important building science applications for spray foam contractors. You'll get practical information you can use in your business.

CONVENTION & EXPO SCHEDULE

1G. Grading the Administration and Congress

The Trump Administration and Republican 115th Congress have logged one year in office and its time to grade what they've accomplished on spending bills, health care reform, tax reform, regulatory reform and workforce issues. All of these are important for the sprayfoam industry, and Craig Brightup, The Brightup Group LLC, will provide his take on the implications for SPF professionals.

BREAKOUT SESSION 2

11:15am – 12:00pm

2A. The Impact of the Legalization of Marijuana in the Construction Industry

Due to the changing laws regarding marijuana use, contractor employers may be wondering whether an employee can smoke marijuana during his lunch break or whether employees can take their "medicine" before heading into work. In addition to the concern of having employees high on the job, employers are likely wondering how they are able to enact policies to provide a safer work environment by barring the use of marijuana on the job. This seminar will help to explain the different rights and options of both the employers and its respective employees with regard to regulating the use of marijuana at work.

2B. So You Bought a Rig, Now What?

Very few businesses in the world of construction are as challenging, or as rewarding, as Spray Polyurethane Foam Insulation. While most trades assemble or install finished goods, SPF contractors are actually manufacturing the finished product on site. This means their first task is to take a product originally designed to be done in a temperature controlled environment, and make it happen in every environment known to man. Add to the above statement that the SPF contractor must understand what to do in terms of: Ventilation, Coatings, Building Science, Codes, Fire Ratings, Safety & PPE, Oversized Mechanical Systems, Combustion Appliances, and much more. Ken Allison has polled over a dozen experts on their tribal knowledge and assembled the top 25 Do's and Don'ts into the fastest 40 minutes in spray foam. So don't try to reinvent the wheel. Come join us for a class filled with the experience and wisdom of those who have come before you.

2C. How Building Owners Save by Solar PV & SPF/Roof Coatings

This session will discuss how Solar PV energy savings can be leveraged by the building owner to offset roof restoration costs. It will also address the unique benefits of SPF/Liquid Applied Roofing parallels PPA terms and system longevity, for a very programmable outcome. The winning combination of SPF/Liquid Applied Roofing and Solar PV and how they can benefit the building owner, both short term and long term.

2D. Developing an Effective Injury & Illness Prevention Program

Developing a fully functional Injury & Illness Prevention Program (IIPP) will ensure your company is providing a safe place of employment. The benefits of an effective IIPP include improved workplace safety and health, better morale, increased productivity, and reduced costs of doing business. Whether you need to develop a written IIPP or improve your existing IIPP, this seminar will help you. Join us as we explore the core components needed to achieve safety excellence in your business!

2E. Polyurethane Foam and LEED Platinum Certification: What is LEED and How Are Projects Certified?

The presentation will discuss LEED Certification levels, the origin of LEED, and the process of how it was achieved on a new building. A project profile will be presented discussing the design and execution of a new structure built in early 2017 where polyurethane foam was used for insulation and roofing in order to achieve a Platinum LEED Certification. The profile will highlight in detail the installation of the Green Roofing System and the wall insulation that was installed to achieve an average of R68 on the project.

2F. Total Performance of the Building Envelope

We tend to think of materials when we talk about building envelope performance. If I use a really good insulation, it will really boost the performance of the building envelope. We have to stop thinking about materials and start to think about systems and assemblies. Only when we deal with systems and assemblies will we get total performance of the building envelope.

2G. Sprayfoam Industry Update

The Spray Foam industry continues to be presented with unique regulatory challenges and promising market opportunities. The Spray Foam Coalition has been actively conducting key research, promoting energy efficiency, educating important stakeholders, and advocating on behalf of the industry to encourage market growth and maintain a sound business environment. This presentation will provide spray foam professionals with an inside look at how the Spray Foam Coalition and its member companies work diligently to support the value chain, including updating the insulation industry Product Category Rule, researching unvented attics, addressing concerns with the FTC R-Value rule, responding to California DTSC, and removing technical barriers from the building code. Attendees are encouraged to bring suggestions on how the Coalition can continue to serve the professional community throughout 2018.



2H. Customers Deserve an SPF Easy Button - Enter SPFA's ISO 17024 Compliant Certification

The Professional Certification Program enters its fifth year of service to the SPF industry, the professionals that distinguish themselves with it, and the customers that rely upon it. The core tenets of Accessible, Affordable and Attainable have focused the continuing development of the program. Attend this session to see what's changed, what's next, and how you can stand out with national certification.

12th Annual SPFA National Industry Excellence Awards Luncheon 12:30pm - 2:00pm

Join SPFA and industry peers at the celebratory luncheon event honoring contractors and their innovative, trail-blazing projects. This ceremony recognizes SPFA contractor member's exceptional quality work, the uniqueness of their project, speed of application, superiority of polyurethane, ability of foam to conform to unusual/ irregular surfaces, and special safety considerations.



There are six different award categories: Residential Wall, Commercial Wall, SPF Roof under 40,000 sq. ft., SPF Roof over 40,000 sq. ft., and Specialty Applications, and new category for 2018, Elastomeric Roof Coatings.



Education Stage Presentations 2:15pm - 5:00pm

Welcome Reception 5:00pm - 6:00pm

Join us for food and drinks in the Exhibit Hall for the opportunity to network with peers and build new industry relationships. Light hors d'oeuvres will be served and cash bars will be available.

THURSDAY, FEBRUARY 1

General Session 8:00am - 10:00am

SPFA Committee Reports:

Rick Duncan • Todd Henderson • Bonnie Strickler • Jay Hutchek

Keynote: Claudette Hanks Reichel, Ed.D. *Director, LaHouse Resource Center*

Floods, Floors, Flaws, Foam Fixes - and other F-Words

No, not that one! The most frequent questions that Dr. Reichel fields are about (1) the seemingly mysterious frustration of cupped wood flooring in raised homes, (2) how to fix flooded homes and the flaws uncovered or created when gutting them, and (3) when and where to use which kind of spray foam. With all three, the focal issue is moisture; the big fear is mold (followed by decay and termites). Understanding just a little bit of building physics (yeah, not an F, but sounds like it), reveals solutions to both solve and prevent problems in the future. In this presentation, you'll see science-based systems to: (1) build and restore resilient, flood-hardy wood-frame homes to save families from long-term homelessness and financial ruin after the next flood, (2) insulate raised floors in a flood zone or warm, humid climate to prevent warpage and decay fungi, and (3) strategically select open vs. closed spray foam in unvented attics and elsewhere to integrate housing resilience with energy-efficiency.

Keynote: Reid Ribble, NRCA CEO

Reid Ribble, NRCA CEO, will share his vision for NRCA and the roofing industry. He will discuss NRCA's One Voice Initiative, an effort to unite the roofing industry and speak with one voice about matters critical to the industry's continued success. Reid will discuss advancing the roofing industry's public policy agenda through tax, immigration and regulatory reform. He will also address how NRCA can amplify the voice of the roofing industry in Washington, D.C. through working with legislators and officials from the federal government.

CONVENTION & EXPO SCHEDULE

BREAKOUT SESSION 3

10:15am – 11:00am

3A: Make Money & Have Fun Doing It

No one makes money in the spray foam business unless someone is pulling the trigger. This session will explore proven ways successful companies have improved performance and profit and our handout will give you eight golden nuggets to take back to your own business. Whether you're new to spray foam or a seasoned contractor, the basic tenets of business are the same. We'll show the steps needed to grow from one rig to two, three and beyond, and the known obstacles you'll encounter along the way.

3B: Marketing in a Digital World: Leveraging the Technologies of Today While Retaining the Human Element

Print is dead (or at least dying). The Internet and handheld, mobile technologies have completely changed the way we communicate with one another and access key information and news. Today's technologies have opened up new avenues for marketing your spray foam business. But they also connect us in some ways and disconnect us in others. Join us in a discussion of how best to leverage the digital realm to reach your customers, while still maintaining the all-important human interaction in your marketing efforts.

3C: Roofing and Reroofing Requirements in the 2018 I-Codes

Most new roofs are installed on older buildings; it is estimated that of all new roof assemblies are for renovation projects and not new construction. SPF roofs provide a simple solution to increase energy efficiency and restore the weather protection needed during reroofing projects. Attendees will learn how the codes treat SPF roofing systems for new and retrofit constructions, as well as understanding the broader requirements for all roofing types.

3D: Roof Coating Forensics

We will dive into the exploration of problem roofs, with an emphasis on coating issues. We will have specific examples along with pictures and explanations on how the problems were solved.

3E: Using the SPF "inside-out" brick cavity wall remediation method

This program is based on a case study of a single-story Elementary School moisture/mold remediation project. The method used was developed specifically for this school which has an existing brick cavity-wall. The key to this method is to manage the water that passes through the brick cladding (the rain screen) as you would in new construction, while installing

a new drainage plane from the inside of the building. The application of this method to buildings damaged during the 2017 flooding along the Gulf Coast will also be discussed.

3F: Investigation of Protective Clothing Resistance to MDI Penetration from Spray Polyurethane Foam (SPF) Overspray Particles

A study was conducted to evaluate the protection performance of several cloth garments against penetration from diphenylmethane diisocyanate (MDI) during spray polyurethane foam (SPF) application. Five types of protective materials were tested including two types of cotton clothing and three types of coveralls. Penetration or percent breakthrough of MDI was calculated for each garment. Based on the results of this study, film-laminated coveralls designed specifically for chemical exposure (e.g., chemical liquid splashes) do not appear to be required for SPF application. Authors: Scott Ecoff, Jason Miller, Karen Mattson, Shen Tian

3G: Beyond Energy Savings with SPF

We are all familiar with the energy savings benefits of adding insulation to a home's walls, attic, and crawlspaces. Yet the benefits of using insulation products that not only insulate but help eliminate air leaks go well beyond the satisfaction of lower monthly energy bills. Learn how to communicate these benefits to homeowners so they understand the full benefits of investing in SPF.

BREAKOUT SESSION 4

11:15am – 12:00pm

4A: 5 Reasons Sprayfoam Contractors Fail

Running a business is challenging and when that is a construction business it can be even more challenging. During this session we will discuss 5 reasons spray foam contractors fail, what we can learn from these challenges and how to avoid these pitfalls yourself.

4B: Running Your Business – Contracts, Overtime, Employee/Independent Contractor, Insurance and Litigation

This presentation delivered by SPFA Counsel Bob Weil will address many areas of interest and concern among professional contractor businesses, posing questions and answers such as what most concerns you about your contract form or contracts with other parties, what your warranty disclaimer provides, what are the terms and conditions of payment, what is indemnification and why is it important, who is responsible for legal fees in dispute resolution, do you have adequate insurance coverage and more. Bob makes the dry stuff interesting and digestible for everyone.



4C: You Can't Fix What You Can't See

Small holes and voids in your otherwise great spray foam job make a huge difference in the overall air sealing capability. Those hard to reach areas are difficult to seal and almost impossible to observe once the foam is in place.

Mason Knowles and building science practitioner, Jamie Kaye show how to inspect your own work using blower door and infra-red camera technology to find those hard to see areas and provide tips on how to install the foam to minimize the number of voids. Numerous videos obtained during inspections help demonstrate the technology.

4D: SPF Roofing Performance in Hurricanes - A Competitive Advantage

SPF can provide significant advantages for all type of roofs during hurricanes and other severe weather events. Join this panel discussion to learn more about these advantages.

4E: SPF Chemistry Makes It A Safe Product

Installation of spray polyurethane foam involves four different formulations. Chemical reactions inherent in this process alter the constituent chemicals for potential worker and consumer exposure. Quantitative risk assessments of each of the four formulations document that the final, cured SPF "Article," to which consumers may be exposed from behind 2-3 physical barriers, would be classified as "Probable" to "Very Probable Non-Risks."

4F: Federal Update: Regulation Of Foam Blowing Agents

EPA reviews foam blowing agents for their health and environmental impacts. In December 2016, EPA issued a final regulation changing the foam blowing agents available for use in spray foam. Learn more about the "what" and "when" of this final rule.

4G: Updates to the 2018 I-Codes: Spray Foam Requirements

The 2018 International Codes serve as the basis for state and local requirements; adoptions are already underway. This session will highlight changes affecting spray foam in the codes, including provisions for mechanical, fire safety, moisture

management and energy efficiency. The discussion will also include an overview of referenced standards and acceptance criteria. Attendees will learn how to dive into the details and navigate through myriad codes and standards requirements.

4H: Ventilation Fundamentals for SPF Contractors

Airtight buildings need mechanical ventilation. Every spray foam job should have a ventilation plan from the outset, but what are the options? In this session, we'll look at the three ventilation strategies (balanced, exhaust-only, and supply-only) as well as code requirements. We'll also take a look at the ASHRAE residential standard for ventilation and indoor air quality (62.2). When you leave this session, you'll understand the basics, be able to explain the difference between a heat recovery ventilator (HRV) and an energy recovery ventilator (ERV), and know how to answer questions you may get about this important topic.

Contractor Only Working Lunch 12:15pm – 1:45pm

SPFA's core constituency and greatest volume of members are professional SPF contractors. Everything we do in working with the value chain of the industry is focused ultimately upon making contractors better, more informed and prepared, safer and successful in their businesses. That includes working with our member manufacturers, distributors and other professionals to deal with building codes, regulations, material and installation details, and much more for the benefit of the contractor community. This session, open only to contractors (SPFA members and non-members), recognizes their importance and provides a forum for them to voice their interests, questions, concerns, challenges and issues in the SPF industry among each other and with SPFA staff. These discussions give SPFA additional perspective on how to assist and provide value back to this important community. Box-lunch will be provided to the first 100 pre-registered arrivals.

Exhibit Hall 2:00pm – 5:00pm

The Exhibit Hall is the one stop shop for anyone looking for information on safety equipment and PPE, raw/blended materials, spraying equipment, industry service providers, and much more!

Education Stage Presentations 2:15pm – 5:00pm

Closing Dinner 7:00pm – 9:00pm

Finish off the Convention & Expo with entertainment, drinks, and a buffet dinner provided by Platinum & Gold Sponsors.

REGISTRATION INFORMATION

REGISTER ONLINE AT sprayfoam.org/expo

FULL CONVENTION REGISTRATION

SPFA Member

Non-Member

Registered by January 25, 2018

\$495

\$695

After January 25, 2018 – On-Site

\$595

\$795

Included with your full convention registration (Includes Wednesday **AND** Thursday):

- Admission to General Sessions and Breakout Sessions
- Admission to the Exhibit Hall
- Admission to Contractor Industry Excellence Awards Luncheon, Opening Reception, and Closing Dinner (RSVP required with registration)

ONE-DAY CONVENTION REGISTRATION

SPFA Member

Non-Member

Registered by January 25, 2018

\$275

\$375

After January 25, 2018 – On-Site

\$375

\$475

Included with your one-day convention registration (Wednesday **OR** Thursday):

- Admission to General Sessions and Breakout Sessions on that day
- Admission to the Exhibit Hall
- Wednesday only badge includes admission to SPFA National Industry Excellence Awards Luncheon & Welcome Reception. RSVP Required with registration.
- Thursday only badge includes admission to Closing Dinner. RSVP required with registration.

EXHIBIT HALL ONLY REGISTRATION

SPFA Member

Non-Member

Registered by January 25, 2018

\$75

\$100

After January 25, 2018 – On-Site

\$75

\$100

Included with your exhibit hall only registration:

- Admission to the Exhibit Hall on Wednesday and Thursday
- *NOTE: included in Full and One-Day Convention registration packages*

OTHER REGISTRATION OPTIONS

Golf Tournament

\$130

Spouse

\$150

Co-Located Event: ABAA SPF Installer Certification Training

January 29 – 30 | 8:00am – 4:00pm both days

(Registrations received after January 19, 2018 for the ABAA course will be charged a late fee of \$150)

NOT A MEMBER YET?

Get the registration discount for the Sprayfoam Convention and other great year-round benefits of SPFA membership by joining before you register.

Join now at sprayfoam.org/membership

REGISTRATION CANCELLATION POLICY

Refund requests must be received in writing prior to 11:59pm eastern, January 19, 2018 (\$50 cancellation fee). No refunds will be given after January 19, 2018.

Cut-off date to pre-register is January 25, 2018. After this date, all registrations must be completed on-site.

Note: All sessions, times, and descriptions are subject to change based upon speaker expertise and availability. For up-to-date information on the official convention schedule of events, please visit sprayfoam.org/expo.

NOTIFICATION OF FILMING:

Portions of the conference may be videotaped for broadcast over the air, online, or otherwise. As an attendee, you may be recorded and grant permission to SPFA and event sponsors to utilize your appearance, likeness, and/or voice in connection with any photographing, video/audiotaping, and/or rebroadcasting of the program.



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thesprayfoamshow.com

SPFA PROFESSIONAL CERTIFICATION PROGRAM**Discounted SPFA Member****Standard Non-Member****PCP REGISTRATION**

One-Time SPFA PCP Registration

\$250

\$350

*You must register in program to take Written and Field Exams***PCP EXAM PREPARATION***There are a few ways you can prepare for the PCP Written and Field Exams. One option is to take the Exam Preparatory Course(s). (Exam not included in cost of course. Separate registration for exams is required.)**For those who have experience with SPF, we have the "self-study" option. To "self-study", you can purchase the electronic Study Guides for each of the Exam Prep Courses listed below. They are \$50 each.**NOTE: If you are taking an Exam Prep Course, you will receive the Study Guide as part of the registration fee and you do not need to order one.***Exam Preparatory Courses • Monday, January 29, 2017 • 8:00am - 4:00pm**

SPF Assistant

\$250

\$350

SPF Insulation Installer

\$250

\$350

SPF Roofing Installer

\$250

\$350

SPF Field Examiner

\$250

\$350

Exam Preparatory Courses • Tuesday, January 30, 2017 • 8:00am - 4:00pm

SPF Insulation Master Installer

\$250

\$350

SPF Roofing Master Installer

\$250

\$350

SPF Insulation Project Manager

\$250

\$350

SPF Roofing Project Manager

\$250

\$350

WRITTEN EXAM TESTING**Monday - Wednesday, January 29-31 • 8:00am – 6:00pm | Thursday, February 1 • 8:00am - 4:00pm***A dedicated testing room is available during the convention. Computers and/or tablets will be provided and are available on a first come basis. Each Written Exam may be taken during the above dates and times. Please be aware that the testing room CLOSES at the time listed. The last exam of each day will begin no later than 2 hours before the room closes (or 4 hours before for the Combined Supplier Representative Exam). **You must enter the room no later than 4pm on Monday and Wednesday and no later than 2pm on Thursday.** Supplier Rep (combined) must enter no later than 2pm on Monday-Wednesday and no later than 12pm on Thursday***COMBINED EXAMS FOR CONTRACTOR CERTIFICATION***You no longer need to take multiple, individual exams for the higher levels of certification. We now have combined exams so you can take the exam for the level of certification you are seeking. The combined exams are longer and test on the same subject areas as the single exams.**The combined exams are for those who have not yet taken any level of PCP contractor certification exams. If you already started in the PCP taking single exams you can continue to do that.**The combined exams are made up of "parts". For example,***Installer Combined Exam (2 part)**

Assistant Exam + Installer Exam

Master Installer Combined Exam (3 part)Assistant Exam + Installer Exam +
Master Installer Exam**Project Manager Combined Exam (4 part)**Assistant Exam + Installer Exam +
Master Installer Exam + Project Manager Exam**INSULATION COMBINED EXAMS**

SPF Insulation Installer Combined Exam

2parts

\$250*

\$350*

SPF Insulation Master Installer Combined Exam

3parts

\$300*

\$400*

SPF Insulation Project Manager Combined Exam

4parts

\$350*

\$450*

ROOFING COMBINED EXAMS

SPF Roofing Installer Combined Exam

2parts

\$250*

\$350*

SPF Roofing Master Installer Combined Exam

3parts

\$300*

\$400*

SPF Roofing Project Manager Combined Exam

4parts

\$350*

\$450*

*Candidates will be given 2 hours to complete each part of the COMBINED EXAMS FOR CONTRACTOR CERTIFICATION. NOTE: You may take all parts in one day or you may split them over the course of the Sprayfoam Convention but you **MUST COMPLETE ALL PARTS BY THE END OF THE CONVENTION.** Please plan your schedule accordingly.***Pricing listed is for ELECTRONIC exam. Paper exams are available for an additional fee of \$25 per exam.*

FIELD EXAMS

Monday - Tuesday, January 29-30 • 8:00am – 4:00pm

Each of the following Field Exams is available both days.

- SPF Insulation Field Exam – Closed Cell
- SPF Insulation Field Exam – Open Cell
- SPF Insulation Field Exam – Closed Cell and Open Cell Combined
- SPF Roofing Field Exam

Field Exams will be FREE during Sprayfoam 2018 thanks to the generous support of SPF Suppliers and the Sig Hall Memorial Scholarship Fund (see page 8). Even though they are FREE, advance registration is recommended since space is limited and assigned on a first come, first serve basis. Registration in the SPFA PCP is required to take a Field Exam.

Candidates for the SPF Master Installer must pre-register and may take both Roofing Field Exam and Insulation Field Exam on the same day. Each Field Exam is allotted four (4) hour to complete. There is some overlap between the Insulation and Roofing, therefore, it is okay for a candidate to sign up for two on the same day.

Please be flexible because these Field Exams are conducted in a mock up jobsite and we all know that things don't always go according to schedule on a jobsite (even on a mocked up jobsite!) Field Exams will be conducted on a first-come, first-serve basis each day. If you are taking both Insulation and Roofing Field exams, you must sign in by 12:00 noon the day your register for. If you are taking just one field exam, you must sign in by 2pm.

SPFA PROFESSIONAL CERTIFICATION PROGRAM Discounted SPFA Member Standard Non-Member

(Assistant, Installer and Master Installer single exams are available in both English and Spanish)

SINGLE EXAMS

SPF Assistant (for both Insulation and Roofing)	\$200	\$300
SPF Insulation Installer	\$200	\$300
SPF Insulation Master Installer	\$200	\$300
SPF Insulation Project Manager	\$200	\$300
SPF Roofing Installer	\$200	\$300
SPF Roofing Master Installer	\$200	\$300
SPF Roofing Project Manager	\$200	\$300
SPF Field Examiner	\$200	\$300
SPF Supplier Representative –Insulation	\$200	\$300
SPF Supplier Representative – Roofing	\$200	\$300
SPF Supplier Representative – Combined Roof/Insul.**	\$200	\$300

**SPF Supplier Representative – Combined Exam is a 4 hour exam.
You must enter the exam room 4 hours prior to its closing. See Exam Testing Room Hours above.

***Supplier Representative Written Exams are based on Assistant, Installer, Master Installer and Project Manager Study Guides for either Insulation or Roofing, depending on which certification is desired. For Combined Exam, all 7 study guides should be reviewed. Electronic copy of Study Guides will be sent to those taking Supplier Rep exam.*



SPFA GOLF TOURNAMENT

TUESDAY, JANUARY 30 • 12:00PM SHOT GUN START

Robert Trent Jones Golf Trail • Magnolia Grove

www.rtgolf.com/trail/ for details about this amazing set of championship golf courses along with the spectacular views.

At the southern end of the Alabama, golfers will find newly renovated courses at Magnolia Grove. The topography at Magnolia Grove features creeks, marshland, and lakes with each of the 54 holes carved through indigenous hardwood and pine. The renovations have made the courses more “player friendly” while still keeping the integrity of Robert Trent Jones’ original design.

Magnolia Grove was recently named one of the “Top 50 Public Courses” by Golf World Magazine readers. The Crossings and Falls courses are also listed in Golf Digest’s “Places to Play” as two of the nation’s great value courses and as “America’s Top 50 Affordable Courses.”

The tournament will be played with a shotgun start. The cost for the event is \$130 per player and includes green fees, golf cart, range privileges, unlimited bottled water, and box lunch. Club rentals are available from the course for an additional \$45; you MUST make your own arrangements by contacting the Tournament Coordinator, Bonnie Hoover at **251-338-2027** or email bhoover@rtgolf.com. All players MUST comply with the Magnolia Grove Golf Club dress code: Collared shirts and soft spikes are required; denim, cut-off shorts, cargo shorts, and metal spikes are not permitted. SPFA will provide bus transportation to the event departing the Renaissance Mobile Riverview Plaza Hotel lobby at 10:30am.

Golf Sponsorship opportunities are still available:

- **Golf Tournament Transportation** that includes logo signage, four (4) green fees, and listing in marketing materials.
- **Golf Tournament Hole** that includes logo signage on hole, four (4) green fees, and listing in marketing materials.

For more information please contact Mickey Riesenberg at
michele@sprayfoam.org | 703-222-4267 | 800-523-6154



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ACCOMMODATIONS

HOTEL INFORMATION

Renaissance Mobile Riverview Plaza Hotel

64 South Water Street, Mobile, AL 36602

☎ 251-438-4000 🌐 <http://bit.ly/2x9OXtN>

Directly connected to Arthur R. Outlaw Convention Center via skybridge. We offer access to endless attractions such as the Museum of Mobile, and exciting downtown nightlife.

Free High Speed Internet | Fitness Center | Pool

SPFA has reserved a block of rooms at a discounted rate of \$149.00 per night (plus taxes). These rooms are available on first come basis until our block is filled but must be reserved by COB January 12, 2018.

NOTE: Our hotel blocks fill quickly, so make your reservation ASAP!
Reference **SPFA SHOW**.

The Battle House Renaissance Mobile Hotel & Spa

26 North Royal Street, Mobile, AL 36602

☎ 251-338-2000 🌐 <http://bit.ly/2x9OXtN>

Conveniently located near the Mobile Civic Center, Mobile Carnival Museum, Port of Mobile and multiple golf courses. It is a short walk to the Mobile Convention Center.

Free High Speed Internet | Fitness Center | Pool

SPFA has reserved a block of rooms at a discounted rate of \$149.00 per night (plus taxes). These rooms are available on first come basis until our block is filled but must be reserved by COB January 12, 2018.

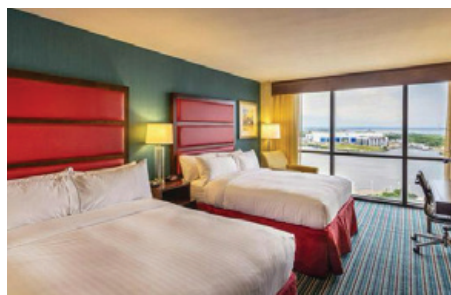
NOTE: Our hotel blocks fill quickly, so make your reservation ASAP!
Reference **SPFA SHOW**.

CORPORATE EVENTS, OFFICES & SUITES

SPFA Member Platinum and Gold Sponsors may host corporate events, offices, and/or suites to thank customers and welcome new friends on-site at the hotel or convention center. Please contact the hotel or convention center directly depending upon the space you wish to rent.

NOTE: All hotel and convention center requests from SPFA Member Platinum and Gold Sponsors must be approved in advance by SPFA. The hosted corporate events cannot conflict with any SPFA functions. Please plan accordingly.

For more information please contact Mickey Riesenberg at
michele@sprayfoam.org | 703-222-4267 | 800-523-6154



MOBILE, ALABAMA

Mobile, Alabama has a certain magic that keeps you on your toes. Where a melting pot of people, flavors, cultures and traditions become one voice to lead all of life's celebrations. Join the jubilee and welcome every day with an enduring passion and a little soulful hospitality, because life is the ultimate gift. This is the spirit of living. This is what we're born to do.

Funky, feisty, festive. Or historic, hip and happening. Colorful, cool and cultured. You can call this coastal town a lot of things when you have a vibrant 300-year history with lots of stories to tell and long-standing traditions celebrated on a regular basis. Once called the Paris of the South, Mobile has long been the cultural center of the Gulf Coast and you'll find an authentic experience found nowhere else in the southern United States.

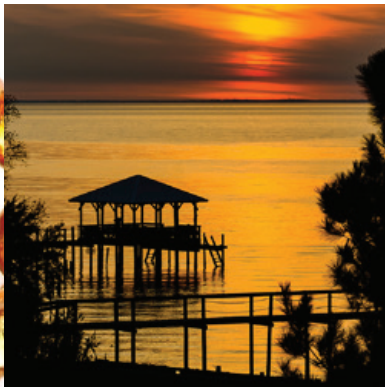
Home to America's original Mardi Gras that rolls through the streets of historic downtown; dozens of festivals, art shows, or culinary cook-offs nearly every weekend, Mobile takes having fun pretty seriously. For a bit more leisurely experience, nearby historic neighborhoods lined with giant live oaks trees or a paddle in one of the most significant river delta systems in the country are just minutes from downtown.

There are several Mardi Gras Parades scheduled in Mobile while the Sprayfoam Show 2018 is in town. The Riverview Plaza hotel is located directly on the parade route.

Friday, January 26	6:30pm
Saturday, January 27	2:30pm • 6:30pm • 7:00pm
Thursday, February 1	6:30pm
Friday, February 2	6:30pm
Saturday, February 3	2:00pm • 2:30pm • 6:30pm • 7:00pm • 7:30pm



Be sure to schedule your trip so you can see at least one of these parades!



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SPRAYFOAM 2018 EXHIBITORS

2-track Solution LLC.....	724
Accella Polyurethane Systems.....	431
ADO Products	413
Akurate Dynamics	707
American WeatherStar.....	219
BASF	220
Better Side Seals	409
Bullard	107
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As of December 16, 2017

SEE YOU IN MOBILE!



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sprayfoam.org/expo