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**Spray Polyurethane Foam Alliance (SPFA) Elects and Announces
New Board of Directors for 2020-2022**

*Contractor and Manufacturer Based Board to Lead Organization and Industry through Challenging
Pandemic Conditions*

Stafford, VA (August 3, 2020) – The [Spray Polyurethane Foam Alliance \(SPFA\)](http://www.sprayfoam.org), the educational and technical voice of the spray polyurethane foam industry, today announced its newly elected Board of Directors for 2020 to 2022. Encompassing industry leaders from both the contractor and manufacturer sides of the business, as well as spanning the insulation and roofing sectors, the 16-member Board includes an Executive Committee and 12 additional voting members.

“We want to warmly welcome our new Board Members,” says Kurt Riesenber, Executive Director of the Spray Polyurethane Foam Alliance (SPFA). “They are entering their new leadership roles at an undoubtedly challenging time, with the Coronavirus as a backdrop and with the many challenges it has brought to the construction industry and to our country at-large. That said, the Board represents the best minds in our industry and they are thus the perfect group to guide our members through all of today’s unique obstacles and opportunities.”

The SPFA Executive Committee includes: Bryan Heldreth, President of SPFA and President of RPC Industries, Inc.; Bonnie Strickler, Vice President of SPFA and President of PUFF Inc.; Richard Spiess, Treasurer of SPFA and President of Innovative Insulation Solutions Ltd.; Tiffany Flaim, Past President of SPFA and President of BIOFOAM, Inc.

Incoming voting members of the SPFA Board of Directors include: Teri England, Director and Vice President of SmartChoice Insulation & Roofing; Brad Houlden, Owner of Houlden Contracting; Nick Laudenbach, Vice President of Fencil Urethane Systems; Jack Moore, President & CEO of West Roofing Systems; Ken Wells, Owner of Elite Insulation & PolyPro LLC; Ron Winkle, CEO of Roof Asset Management; Jason Hoerter, SPF



Committed to SPF performance, safety and industry excellence.

Insulation and Roofing Engineer and Technical Advisor of NCFI Polyurethanes; Chris Janzen, Manager, Field Applications and Warranties, Performance Materials - Construction of BASF; Doug Kramer, President U.S. of Huntsman Building Solutions; Will Lorenz, Vice President of Sales of General Coatings Manufacturing Corp.; Nick Pagano, Business Development Manager of Graco; and Bruce Schenke, Product Manager with Carlisle Roof & Foam Coatings.

“I am excited to take the helm of the SPFA and join so many talented executives in leading the organization and industry at such a pivotal time,” says incoming SPFA President Bryan Heldreth. “While COVID-19 and the economy continue to challenge our members and their businesses, spray foam remains one of the highest performing building envelope solutions and we don’t expect product demand to wane. I am confident our new leadership will help successfully usher the industry through our collective pandemic-related difficulties.”

The current SPFA Board of Directors will be active from August 2020 through July 2022.

About Spray Polyurethane Foam Alliance (SPFA)

Founded in 1987, the [Spray Polyurethane Foam Alliance \(SPFA\)](#) is the voice, and educational and technical resource for the spray polyurethane foam industry. The Alliance is a 501(c)6 trade association comprised of contractors, manufacturers, and distributors of polyurethane foam, related equipment, and protective coatings, inspections, surface preparations, and other services. The organization supports the best practices and the growth of the industry through a number of core initiatives, including educational programs and events; the SPFA ISO-17024 Professional Certification Program providing professionals with the tools to differentiate themselves from competition and a reference for customers looking to hire qualified contractor services; technical services covering publication of literature and guidelines, safety materials, and representation of the industry with various construction code bodies; federal and state advocacy; industry promotion efforts including an annual convention and expo drawing 1,400 SPF professionals, publication of *Sprayfoam Professional Magazine*; and research and networking opportunities for members.

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