Nominations for the SPFA Board of Directors closed on May 6. Below is the slate of candidates for the 2022-2024 Board of Directors. SPFA would like to thank all the 2022-2024 candidates for their interest in being on the SPFA Board.

Membership in the Board is a significant commitment from each of these individuals to continuously improve the services provided by the Alliance to our members.

Before casting your vote, please take a few minutes review the voting procedures and candidate biographies below.

HOW THE BOARD IS ELECTED

✔ Schedule
Voting for the 2022-2024 SPFA Board of Directors opens June 3, 2022 at 8:00 AM ET and closes June 17, 2022 at 11:45 PM ET. No votes submitted after the closing of the ballot will be counted.

✔ Voter Eligibility
One vote is allowed per Contractor, Supplier and Consultant member companies in good standing and must be submitted by the company’s designated Voting Representative. The Voting Representative from each member company will be emailed a link to the online ballot.

✔ Electoral Process

EXECUTIVE COMMITTEE
The SPFA Executive Committee consists of four Contractor members: President, Vice-President, Treasurer and Immediate Past President. For 2020-2022, these are filled by Bryan Heldreth, Bonnie Strickler, Richard Spiess and Tiffiny Flaim, respectively. For 2022-2024, the current Vice-President (Bonnie) will replace the current President (Bryan). The current President (Bryan) will replace the current Immediate Past President (Tiffiny). The incoming President (Bonnie) has appointed the incoming Vice-President (Ken Wells) and the incoming Treasurer (Richard Spiess). These two appointed positions are included in the first two items of the ballot for voter confirmation.

BOARD OF DIRECTORS
There are twelve (12) voting members of the SPFA Board of Directors. Six of these positions must be held by Contractor members and the remaining six must be held by Non-Contractor members. Eligible Non-Contractor members can include nominees from Suppliers and Consultants.

In addition to the twelve voting members, there are four non-voting ad hoc members of the Board, to be appointed by the President. Two of the ad hoc members must be Contractor members and the other two must be Non-Contractor members. Ad hoc members attend Board meetings and fully participate, but with no vote on critical issues. The intent of the ad hoc positions is to have active Board members to be appointed by the President to fill any voting-member vacancies that may occur during the 2022-2024 term.

The Board of Directors voting results will be tallied after the election closes. The top six Contractor candidates (see Notes 1 and 2 below) will become voting members of the Board. The next two candidates will be sent to the incoming President to be appointed as Contractor ad hoc members. An identical process will take place for the Non-Contractor candidates.

NOTE 1: A company may only have one voting member on the Board at any given time. Please take this into consideration when you submit your votes.

NOTE 2: If two candidates from the same company finish in the top six, the candidate with the lower vote total will be moved to the first ad hoc position, per NOTE 1 above.
PRESIDENT
Bonnie Strickler
President, Puff, Inc. (VA)
As immediate past Vice-President, Bonnie replaces 2020-2022 President Bryan Heldreth.

VICE PRESIDENT
Ken Wells
Owner, Elite PolyPro LLC (VA)
Incoming President nominates a recent Board member to be confirmed during the Board Election.

“When we started Elite Insulation in 2006, our focus was on quality, reputation, professionalism and being the best, and most effective insulation company possible. When I think about SPFA leadership, the same words come to mind and I intend to do my best to see that the SPFA continues to grow and learn with this industry’s ever-changing dynamics. I’m hoping to bring some fresh new ideas to the table that will benefit our beloved industry and strengthen the foundation on which the SPFA was built.”

TREASURER
Richard Spiess
President, Innovative Insulation Solutions (IL)
Nominated by incoming President nominates a recent Board member to be confirmed during the Board Election.

Mr. Spiess believes SPF represents the highest performing insulation systems available on today’s market and draws upon his past experience as a CPA to serve as current Treasurer of the SPFA over the past several years.

IMMEDIATE PAST-PRESIDENT
Bryan Heldreth
President, RPC Industries (VA)
As immediate past President, Bryan replaces outgoing Immediate-Past President Tiffiny Flaim.
2022-2024 Board of Directors

Nine Candidates for Six Contractor Member Board Positions

an asterisk indicates an incumbent member of the 2020-2022 Board

Dan Dorneanu
Owner-Operator, Palmetto Spray Foam (SC)

“As owner operator of my company, my position has allowed me to learn in depth all aspects of the business. From very early in my career in SPF, I have been a member of SPFA and have been actively involved on multiple committees. I am a strong advocate of SPF and being an engineer, and an entrepreneur I have a strong skillset to help see SPF grow in the US and overcome the many challenges that we face.”

Bob Dyer
President, Dyer Insulations, LLC

“With 25 years of experience in the commercial spray insulation industry. I have had experience with commercial building envelope applications. Ranging from the insulation of parking garage ceilings to exterior wall and underside of roof applications. A majority of my experience is with closed cell foams in new commercial construction and renovation work. I feel I am knowledgeable in the building sciences and the necessity of Thermal barriers in protecting CC foam.”

Teri England*
Director-Owner Smart Choice Insulation and Roofing (CA)

“Yes, it can be difficult to keep up when you run a small business, which most of us do. But there’s the beauty of our SPFA! You are not alone!”

Rip Hubbard*
Vice President, TopBuild [TruTeam/Service Partners/DI] (FL)

Rip has been with TopBuild for 16 years and lead the Supply Chain function as well as Product Management and leadership of Operations Development. In his role as Sr. Vice President, Rip has worked with the TopBuild organization to create documented processes to install spray foam safely and efficiently as an insulation solution. Prior to TopBuild, Rip held various leadership roles with Honeywell and was a business owner for 10 years.

Bob Lepage
Owner, Ex-E1 Sustainable Building Systems (NM)

“I believe that being involved with SPF systems of all types for over 50 yrs. gives me unique insights into spray foam benefits, effectiveness and long-term viability in the construction/insulation industry. I am excited to share my insights and experience to position SPF into a more widely accepted and utilized product, that in the end, will only help to increase comfort and value to end-users, but surely aid in reducing everyone’s carbon footprint and overall global warming.”

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2022-2024 Board of Directors

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Jack Moore*
President, JAG Lifting Systems (OH)

“We need to promote and encourage new participation in this industry to help bolster membership. If we can work with the industry as a whole to increase exposure of SPF products and applications, I believe we can increase credibility and market share.” Jack brings more than 20 years of SPFA Committee service and 4 years of Board experience.

Corey Poepping
President, Tri-County Foam Insulation (MN)

“I’ve worked in the insulation industry for more than half my life, starting as a general laborer at Tri-County Foam and now I own the company. I’m looking to give back and help this industry that has given me so much. I believe I will be a good steward for the contractor because of my experience. I look forward to helping grow and shape this industry that so many of us live and breathe.”

Rusty Schrader
All State Spray Foam Insulation (CA)

Rusty is a true gem in the industry. He goes above and beyond to help other contractors when there’s a call out. He is dedicated to the betterment of the spray foam industry. Rusty believes in the power of training for himself and his crews. He is a spokesperson to increase knowledge of spray foam on all levels. He will be a valuable addition to the board. “I am a fresh face with determination to make this industry better for all. I travel the states helping contractors that have issues with chemical or rigs.”

Ron Winkle*
CEO, Roof Asset Management (CA)

Ron has been strong force for SPFA PCP certification and field exams helping to guide new roofing contractors to highest levels of quality, safety and waterproofing performance. Ron’s outstanding dedication to SPFA has financed, built, set-up and trained foam contractors under PCP across numerous field examinations at our annual shows, winning the 2020 Strickler Standout award for his dedication to the PCP program.
**Simon Baker**
President, Huntsman Building Solutions (TX)

Simon Baker, Global President of HBS, is an ideal candidate for the SPFA Board. With 35 years of experience in polyurethanes, Simon brings a strong global insight on the opportunities and challenges facing SPF especially presented by today’s global economy. Moreover, Simon believes the long-term health of the spray foam industry resides in the strength of the contractors and the SPFA. Trained and safe contractors is a cornerstone of HBS’s approach to the market, and Simon brings this passion to the SPFA Board. Having served as a Board member over the past 2 years, Simon seeks to continue in this role for the next 2 years.

**Mary Bogdan**
Senior Scientist, Honeywell (NY)

“I provide technical service and support for Honeywell’s global blowing agent business. I am currently an SPFA Board member. I have actively led and supported SPFA educational and research programs. My goal if re-elected is to assist in developing the SPFA 5-year Strategic plan to grow the association and industry and increase contractor educational opportunities. I would appreciate your support allowing me to continue on the Board supporting SPFA and the spray foam industry.”

**Ben Brown**
Founder and CEO, Natural Polymers LLC (IL)

“I am always learning and think that is an important quality to keep up with changing times. Especially in the chemical industry, you need to be focused on new technology that elevates the playing field for the entire industry. My passion for chemistry and for product development along with the extensive depth of my industry would be an asset to the Spray Foam Alliance. I welcome the opportunity to serve on the Board of Directors as this industry continues to grow and faces future challenges.”

**Terrie Downing**
Sales and Tech Support, Carlisle Spray Foam Insulation (TX)

Being in the SPF industry for 15 years has taught me that there is nothing more important than taking care of contractors. Their health and safety first, quality products, training and education, and the highest caliber customer care through follow up, follow through, and delivery. I am passionate about our industry and a dedicated steward for platinum standard training, accreditation, quality, and service. A genuine advocate for the SPF contractor and our industry.
2022-2024 Board of Directors

Eleven Candidates for Six Contractor Non-Member Board Positions

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Tyler Fiske
Product Manager, Insulation, Creative Polymers (AL)

Tyler Fiske has a family history of nearly 100 years in Insulation. He is a SPFA Certified Project Manager, Field Examiner and Manufactures Rep. Tyler is recognized nationally as a respected industry professional and has served 3 prior terms on the SPFA Board as well as an SPFA Workhorse Award and SFWW Award winner. Tyler is for the Insulators and will keep their best interest as his top priority on the Board.

Doug Kramer*
President, Kramer Consulting (TX)

Doug is a 32-year industry veteran culminating as President and CEO of Icynene-Lapolla, Huntsman Building Solutions and Founder, President and CEO of Lapolla Industries. Doug has always made clear his understanding and support for SPF contractors as the “front line” in our industry. Doug prides himself of his long-time industry relationships and staying current with in field contractor business challenges. Doug has been participating with SPFA for 30 years and brings incredible history and experience to the team.

Chris Janzen*
Head of Tech Service & QATP, SPF, PM North America, BASF (TX)

“Having been in the spray foam industry for over 20 years, the knowledge, experiences, and people I’ve met have helped develop the passion I’ve gained for this industry. Participating on the SPFA Board for the last term and helping with the transition to the new SPFA has been a privilege and I look forward to continuing this opportunity to continue to help set the association up to grow over the years ahead.”

Will Lorenz*
Vice President, General Coatings Manufacturing Corp. (CA)

“The SPFA leads our roofing and insulation industry. I see it is extremely important for General Coatings to support, participate, and contribute to our mutual SPFA success. I’m a believer in SPFA leadership in the spray foam market and wish to actively aid its growth, professionalism and responsible care.”
2022-2024 Board of Directors

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Robert Naini
General Manager and Owner, Spray Foam Advisor (FL)
Robert has been involved in the SPF industry since 2004. He has actively been involved with SPFA for more than 10 years. And Robert regularly works with SPF manufacturers and SPF contractors as a consultant, so he can relate to both perspectives on various topics. His areas of expertise include building science, building codes and personnel development and training. As part of his consulting business, Spray Foam Advisor, Robert has created more than 400 educational articles and videos to support the SPF industry.

Bruce Schenke*
Product Manager, Carlisle Spray Foam Roofing & Coatings (GA)
“I have been very passionate about the Spray polyurethane foam industry and in particular the roofing market and really wish to contribute and drive this SPF market to prominence in the future. I have served on the Board for 14 years in the past and am the chair of the SPFA Roofing Committee. I am very experienced with SPFA (since 1983) long served on many committees (since 1990) and have a passion for promoting and improving the spray polyurethane foam and coating industry.”

Todd Wishneski
Dir. of Product Development, NCFI Polyurethanes (NC)
“I have been a SPFA Board Member in the past. I have also held a leadership role with the CPI Spray Foam Coalition and chaired the Codes and Credentials Work Group. I have been in the Polyurethane Industry for 35+ years. As a SPFA Board of Director, I plan to bring my technical background as well as my understanding of what is important to SPF Contractors to help continue to grow the SPF market.”