

# Breakout Sessions\*



## SprayFoam 2022 Convention & Expo

### ► Wednesday, March 3

#### **BREAKOUT SESSION 1** 10:00am – 10:45am

**1A. Spray Foam Risk Management - How to Transfer Risk Using Insurance**  
Josh Cotner, Contractor Choice Agency

**1B. A Study of the Longevity and Sustainability of SPF Roofing Systems**  
Bruce Schenke, Carlisle Roof Foam and Coatings

**1C. Available Technologies to Help Us Work Safer, Produce a High Quality and Improve Productivity**  
Dan Dorneanu – PSF R&D Labs  
Justin Walsh – Ekso Bionics

**1D. Big Opportunities In Little Spaces - Building Science & Business Overview of Encapsulating Crawl Spaces**  
Ken Allison, IDI Distributors  
Nikki Krueger, Santa Fe Dehumidifiers

**1E. Thermal and Ignition Barriers for SPF - When, Where and How**  
Laverne Dagleish, Building Professionals

**1F. Shining Light on Mental Health and Suicide Prevention in the Construction Industry**  
Cal Beyer, CSDZ, a Holmes Murphy company

**1G. How to Build A Business That Runs Without You!!!**  
Robert Naini, Spray Foam Advisor

**1H. LEAN for the Spray Foam contractor who absolutely, positively MUST be the best in their marketplace**  
Mac Sheldon, Sheldon Consulting

#### **BREAKOUT SESSION 2** 11:00am – 11:45am

**2A. Biden's American Families Plan: Will It Help Families at the Expense of Harming Small Businesses?**  
Roman Basi, The Center for Financial, Legal & Tax Planning, Inc.

**2B. Solve the Mystery of Which Coating Belongs Where**  
Will Lorenz, General Coatings Manufacturing Corp

**2C. Geotechnical Market – Have your Questions Answered**

Jack Moore, JAG Lifting, LLC  
Ken Wells, Elite Insulation & PolyPro LLC  
Pat Burchett, NCFI Polyurethanes

**2D. Managing OSHA Visits**

Brian Cote, Installed Building Products  
Chris King, Anchor Insulation Co.

**2E. Dealing with Customer Complaints Over SPF Odors**  
Mason Knowles, Mason Knowles Consulting, LLC

**2F. Spray Foam Coalition – Industry Update**

Stephen Wieroniey, Director, Spray Foam Coalition,  
American Chemistry Council

**2G. Fun Foam Facts and Fiction**

Gary Harvey, Wedge Roofing

**2H. Get the Most Out of Your SPFA Membership - Navigating the New SPFA Website**

Rick Duncan, SPFA

### ► Thursday, March 4

#### **BREAKOUT SESSION 3** 9:15am – 10:00am

**3A. Critical Contract Provisions**

Mason Pokorny, Cotney Attorneys & Consultants

**3B. How to Restore a Spray Polyurethane Foam Roof System**

Dan Allen, Carlisle Roof Foam & Coatings

**3C. Spray Foam Chemistry: How it has changed over the years and how does it impact foam processing and quality**

Mary Bogdan, Honeywell

**3D. What Matters to People When They Buy Insulation**

**3E. Critical Calculations for SPF Insulators**

## ► Thursday, March 4

**3F. The Benefits of Company Accreditation**  
Aubin Trojak, Carlisle Roof Foam & Coatings

**3G. OSHA's New National Emphasis Program to Protect Indoor and Outdoor Workers from Hazardous Heat**

**3H. How to Build A Marketing Plan That Fuels Your Business**  
Robert Naini, Spray Foam Advisor

### **BREAKOUT SESSION 4** 10:15am – 11:00am

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**4A. Legal Hazards in SPF Industry: An Overview of the Legal Landscape in SPF Cases**  
Alex Tirado-Luciano, Tirado-Luciano & Tirado

**4B. Critical Calculations for SPF Roofers**  
Gary Harvey, Wedge Roofing

**4C. SPF: It's a Mindset**  
Aaron Meissner, IDI Distributors

**4D. Advanced Building Science for the SPF Professional**  
Mac Sheldon, Sheldon Consulting

**4E. SPF Application Techniques**  
Johns Manville

**4F. Life Cycle Assessment**  
Tom Harris, Tom Harris PUR Consulting, LLC

**4G. Marketing That Makes A Difference**  
Ken Allison, IDI Distributors

**4H. Government Affairs – Creating A Grassroots Network of SPF Contractors**  
Beau McCoy, Conklin Company, Inc  
Will Lorenz, General Coatings Manufacturing Corp

### **BREAKOUT SESSION 5** 11:15am – 12:00pm

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**5A. Difficult Employee Issues – Exploring Employer Options** Chris Janzen, BASF Corporation  
Pat McCoy, BASF Corporation

**5B. Do It Right, Do It Once**  
Robert Weil, Law Office of Robert J. Weil, PLLC

**5C. Update on the Development and Adoption of the International Energy Conservation Code**  
Paul Duffy, M.A.Sc., P.Eng., Paul Duffy and Associates

**5D. Overspray: Prevention and Cleanup for SPF Contractors**

**5E. Managing moisture in high performance buildings - How to provide comfort, safety, health, and reduce liability**  
Nikki Krueger, Santa Fe Dehumidifiers

**5F. Election Year Possibilities in Washington, DC**  
Craig Brightup, The Brightup Group LLC

**5G. How to Close More Sales to Grow Your Business**  
Robert Naini, Spray Foam Advisor

**5H. Cyber Security for your Business**  
Ed Graves, EG2 Digital, LLC