



SPFA Overview

RESNET Convention

02 March 2011

Orlando, FL

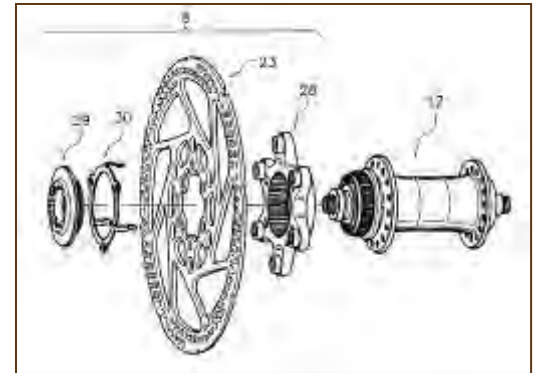
Kurt Riesenber

SPF Overview

- Growth
 - 46% Total 2006 – 2008*
 - Roofs: 105 – 120Mlbs (14%)
 - Walls: 96 – 190 Mlbs (98%)
- Transitional Period
 - Industry & Technology
 - Economy
- Challenges Increasing
 - Market growth means more scrutiny
 - Market growth means more intense attacks
- Broader Interest Across Building Sectors
 - Increasing inquiries / questions
 - Increasing requests / expectations for SPFA participation in events
- Safety / Agency Activity in Flux

SPFA: Overview

- Structure & Membership
 - 70/30% Split Membership
 - Full Value Chain – S/SH/EQ/D/C
 - Circular, Symbiotic Relationship
 - Final Stakeholders → Contractors
- Staff
 - Small Professional Staff
- Scope & Purpose of SPFA
 - Core Elements (Tech, Train, Promote, Advocacy, Hub)
 - Utilize presence of full value chain to further progress within the industry – unique!



SPFA Educational Activities

- Market Differentiator for Contractor
- Demonstrates Commitment to Safety AND Quality
- SPF Not For Everyone – Raising Bar
- SPFA Credentialing Program
 - Overview
 - Increasing Demand – Specs
 - Demand / Response
 - Always Improving / Adding
 - Deployment
 - Direct, Decentralize, Online, Partner
- Safety
 - Training, Outreach → New Initiatives



Strategic Priorities

- Define SPFA
- Training
- Membership – Define & Deliver Value
- Safety Message Deployment
- Marketing – Internal & External Industry (2EQ)
- Quality Control
- Compelling Research (LCA)
- These are all inclusive of each other, build upon each other, and need to be addressed concurrently
- Require immediate investment and commitment
- Produce consistency, credibility, trust and positive product selection

Tactical Priorities

- Accreditation program changes implementation (policies, delivery, inspections, rqmnts)
 - Integration of new H+S
 - Staffing
- Membership value/development campaign
- Industry marketing campaign
- Quality Control – discussions needed
- Convention →
- Partner presentations
- Key Partnership Development/Deployment (RESNET+)
- R&D and code/technical demands
- Expanding safety outreach



Positioning SPF

- Industry Presentations

- HPBCCC
- Summer Camp
- NICE
- CSI
- NASEO
- AIA Presos / Webinars
- SPF University

- External Interactions

- NAIMA
- **EBN**
- GSA
- CUFCA / ABAA
- RESNET (2011+)
- Agencies
- CEC



Example: Environmental Building News



Influence



Other SPFA Notables

- ICC-ES AC308 Creation – New ICC Doc / Fire Test
 - Continuing Improvements
- cPVC Material Compatibility Challenge
- ABAA / ORNL / DoE / SyrU Testing
- Hybrid Insulation Guidelines
- Initiated SPF Life Cycle Analysis (LCA)
- Low-Voltage Wire Study TBD
- **New Tech Docs – TTips, Glossary**
- Safety Program Development
- Accreditation Program Modifications
- Many Others



SPFA Tech Tips Calendar

| Topic | Leader | Draft | Review | Done |
|-----------------------------------|------------------|-------|--------|------|
| Spray Gun Cleaners | Hoerter | ✓ | ✓ | ✓ |
| Picture Framing | Frauenkron | ✓ | ✓ | ✓ |
| Photovoltaics | Williams | ✓ | WIP | |
| Cold Weather Coatings | Lenaker | ✓ | WIP | |
| Maintaining Material Temperatures | Murphy | ✓ | WIP | |
| Intumescent Coatings | | ✓ | WIP | |
| UFFI Position Paper | Duncan | ✓ | WIP | |
| Intermediate Density SPF | Sheldon/Morrison | WIP | | |
| Heated Hose Tips | Porter | WIP | | |
| SPF Exotherms | Williams | WIP | | |
| Periodic Shutdown Procedures | Wells | ✗ | | |
| Safety and Health Tips | (several) | ✗ | | |

SPFA Safety Outreach at Contractor Level

- Mirror and support CPI efforts
- Broad distribution of guidance materials found at www.spraypolyurethane.com
- Integrated messaging on safety in all SPFA committee and other meetings
- SprayFoam Magazine – Circulation of 13,000
- Delivery of agency & safety messages at SprayFoam 2010 (Orlando)
- Continuing agency & safety-oriented sessions at SprayFoam 2011 (Reno)
- Events – SF11, ICAA, NICE, CSI, AIA, others -> Spreading Message
- New opportunities – NAHB, RESNET

...The Agencies Say

- A green job is not green unless it is done safely
 - They are right
 - This is a core ethic
 - Embrace it

- But we also need to expect dynamism among those that are driving the demand to answer complex energy and environmental challenges!
 - With complex challenges come complex solutions

Observations / Feedback

- Our company has complied with OSHA standards for years now. Since we work with a number of large national companies in various locations, we have been mandated to follow these practices in order to submit bids for their projects. They look at our insurance mod rates, in house safety programs, respiratory program, fall protection, etc and often require additional measures to comply with their own particular safety and health programs. We comply because it brings us more work and we want our workers in a safe work environment to promote long term employment with our business. The new materials have provided us with a safer working environment and ability to comply.

Observations / Feedback

- Although we thought our meetings were comprehensive on H&S we have added substantial additional information as it is passed along through SPFA and Manufacturers. We are better for it.

Observations / Feedback

- We commonly exercised these issues in the past, but now have greater focus and resources in the standardized information from SPFA / CPI / etc

Observations / Feedback

- Our program has been improving all year long. Industry guidance has been instrumental in our effort. We can do a lot more still based on the most recent H&S documents and website created by the industry.

Observations / Feedback

- I feel we were well prepared ahead of the ramped-up industry H&S focus, but the guidance release in the past year has promoted an increased awareness with our company to be better at it. We are probably better aware of PPE for all workers working in close proximity to the spray foam application, occupants, and not just the applicator. The other trades we work with are also becoming more knowledgeable, which makes the job easier.

Observations / Feedback

- Raising the bar for our business gives us a access to higher profile / larger projects that appreciate our professionalism. Most large companies wish to lessen the liability with contracted projects and are willing to pay a bit more for that. Referrals are constant because they know what to expect from our company in regards to quality, workmanship, and safety compliance.

What Does This Sampling Mean?

- H+S practices & policies improving and playing a larger role in company operations
- In many cases, companies feel substantial improvement over one year ago in their H+S activity
- Acknowledgement of more awareness around the industry as a result of agency and association efforts
- Commitment and demonstration of safety is another differentiator for companies to build business
- BUT!! More work needs to be done
 - Greater penetration
 - PERSISTENCE, SINCERITY, AUTHENTICITY
 - That is why we are here, and will continue to return

Who Has Responsibilities?

- Everyone
 - Suppliers to provide a safe and reliable product, and extend information on safety through chain
 - Systems Houses to adequately communicate info on their products, promote SPF and train specifics
 - Distributors to know their products and the type of people buying them, and extend mfg/industry info
 - Contractors to know quality and safety information on SPF, engage the worksite safely, bring honesty and transparency to interactions with customers, and be committed to excellence.
 - Know your trade, not just your product.
- ALL should participate in association
 - Even you

What an SPFA Membership Says



- My company believes in leading from the front and has the big-picture of SPF
- My company actively supports industry-wide product stewardship, safety, and quality initiatives through our funds and effort
- My company is committed to staying on the front lines of issues and staying up to date on the latest industry information
- My company wants to bring the expertise of the industry to each of our customers and do the best job to earn more, and repeat/referral business
- My company isn't just here today. It will be here tomorrow because we are committed to industry excellence
- My company is connected to the national network of manufacturers, contractors, and other professionals affiliated with the SPF industry

Ask Contractors if SPFA Members!



Now... To Your Role

- Accreditation BE Inspectors Needed
 - Business opportunity for you
 - Help the SPF industry raise the bar further
 - Contact SPFA for enrollment and training information
- Home Energy Teams
 - Integration of SPF contractors with other trades
 - Network building opportunity
 - Opportunity to share knowledge and coordinate technologies
 - Ask for SPFA membership, accreditation, and EnergySmart Contractor Training

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