

2026 Breakout Sessions



Tuesday, March 24

BREAKOUT SESSION 1 9:15am-10:00am

- 1A More with Less: The Contractor's Guide to Using Foam Efficiently**
Kevin Wiacek and Cole Fletcher, Quadrant Performance Materials
• Business/Legal •
- 1B Is it Them or Is It Us?**
Nathan Lange, Northland Companies
• Business/Legal •
- 1C Clear the Air: Spray Zone Ventilation to Improve Safety and Reduce Odors**
Richard Duncan, Duncan Engineering, Inc. / Envelogic
• Foam Safety/Quality •
- 1D EPD? What Does it Mean to Me?**
Chris Janzen and Brian Oman, BASF Corporation
• General Interest •
- 1E Spray Foam Trends and Manufacturer Best Practices**
Heidi Ellsworth, CoatingsCoffeeShop
• Roofing •
- 1F Know Your Numbers and Lock-In Profit on Every SPF Job**
Robert Naini, Spray Foam Advisor, LLC
• Business/Legal •
- 1G Navigating the Architect's World**
Paul Warren, Huntsman
• General Interest •
- 1H Underslab Application/Radon Protection**
Mike Richmond, Genyk
• Specialty Applications •
- 1I Election Year Grades for the Administration and Congress**
Craig Brightup, The Brightup Group LLC
• Regulations, Legislation and Government Affairs •
- 1J Avances Tecnológicos en Equipos y Aplicación**
Abel Saucedo, Creative Polymer Solutions / Accufoam
• General Interest •

Tuesday, March 24

BREAKOUT SESSION 2 10:15am-11:00am

- 2A Profit Sharing: Driving Performance, Engagement, and Business Growth**
Candace Lord, The Green Cocoon, LLC
• Business/Legal •
- 2B Using AI: Robots That Do Work For You**
Ben Barrick, Hearth
• Business/Legal •
- 2C Daily Logs that are Actually Useful**
Justin Strombeck and Wayne Davison, Akurate Dynamics
• Foam Safety/Quality •
- 2D Moisture, Mold, and Mystery Callbacks: The Story Behind Real Foam Failures**
Robert Naini, Spray Foam Advisor, LLC
• Foam Safety/Quality •
- 2E Mastering Spray Foam Roofing: Key Lessons From The Field**
Gary Harvey, Wedge Roofing Inc.
• Roofing •
- 2F Why Can't I Use Open Cell - Everyone Else Is**
Thomas Harris, Tom Harris PUR Consulting LLC
• Insulation •
- 2G Leading from the Front: Leadership Skills for Growing SPF Businesses**
Andrew Whelan and Cole Fletcher, Quadrant Performance Materials
• Business/Legal •
- 2H Combining Helical Piles and Geotechnical Polyurethane Foam**
Patrick Burchett, NCFI Polyurethanes
• Specialty Applications •
- 2I International Spray Polyurethane Foam**
Mary Bogdan, Solstice Advanced Materials
• Regulations, Legislation and Government Affairs •
- 2J Compatibilidad con Sustratos y Preparación de Superficies**
Abel Saucedo, Creative Polymer Solutions / Accufoam
• Foam Safety/Quality •

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BREAKOUT SESSION 3 11:15am–12:00pm

- 3A How to Get Found on Google Without Spending a Fortune**
Spencer Lund Hart, Spray Foam Genius Marketing
• Business/Legal •
- 3B AI as Your Business Partner: Using AI to Drive Smarter Decisions**
Alan Annis, Quadrant Performance Materials
• Business/Legal •
- 3C What I Wish I Knew...**
Luke Egely, Elastochem Specialty Chemicals
• Foam Safety/Quality •
- 3D Performance Beyond R-Value**
Thomas Harris, Tom Harris PUR Consulting LLC Foam
• Foam Safety/Quality •
- 3E Busting Myths–The Truth Behind Spray Polyurethane Foam Roofing**
Trace Bailey, Draper Construction & Commercial Roofing, Inc.
• Roofing •
- 3F Waterproofing Systems and Spray Foam**
Vince Kerr, Huntsman
• Insulation •
- 3G Women in Spray Foam**
Mary Bogdan, Solstice Advanced Materials
• General Interest •
- 3H Tariffs, Trade, and Fair Competition: Understanding the USMCA Loophole in Spray Foam Imports**
Dave Lall, AMBIT Polyurethane
• Regulations, Legislation and Government Affairs •
- 3I SPF Risk Management 2026 Report Out based on FMEA Project Progress**
Dan Dorneanu, Palmetto Spray Foam LLC
• Foam Safety/Quality •
- 3J Control de Calidad en la Aplicación de Espuma en Spray**
Abel Saucedo, Creative Polymer Solutions / Accufoam
• Foam Safety/Quality •

Wednesday, March 25

BREAKOUT SESSION 4 10:15am–11:00am

- 4A Stop Competing on Price: How to Win More Spray Foam Jobs at Higher Margins**
Robert Naini, Spray Foam Advisor, LLC
• Business/Legal •
- 4B AI: How its changing How, not Who**
Curt Janzen, Beyond Group
• Business/Legal •
- 4C PCP Update**
Bonnie Strickler, Puff Inc.
• General Interest •
- 4D Safety Considerations for SPF Commercial Roofing**
Thomas Harris, Tom Harris PUR Consulting LLC Foam
• Foam Safety/Quality •
- 4E Spray Foam Roofs: Retrofit or Roof System?**
John Davidson, SprayWorks Equipment
• Roofing •
- 4F Future-Proofing Buildings Using Spray Foam**
Laverne Dalgleish, Building Professionals
• Insulation •
- 4G Field Efficiency 2.0: Streamlining Crew Performance and Job Site Operations**
Cole Fletcher, Quadrant Performance Materials
• General Interest •
- 4H Thermal / Ignition Barrier, Vapor Retarder & Air Barriers**
James Toth, No-Burn, Inc.
• Specialty Applications •
- 4I Spray Foam Coalition – How Manufacturers are Growing the Industry and Promoting Best Practices with the A.I.R. Seal of Excellence**
Stephen Wieroniey, Spray Foam Coalition
• Regulations, Legislation and Government Affairs •
- 4J Solución de Problemas Comunes en el Sitio de Trabajo**
Abel Saucedo, Creative Polymer Solutions / Accufoam
• Foam Safety/Quality •

2026 Breakout Sessions

Wednesday, March 25

BREAKOUT SESSION 5 11:15am-12:00pm

5A Customer Financing: The Complete Go To Market Guide and Checklist

Ben Barrick, Hearth

• Business/Legal •

5B AI in the Spray Foam Industry: Practical Solutions for Efficiency & Growth

Mariglen Qorri, Ecostar Insulation

• Business/Legal •

5C Fun Foam Fact & Fictions

Gary Harvey, Wedge Roofing Inc.

• Foam Safety/Quality •

5D From Panic to Performance: How Spray Foam Keeps Projects on Track

Rocky Boyer, Elastochem

• Foam Safety/Quality •

5E Grow the SPF Roofing Market – Step 1 Training

Jack Moore, Creative Polymer Solutions

• Roofing •

5F Framing Perfection: The Physics Behind SPF Adhesion and Picture-Framing

Richard Duncan, Duncan Engineering, Inc. / Envelopic

• Insulation •

5G Spray Foam Chemistry: How it has Changed over the Years

Patrick Stehley, Solstice Advanced Materials

• General Interest •

5H How to Deal With Problematic Employees

Bob Weil, Law Offices of Robert J. Weil, PLLC

• Business/Legal •

5I How Codes Are Changing and Why Everyone Needs an Energy Rater For A Friend

Ken Allison, IDI

• Regulations, Legislation and Government Affairs •

5J Sostenibilidad y Cumplimiento Normativo

Abel Saucedo, Creative Polymer Solutions / Accufoam

• Regulations, Legislation and Government Affairs •

