

2026 Breakout Sessions

LAS VEGAS March 22-25 2026 SPRAYFOAM Convention & Expo

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 •

2026 Breakout Sessions

Tuesday, March 24

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. / Envelogic

• **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 Sauceda, Creative Polymer Solutions / Accufoam

• **Regulations, Legislation and Government Affairs** •

