

2026 Breakout Sessions

LAS VEGAS March 22-25 2026 SPRAYFOAM Convention & Expo

Tuesday, March 24

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

- 1A More with Less: The Contractor's Guide to Using Foam Efficiently**
PAVILION 1
Kevin Wiacek and Cole Fletcher, Quadrant Performance Materials
• Business/Legal •
- 1B Is it Them or Is it Us?**
PAVILION 2
Nathan Lange, Northland Companies
• Business/Legal •
- 1C Clear the Air: Spray Zone Ventilation to Improve Safety and Reduce Odors**
PAVILION 3
Richard Duncan, Duncan Engineering, Inc. / Envelogic
• Foam Safety/Quality •
- 1D EPD? What Does it Mean to Me?**
PAVILION 4
Chris Janzen and Brian Oman, BASF Corporation
• General Interest •
- 1E Spray Foam Trends and Manufacturer Best Practices**
PAVILION 6
Karen Edwards, CoatingsCoffeeShop
• Roofing •
- 1F Know Your Numbers and Lock-In Profit on Every SPF Job**
PAVILION 9
Robert Naini, Spray Foam Advisor, LLC
• Business/Legal •
- 1G Navigating the Architect's World**
PAVILION 10
Paul Warren, Huntsman
• General Interest •
- 1H Underslab Application/Radon Protection**
PAVILION 1
Mike Richmond, Genyk
• Specialty Applications •
- 1I Election Year Grades for the Administration and Congress**
BALLROOM G
Craig Brightup, The Brightup Group LLC
• Regulations, Legislation and Government Affairs •
- 1J Avances Tecnológicos en Equipos y Aplicación**
BALLROOM F
Abel Saucedo, Creative Polymer Solutions / Accufoam
• General Interest •

Tuesday, March 24

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

- 2A Profit Sharing: Driving Performance, Engagement, and Business Growth**
PAVILION 1
Candace Lord, The Green Cocoon, LLC
• Business/Legal •
- 2B Using AI: Practical Strategies You Can Start Using Today**
PAVILION 2
Ben Barrick, Hearth
• Business/Legal •
- 2C The Cost of Guesswork: Documentation That Can Defend - or Destroy - You**
PAVILION 3
Wayne Davison and Stephen Davis, Akurate Dynamics
• Foam Safety/Quality •
- 2D Moisture, Mold, and Mystery Callbacks: The Story Behind Real Foam Failures**
PAVILION 4
Robert Naini, Spray Foam Advisor, LLC
• Foam Safety/Quality •
- 2E Mastering Spray Foam Roofing: Key Lessons From The Field**
PAVILION 6
Gary Harvey, Wedge Roofing Inc.
• Roofing •
- 2F Why Can't I Use Open Cell - Everyone Else Is**
PAVILION 9
Thomas Harris, Tom Harris PUR Consulting LLC
• Insulation •
- 2G Leading from the Front: Leadership Skills for Growing SPF Businesses**
PAVILION 10
Andrew Whelan and Cole Fletcher, Quadrant Performance Materials
• Business/Legal •
- 2H Combining Helical Piles and Geotechnical Polyurethane Foam**
PAVILION 11
Patrick Burchett, NCFI Polyurethanes
• Specialty Applications •
- 2I Learn the Latest about State Regulations from the Government Affairs Committee**
BALLROOM G
Will Lorenz, General Coatings / Mary Bogdan, Solstice Advanced Materials / Perri Moeller, Solstice Advanced Materials
• Regulations, Legislation and Government Affairs •
- 2J Compatibilidad con Sustratos y Preparación de Superficies**
BALLROOM F
Jose Ortiz-Beltran, Service Partners
• Foam Safety/Quality •



2026 Breakout Sessions

Tuesday, March 24

BREAKOUT SESSIONS 3 11:15am-12:00pm

- 3A How to Get Found on Google Without Spending a Fortune**
PAVILION 1
Spencer Lund Hart, Spray Foam Genius Marketing
• **Business/Legal** •
- 3B Crew Cabs and Coffee Pots: A New Playbook on Safety Training**
PAVILION 2
Dan Benedict, Spray Foam Arizona and Jeremiah Schoneberg, UPC
• **Foam Safety/Quality** •
- 3C What I Wish I Knew...**
PAVILION 3
Luke Egely, Elastochem Specialty Chemicals
• **Foam Safety/Quality** •
- 3D Performance Beyond R-Value**
PAVILION 4
Thomas Harris, Tom Harris PUR Consulting LLC Foam
• **Foam Safety/Quality** •
- 3E Busting Myths-The Truth Behind Spray Polyurethane Foam Roofing**
PAVILION 6
Trace Bailey, Draper Construction & Commercial Roofing, Inc.
• **Roofing** •
- 3F Waterproofing Systems and Spray Foam**
PAVILION 9
Vince Kerr, Huntsman
• **Insulation** •
- 3G Women in Spray Foam**
PAVILION 10
Carla Airey, Genyk / Tona Keeton, Magnolia Insulation and Garage Door / Karen Wikert, Mrs Spray Foam / Candace Lord, The Green Cocoon
Edith Mirele, H&R Spray Foam Insulation LLC
Cortney Sanders, Old South Insulation
Mary Bogdan, Solstice
• **General Interest** •
- 3H Tariffs, Trade, and Fair Competition: Understanding the USMCA Loophole in Spray Foam Imports**
PAVILION 11
Dave Lall, AMBIT Polyurethane
• **Regulations, Legislation and Government Affairs** •

3I SPF Risk Management 2026 Report Out based on FMEA Project Progress

BALLROOM G

Dan Dorneanu, Palmetto Spray Foam LLC

• **Foam Safety/Quality** •

3J Control de Calidad en la Aplicación de Espuma en Spray

BALLROOM F

Abel Saucedo, Creative Polymer Solutions / Accufoam

• **Foam Safety/Quality** •

Wednesday, March 25

BREAKOUT SESSIONS 4 10:15am-11:00am

- 4A Stop Competing on Price: How to Win More Spray Foam Jobs at Higher Margins**
PAVILION 1
Robert Naini, Spray Foam Advisor, LLC
• **Business/Legal** •
- 4B AI: How its changing How, not Who**
PAVILION 2
Curt Janzen, Beyond Group
• **Business/Legal** •
- 4C PCP Update**
PAVILION 3
Bonnie Strickler, Puff Inc.
• **General Interest** •
- 4D Safety Considerations for SPF Commercial Roofing**
PAVILION 4
Thomas Harris, Tom Harris PUR Consulting LLC Foam
• **Foam Safety/Quality** •
- 4E Spray Foam Roofs: Retrofit or Roof System?**
PAVILION 6
John Davidson, SprayWorks Equipment
• **Roofing** •
- 4F Future-Proofing Buildings Using Spray Foam**
PAVILION 9
Laverne Dalgleish, Building Professionals
• **Insulation** •
- 4G Field Efficiency 2.0: Streamlining Crew Performance and Job Site Operations**
PAVILION 10
Cole Fletcher, Quadrant Performance Materials
• **General Interest** •
- 4H Thermal / Ignition Barrier, Vapor Retarder & Air Barriers**
PAVILION 11
James Toth, No-Burn, Inc.
• **Specialty Applications** •
- 4I Spray Foam Coalition - How Manufacturers are Growing the Industry**
BALLROOM G
Stephen Wieroniey, Spray Foam Coalition
• **Regulations, Legislation and Government Affairs** •
- 4J Solución de Problemas Comunes en el Sitio de Trabajo**
BALLROOM F
Agustin 'Auggie' Palacios, Service Partners
• **Foam Safety/Quality** •

2026 Breakout Sessions

Wednesday, March 25

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

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

PAVILION 1

Ben Barrick, Hearth

• Business/Legal •

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

PAVILION 2

Mariglen Qorri, Ecostar Insulation

• Business/Legal •

5C Fun Foam Fact & Fictions

PAVILION 3

Gary Harvey, Wedge Roofing Inc.

• Foam Safety/Quality •

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

PAVILION 4

Rocky Boyer, Elastochem

• Foam Safety/Quality •

5E Grow the SPF Roofing Market – Step 1 Training

PAVILION 6

Jack Moore, Creative Polymer Solutions

• Roofing •

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

PAVILION 9

Richard Duncan, Duncan Engineering, Inc. / Envelogic

• Insulation •

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

PAVILION 10

Patrick Stehley, Solstice Advanced Materials and

Jason Hoerter, SPFA

• General Interest •

5H Employer Options for the Difficult Employee

PAVILION 11

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

BALLROOM G

Ken Allison, IDI

• Regulations, Legislation and Government Affairs •

5J Sostenibilidad y Cumplimiento Normativo

BALLROOM F

Abel Saucedo, Creative Polymer Solutions / Accufoam

• Regulations, Legislation and Government Affairs •

