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 Sauceda, 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: Practical Strategies You Can Start Using Today
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
Jose Ortiz-Beltran, Service Partners
• 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 Crew Cabs and Coffee Pots: A New Playbook on Safety Training
Dan Benedict, Spray Foam Arizona and Jeremiah Schoneberg, UPC
• Foam Safety/Quality •

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 Sauceda, 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
Agustin 'Auggie' Palacios, Service Partners
• 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 and Jason Hoerter, SPFA
• 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 •

