HIGHLIGHTS OF SPRING 2018 CONFERENCE
Omni Amelia Island Plantation Resort
Amelia Island, FL

INSIDE THIS ISSUE:
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• New Opportunities: Cybersecurity Challenge
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# President’s Message

As always the ability to see old friends and meet some of the fresh new faces who are getting involved with the organization is exciting. I think the live entertainment at the start of the conferences are great! Especially the Crazy Daysies at the 2018 spring event. Poolside drinks in the Florida sun were definitely a nice bonus!

*Ray Levesque*
*BC Flynn*
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EVERY ESICA CONFERENCE IS UNIQUE & SPECIAL!

“The total event at Amelia Island was amazing. From arriving at a beautiful venue, connecting with fellow contractors who have become friends and hearing about their families ... to meeting new people & sharing ideas, this conference was special. I get something out of every part of each conference I attend!”

Jerry McCaffrey
Thermal Solutions
The world is changing. And so are we.

Hello ROCKWOOL

We have a new global story to tell. You’ve always known us as ROXUL Technical Insulation, the market leader in industrial stone wool insulation. But in a time when safety and sustainability demands in the industrial and marine & offshore sectors are greater than ever, how can we simply sit back? We can’t. We have always been part of the ROCKWOOL Group. Now, united under one global name, we can innovate, explore and develop new ways to do even more for our customers and our planet. We are more than just market leaders. We are making our customers’ operations safer, better for the environment and more efficient and effective.

We are ROCKWOOL Technical Insulation.

Find out more about what the change in our name means to you. Visit rockwool.com/hello
It was great seeing everyone at our 2018 Spring Conference in Amelia Island! Thank you to the conference sponsors, speakers, attendees, and the weather for allowing this event to be another immense success!

A topic of wide discussion at the conference was cybersecurity and how it effects our industry. Did you know that cyberattacks are the fastest growing crime in the United States? The construction industry is not immune to cyberattacks, therefore, it is best to be aware of these security risks before something happens. We have a great article in this issue from Construction Executive, a publication of Associated Builders and Contractors, that you can’t afford to miss!

I would like to thank the ESICA Review Editors, Jerry McCaffrey and Brad Power! Without their knowledge and expertise, this publication would not be the valuable resource it is today. Throughout the year they are working with our association management team to compile the best and most relevant topics to be brought to our readers. Be sure to check out our “Thanks for the Memories” article, where Jerry and Brad stepped out from behind the scenes to give us some of their most valued memories of ESICA over the years. Both gentlemen have been a part of ESICA for many years, so they are sure to have some great stories!

Our next conference, which is our joint conference with Central States Insulation Association (CSIA), will be held in Savannah, Georgia from September 6th – 8th. The Westin Savannah Golf Resort & Spa is a beautiful resort that is nestled along the banks of the Savannah River and is a perfect venue for our exciting conference! As always, we’re planning some fantastic experiences and events that include amazing dinners, breakout meetings, great leisure activities… and our Keynote Speaker, Ty Bennet, who will captivate your attention with “The Power of Storytelling”.

I look forward to seeing everyone in Savannah, the beautiful Coastal City!

Kind Regards.

Ray Levesque
ESICA President
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UPCOMING CONFERENCES

2018

ESICA/CSIA FALL CONFERENCE
September 6 – 8, 2018
Westin Savannah Harbor Golf Resort & Spa, Savannah, GA

2019

ESICA SPRING CONFERENCE
May 1 -3, 2019
Omni Grove Park Inn, Asheville, NC

ESICA/CSIA FALL CONFERENCE
September 5 – 7, 2019
The Ritz-Carlton, Naples, Naples, FL

2020

ESICA SPRING CONFERENCE
April 29 – May 1, 2020
Four Seasons Hotel Baltimore, Baltimore, MD

ESICA CSIA FALL CONFERENCE
September 3 – 5, 2020
Renaissance Boston Waterfront Hotel, Boston, MA

ESICA CONFERENCES HELP BUILD RELATIONSHIPS

“The ESICA spring conference was amazing. I really loved the opportunity to mix with customers and suppliers from all over our trading territory … to share ideas and build relationships with a great bunch of people. Very rewarding!”

Brad Rice
Insulation Materials Corporation
Our Spring Conference was held in Amelia Island, Florida at the beautiful Omni Amelia Island Plantation Resort overlooking the Atlantic Ocean.

**ASSOCIATES COCKTAIL RECEPTION:**
Our associates cocktail reception is always the perfect way to kick off the conference. It’s a great opportunity to reconnect with colleagues and friends from across the region. The Oceanview Terrace proved much to its name as attendees took in the beautiful beachfront location.

**OPENING PERFORMANCE:**
The Crazy Daysies, an acoustic, country music duo based in Jacksonville, FL opened the conference with an astounding performance of the National Anthem. They continued to awe attendees as they performed covers as well as an original song that was definitely a hit! So much so that they were prompted to do an encore!

**PRESENTATIONS:**
**2018 Tax Cuts & Jobs Act**
Michelle DeLillo, Director of Accounting at John DeLillo CPA, discussed the Tax Cuts and Jobs Act that was passed in late December 2017, which is called the most extensive tax legislation in 30 years. Attendees gained valuable knowledge regarding this act that covers individual income taxes, business income taxes and estate taxes.

**Key Principles in Building Enduring Organizations**
Edward K. Rowell, Senior Consultant at FMI Corporation, discussed the core elements of leadership effectiveness and organizational endurance, as well as critical skills for today’s leader of tomorrow’s workforce. By the conclusion of Ed’s presentation, attendees recognized the invaluable importance of building an enduring organization that will last through numerous generations as well as the role leadership plays in establishing an organization’s core ideology and envisioned future.

**ACTIVITIES:**
**Design & Delight**
This year we reintroduced a Guest Program into the conference schedule. Guests were able to create their own masterpiece with the help of Paisley Grace Designs Makery. Each participant brought home a beautiful one-of-a-kind creation and maybe even a new found talent!

**Culinary Tasting Tour**
Participants enjoyed an afternoon touring the Victorian Downton, with the Amelia Island Culinary Academy, learning more about the Island’s historic cuisine and unique heritage as the “Isle of 8 Flags”. The tour ended with an exciting cooking demonstration by tour guide and culinary expert, Chef Bill. Chef Bill’s passion for food and the island’s history made for a spectacular experience!

**Golf Tournament**
Golfers enjoyed a beautiful day at the Oak Marsh Golf Course, which was included in Golf Digest’s prestigious list of the “Top 75 Resort Courses in the U.S.”

**Tournament Winners:**
- **1st Place** – Jon Fitch, TBN Associates, Inc., David Taylor, Manson Insulation, Cheryl Thomas, HB Fuller Construction Products; Foster & Childers Brands, and Mathew Yenrick, Johns Manville
- **2nd Place** – Rudy Latzlsberger, Rudco Sales, Jerry McCaffrey, Thermal Solutions Contracting, Justin Rispoli, Aspen Aerogels, and Mark Smith, Knauf Insulation
- **3rd Place** – Jason Brown, TBN Associates, Inc., Art Crouse, Knauf Insulation, David Edison, K-Flex USA and Bradford Milnes, Aspen Aerogels
- **Closest to the Pin** – Art Crouse
- **Longest Drive** – Art Crouse

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Our Spring Conference was another great success that could not have been accomplished without the support of our sponsors!

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Agriculture is Alive and Flourishing in Upstate New York!

For more than 125 years, Cornell’s New York State Agricultural Experiment Station (NYSAES) in Geneva has developed cutting-edge technologies essential to feeding the world and strengthening New York economies. From developing safe and nutritious foods to pioneering means to preserve the environment, NYSAES serves millions of New York consumers, agricultural producers, food businesses and farm families throughout the state.

In November of 2017 T Bell Construction of Rochester called upon Griffin Insulation to rehab the insulation of the steam and condensate systems and cold water and heating hot water pipes at Cornell’s Agricultural Research Pilot Plant in Geneva. With Welliver/ McGuire as General Contractor and M/E Engineering as the project’s Engineer, Griffin was chosen for insulation based on the strength of their commitment to safety and quality.

“Cornell prides itself on being at the cutting edge of efficiency and energy-saving technology,” stated Rick Mullen, President of Griffin Insulation. “This together with the recently updated New York State Energy Code that requires some significant thicknesses on relatively small bore piping, made the full thickness of insulation an absolute must on the project.”

The steam and condensate systems were insulated with mineral wool fabricated and supplied by SPI and jacketed with aluminum. Cold water and heating hot water pipes were insulated with fiberglass and jacketed with aluminum. “SPI, the insulation vendor on the project, typically has a substantial inventory of mineral wool pipe covering in the sizes and quantities we demanded,” said Rick.

(continued on page 17)
Long known for its weatherproof cladding and vapor barriers, Polyguard’s Mechanical Division now offers superior insulation systems (including corrosion protection for CUI) targeting below ambient and chilled water applications.

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“Additionally, SPI was best suited to service the project with offices in both Syracuse and Rochester.

Griffin Insulation was on site for nine months with six insulators from local 26 during peak installation periods. “We are extremely proud to have completed the project safely, on time, under budget... and with a superb finished product!” reported Rick. “We are delighted to have been a part of this prestigious project with Cornell University!”
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The ESICA CSIA 2018 Fall Conference is just around the corner!

When: September 6 – 8
Where: Westin Savannah Golf Resort & Spa in Savannah, Georgia

The countdown has begun! Get ready for an exciting, action-packed fall conference at the South’s only downtown resort in the heart of Savannah.

Nestled along the banks of the Savannah River and just a ninety second ferry ride away from historic downtown, the Westin Savannah Resort is the perfect venue for our awe-inspiring conference.

As always, we’re planning some fantastic experiences and events that include amazing dinners, breakout meetings, and great leisure activities. Our Keynote Speaker, Ty Bennett, will captivate your attention with ‘The Power of Storytelling’.

Mr. Bennett’s theory is that we cultivate connection, strengthen engagement and retain information 500% better through the context of a story. That’s five hundred percent! Why? Because communication plus storytelling creates connection, invokes passion, engages emotions and most importantly, moves people to take ACTION.

As Ty Bennett tells us, life is all about contribution – and how we connect through communication determines our level of influence.

Isn’t communication and connection what it’s all about at ESICA Conferences?! Communication with associates and colleagues…. connecting with peers on business trends and industry issues… networking and spending quality time with old and new friends.

And speaking of ‘communication and connection’, we’ve added some ESP, telepathy and mind reading for added excitement! As part of our Fall event, we have invited a genuine ‘mentalist’ couple, Larry and Raven, who never fail to bring the house down at A-list parties, cruise ships, hotels and corporate events. Prepare to be entertained, delighted – and mystified -- by their highly developed mental and intuitive abilities!

All this and more are part of our upcoming Fall Conference in Savannah, consistently named one of “America’s Favorite Cities” by Travel & Leisure magazine.

Visit www.esica.org to register!

ESICA CONFERENCES BRING PERSONAL & PROFESSIONAL ENRICHMENT

“Having missed the 2017 conferences, it was immediately apparent to me when I arrived at Amelia Island that digital or social media networking will never be a replacement for the personal and professional enrichment I attain attending the ESICA conferences.”

Ernie Iulianetti
FBM/SPI
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Megan Thompson, McCormick Insulation

We are delighted to introduce our newest Board Member Megan Thompson, who was elected to the ESICA Board of Directors at the Spring Conference in Amelia Island.

Megan was eager to share her thoughts on family, work and play...

City of Residence:
Guyton, GA, just outside of Savannah.

Position at McCormick Insulation:
Southeast Regional Manager

Three things I would like everyone to know about me:
I graduated from Virginia Tech with a degree in Math. I enjoy running and triathlons – I have completed 3 marathons, 12 half-marathons and countless 10k and 5k races; I’ve also run one Olympic distance and 19 sprint distance triathlons. I have played soccer my whole life and it’s actually how I met my husband!

What I like most about my work: I like that every day is different and I enjoy developing relationships with my customers. I like being able to solve problems for our customers and exceed their expectations.

The most difficult challenge I face at work: Finding and retaining quality personnel.

The best advice I ever received: Never be afraid to ask for help.

My greatest inspiration: My father – It’s been amazing to watch how he has grown McCormick Insulation over the last 40 years.

I'm happiest: When I am at the beach with my family.

I'm proudest: Of my daughter, Mikaela. I love watching her grow and learn.

As a new ESICA Board Member, I'm most excited about: Being involved in bringing quality content to future meetings. Getting to know the members of the association better.

My bucket list for the near and distant future: More travels and more time for family far away!

Congratulations and welcome to the Board, Megan! We wish you great success in all your endeavors!
Programs & Resources for Learning:
Online... Onsite... In the Classroom

Leaders in the insulation industry are working together to create training and education programs and resources designed to enhance technical skills, increase product knowledge, earn continuing education credits, and much more.

Organizations like the National Insulation Association (NIA) as well as manufacturers including Johns Manville, Owens Corning and Unifrax have made it their priority to educate and train end users -- from beginners to the most experienced professionals— on a wide range of topics that will improve quality, cost efficiency and speed.

NIA: The Industry’s Premier Resource for Learning & Education

“NIA is committed to industry advancement and offers access to a variety of training opportunities and online tools for NIA members and end users. Our resources are designed to increase industry and technical knowledge. We typically focus on meeting the needs of the whole industry, as we represent all aspects of it.”

Michele M. Jones, NIA EVP/CEO

NIA offers some of the industry’s leading programs for enhancing skills. For those who are just starting out, or want to learn more about insulation, these easily accessible resources can help develop, or further enhance, an understanding of mechanical insulation:

- **Insulation Energy Appraisal Program (IEAP)**—Teaches students how to determine the optimal insulation thickness and corresponding energy and dollar savings for a project. The program was designed to teach students the necessary information to give facility managers a better understanding of the true dollar and performance value of their insulated systems.

- **Mechanical Insulation Installation Video Series**—This popular video series is available in English and Spanish and contains a general overview, safety precautions, and video demonstrations of a variety of mechanical insulation applications. The series can be streamed on NIA’s Vimeo page at [www.vimeo.com/niainfo](http://www.vimeo.com/niainfo) or purchased in DVD format.

- **Mechanical Insulation Education & Awareness E-Learning Modules**—This self-paced online class defines and promotes the benefits of mechanical insulation, explores the science behind mechanical insulation technology, and explains the different design questions to consider when designing an insulation system, assists with insulation material selection, and addresses the importance of insulation system maintenance.
- **Coming soon:** NIA is currently developing its Thermal Insulation Inspection Program. This new program will educate and train insulation inspectors on how to evaluate installation work and determine whether it is compliant with mechanical insulation specifications. NIA’s Certified Insulation Inspectors will help improve project performance and ensure energy and specification goals are met through correct insulation system installation. Visit [www.insulation.org/training-tools/inspectorprogram](http://www.insulation.org/training-tools/inspectorprogram) for more information.

NIA’s goal is to promote insulation awareness and educate members, the construction industry, and insulation end users about proper insulation system design and maintenance. Additional information and resources are available at NIA’s Online Educational Center, [www.insulation.org/resources/nias-educational-center](http://www.insulation.org/resources/nias-educational-center).

**Owens Corning: Global Training On-Site & In the Classroom**

“At our comprehensive trainings, both in the classroom and on the job site, we bring together contractors, installers, managers, engineers and inspectors—groups that never see each other onsite. The benefit of this combined training gives each group a much better understanding of what the various teams are doing.”

*Tim Bovard, Manager, Technical Services and Training, Owens Corning*

The Owens Corning’s FOAMGLAS® Global Training Team offers a wide variety of education and training opportunities for all those involved in specifying, procuring or installing FOAMGLAS® insulation systems. Even experienced professional insulators can benefit from learning about new product developments and changes to industry standards.

The company offers programs that cover all aspects of installing FOAMGLAS® insulation, including handling, storage, cutting, sealing, and coating as well as programs that provide insights into inspection requirements to optimize installed quality for hot, cyclic and cryogenic systems. These programs can be adapted to the individual needs of an organization and to complement or supplement formal industry apprenticeship programs. Training and demonstrations are provided at offices, workshops, job sites—and at three global training centers in the United States, Europe and China.

Owens Corning’s long-standing commitment to providing industry-leading training support is highlighted by the opening of the Fresno, Texas training center. The new training center in Fresno features 2000 square feet of practical-training floor space. Training rigs including large and small diameter pipe rigs with valves, T pieces and elbows give an authentic learning environment. The practical area is complemented by dedicated classrooms and a display area for floor, duct and pipe applications.

“We have a lot of international travelers coming through Fresno, from beginners to upper management,” said Bobby Ferrell, Senior Technical Support Specialist. “When a customer calls, they’ll tell us about their applications so we can customize their training. It’s an opportunity to see a specification being installed, to be involved in the insulation actually going on the pipes. There’s nothing better than hands-on experience.”

(continued on page 25)
Bobby travels from the Fresno center to cities throughout the US and Latin America conducting on-site training classes to groups mixed with newcomers, beginners, and long-time experienced people. “We work with contractors, engineers, construction teams, and owners of chemical plants and refineries,” said Bobby. “We want to make sure everybody is in agreement with what a proper insulation system looks like when finished. This is about solutions. It’s not just about putting a piece of insulation on a pipe - it’s about installing it properly and inspecting the system properly. We’re not just showing them, we are making them do it right!”

Johns Manville: Bridging the Knowledge Gap

“It’s no secret that many experienced professionals in the insulation industry will be retiring and taking their experience-based knowledge with them. At JM, we are working hard to provide alternative resources to help bridge the knowledge gap these retiring professionals leave in their wake.”

Jack Bittner, Senior Product Manager for Industrial Insulation, Johns Manville

While the Knowledge Gap is a very real problem in the construction industry, many organizations like Johns Manville are working diligently to offer educational opportunities that can help businesses ensure their teams are equipped to handle the challenges they will face on the job.

JM’s new online resource platform, The Source, includes monthly webinars for the HVAC, Mechanical, and Industrial industries. These highly informative webinars on specifying, designing, and installing insulation systems are great opportunities for industry professionals, like contractors or engineers, to earn continuing education credits. The Source also includes blogs that capitalize on the expertise of the company’s in-house scientists and engineers who release their findings on the latest innovations in the industry.

Free online training through the Johns Manville Academy covers the basics from insulation 101 to fabricating and installing JM products. For anyone who has just been introduced to the industry, the Academy is a great way to dig into the need-to-know details.

In-person JM training resources include:

- Customized opportunities to meet individual needs, covering everything from an introduction to the company’s product portfolios to a detailed explanation of corrosion under insulation and how to use insulation to help prevent it. JM sends experts onsite, for a hands-on demonstration on fabricating and installing products. For beginners in the business, these types of presentations and live demos can be extraordinarily educational and informative.

(continued on page 27)
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- **Product Information Workshops (PIW)**, free, two-day courses that are a great opportunity for people just beginning their career in the insulation industry. JM product managers and technical experts provide a detailed look at the JM insulation portfolio and do hands-on fabrication demonstrations and presentations on system design.

- **Technical Services Representatives**, JM’s industry experts in code interpretation and material installation, specialize in helping engineers and contractors specify and/or install insulation systems.

- **Industrial Masters Course**, a unique two-day course designed for engineers and experienced contractors who are looking to delve deeply into industrial system applications as well as the latest research and technology in the industrial industry.

**Unifrax FyreWrap: Training Programs That Save Lives**

“FyreWrap is a life safety insulation product. While the product is put through rigorous fire testing to comply with the requirements of today’s building codes, it is only as good as the installation. Having installers trained properly helps ensure optimum performance of the system in the event of a fire.”  

*Mike Kerrison, Global Fire Protection Application Engineering Manager, Unifrax*

FyreWrap Elite 1.5 provides Fire Resistance ratings for ducts conveying extremely flammable grease laden vapors through a building. It is also used for life safety duct applications, be it delivering fresh air to an exit stairwell or exhausting smoke from a fire zone. Proper training and education for installing Unifrax FyreWrap is vital for safety.

Unifrax features two main training programs for FyreWrap: Online Installer Training Certification and the Flexible Wrap Systems Training Course.

The Online Installer Training Certification is designed to educate contractors on flexible duct and plenum wrap applications, the correct installation of the FyreWrap systems and proper attachment methods. Successful completion of the assessment at the end of the program indicates the installer has met the criteria of safety as a FyreWrap “Trained Installer”.

The Flexible Wrap systems training course is designed specifically to educate architects, engineers, building owners, installers and code officials regarding flexible wrap applications and the benefits offered with this type of shaft alternative fire protection technology. In addition to the online training programs, Unifrax offers a number of on-site training presentations to architects and engineers, building owners, code officials and inspectors and installers.

The mechanical insulation market continues to exhibit compounded growth over an extended period of time, indicating that our industry is standing the test of time. While change is inevitable, the outstanding training and education programs available through NIA as well as a number of the industry’s leading insulation manufacturers, help ensure continuity and growth. As Bobby Ferrell of Owens Corning puts it, “We’re here to learn from each other and in doing so, we always need to be open-minded to new ways of doing things. The quality of workmanship, materials and long term thermal performance of insulation systems are more important today, than ever before. We must grow our knowledge or be left behind.”
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IDEAL PRODUCTS
As many of you know, ESICA’s history is filled with stories of partnerships, friendships, upturns and downturns, along with the changing times in the lives of our members. We always look forward to spending some quality time together reminiscing about how much this organization has grown, evolved and progressed over the past decades.

Today, we are excited to share the thoughts and memories of our two illustrious ESICA Review editors, Brad Power and Jerry McCaffrey, who provide us with the knowledge, guidance and industry expertise that makes our Journal interesting, informative and enjoyable.

“As an active ESICA member for over 15 years, I can truly say that I have found every conference I attended to be informative, enjoyable... and memorable!” said Jerry. “Sharing the challenges and issues other contractors are facing such as collections, new product feedback, trends and union negotiations is very valuable in helping us all overcome problems. And of course the friendships and contacts I’ve made over the years are an integral part of my life and my work.

“The friendships you make with other contractors can and has led to sales from their customers who travel into your area and are looking for a reliable contractor in your territory. I have made friendships with vendors I never dealt with before and have found another reliable source for material.

“One thing that never ceases to amaze me when I’m trying to recruit other contractors to come to an ESICA conference is the response, ‘I cannot possibly get away for 3 days. I am a small shop and cannot afford it.’

“My response to that is, “You cannot afford Not to go”. ESICA does Not charge for the 1st conference you attend. The information you learn from the speakers, the contractor breakout meetings and the benefits of networking with other contractors will more than justify the time away from the daily grind. It will also recharge and energize you. The spring and fall conferences are held in great locations and can be the well deserved getaway you have earned. Your spouse or significant other will enjoy the experience as well.
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“ESICA has had an amazing impact on my career,” said Brad. “Over the past five years, as a Board Member, I have seen first hand the many valuable benefits that this organization brings to its members. New business relationships. Lasting friendships. And a deeper understanding of the industry, in terms of both contractors and suppliers.

“I began my career in the insulation industry in the commercial segment with Fiberglass and transitioned into the industrial area with Foamglas. I have learned so much that I didn’t know before through my contact with contractors. The diversity among contractors never ceases to amaze me. At conferences and at meetings, I continually see just how different the contractor’s viewpoints are in terms of their goals … how they approach their day-to-day activities … and how they view the ins and outs of the industry. In this industry, you never stop learning.

“Being on the Board of Directors has opened the door to the industry for me as a whole and has undoubtedly stepped up my career. I take my responsibilities very seriously and I try to project these feelings at all of the conferences I attend. It’s a two-way street. Helping each other inevitably helps yourself.

“An ESICA conference is truly in a class by itself. An event you will never forget. Everybody’s there -- contractors, suppliers, significant others and more. The beautiful locations and luxurious environment that surrounds every event encourages networking, camaraderie, and friendships that endure. Come to one of our conferences … try it … and I guarantee, you’ll be sold!”

Attention all ESICA members and associate members: The next issue of ESICA Review (Spring 2019) is scheduled to print in April so start thinking about those memorable stories... the ones you can actually share with your ESICA partners. Free free to email Harriett Ruderman at rudermanpr@aol.com. Or call Harriett anytime at 516-484-9245.

Looking forward to hearing from you!
Construction’s Cybersecurity Challenge

By Rodney Murray

Failure to address cybersecurity threats increases contractors’ exposure to a host of threats to their brand and bottom line. Negative press often accompanies cybersecurity incidents, causing reputational damage and potentially resulting in unplanned costs. Further, it can decrease a company’s market valuation, create new legal complexities and may give rise to fines from some regulatory bodies for noncompliance. All of these are possibilities when breach prevention and notification practices have not been managed or properly handled.

Construction companies face the same threats as other industries, given their reliance on IT systems and internet connectivity for business operations. However, limited attention to security risks—combined with a common belief that they aren’t a target—often make construction companies low hanging fruit for attackers.

Consider the impact on operations if an intruder gained access to a proprietary bidding model and sold it to competitors, or stole bank account credentials to conduct fraudulent transactions. Would the company be able to recover and remain competitive?

HOW ATTACKERS PENETRATE A COMPANY’S INFORMATION

Confidential information can be compromised in multiple ways. Some of the various methods of attacking a company’s system require a high level of skill and time on behalf of the intruder; while others require little to no effort and can be performed by relatively inexperienced attackers.

Following are examples of attacks.

• **Malware:** A computer program with malicious intent. These programs often appear as harmless files that are designed to trick users to click on the file, yet cause them to reveal sensitive information.

• **Keyloggers:** These invisible applications often silently install themselves after unsuspecting users open a malicious email attachment or web link. They allow intruders to collect passwords, credit card numbers and other confidential data as they are being typed on the keyboard.

• **Password attacks:** This includes obtaining and determining a username and password. This can allow unauthorized users to access information via a “secured” system.
• **Denial of service:** These attacks occur when attackers disrupt or impair valid users’ ability to access the company’s networks.

• **Unpatched software:** A patch is an update to a computer program (e.g., Java or Adobe software) intended to close vulnerabilities that could be exploited by attackers. Unpatched applications provide an entry opportunity for attackers into a computer and network.

**ASK THE RIGHT QUESTIONS**

Thwarting cybersecurity threats is challenging, as intruders are using more sophisticated and evolving techniques to avoid detection. As such, it is imperative for a business to ask its IT staff and advisors the right questions regarding the security of critical systems and data. Following are some questions to consider.

• Does the company depend heavily on third parties to support its IT systems or process financial transactions?

• Does the company have the capability to monitor for inappropriate use of the system or potential security events that might arise?

• Does the company have a documented formal policy regarding use of corporate networks and data to limit the potential of exposure to unauthorized individuals?

• Has access to critical systems and data been limited to appropriate individuals?

• Have employees been trained on how to avoid exploits and how to report potential malicious activity on the network?

Answering these questions could highlight the need to consider establishing additional cybersecurity controls within an organization.

**TAKE THE RIGHT STEPS**

A few simple actions can be taken to reduce cybersecurity risks immediately.

• Identify the company’s most valuable information and where that information is located on the network.

• Establish internal controls and cybersecurity procedures that consider both internal and external threats.

• Prioritize cybersecurity procedures to protect the most valuable information. Place the highest levels of protection around the most valuable information.

• On a regular basis, evaluate the company’s cybersecurity controls and procedures for their effectiveness with thorough audits and technical assessments by resources with cybersecurity experience.

• Establish a plan of action in the event of an adverse cybersecurity incident. Test the plan by conducting a simulation at least once a year.

• Establish procedures to evaluate any third-party service providers (if applicable) and assess their cybersecurity processes.

• Communicate cybersecurity measures to the entire organization and help every employee understand the threats the company faces, and their role in protecting the firm’s assets.

These suggestions provide a high-level first step in assessing corporate IT preparedness. Should additional resources be necessary to improve the company’s IT security infrastructure, consult a trusted third-party service provider to assess the firm’s IT structure and risks. Knowledgeable IT advisors can provide the tools and counsel needed to help protect the company from cybersecurity breaches or other IT-related issues.

When searching for a trusted third-party advisor, consider individuals holding established certifications in the industry, such as CISSP, CCE, CISA, CRISC and GCIH certifications.

In today’s evolving information technology world, addressing security risks can be critical to sustaining a strong brand in the industry. Businesses must take the steps necessary to protect their information and avoid damaging interruption of operations or, worse, becoming the next headline.

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Persistent Workforce Shortages Challenge Commercial Construction Industry as U.S. Building Demands Continue to Grow

The Q1 2018 USG Corporation + U.S. Chamber of Commerce Commercial Construction Index reveals nearly two-thirds of contractors are highly confident that demand for commercial construction will increase over the next year, however, continued concerns around labor shortages have put even greater pressure on the industry. To increase jobsite efficiency and improve labor productivity, increasingly more builders are turning to alternative construction solutions, like prefabrication and modularization. The Q1 Index indicates contractors turn to innovations such as prefabricated and modular building materials to create more efficient jobsites (89 percent), increase labor productivity (85 percent), drive cost savings (58 percent), and provide a competitive advantage in the marketplace (51 percent). In fact, 50 percent of contractors report their companies already use prefabricated and modular components and the number was even higher among general contractors (72 percent). Nearly two-thirds (63 percent) of contractors report at least moderate demand for these building materials.

“Access to skilled labor is a continued concern, which has led contractors to increasingly seek solutions that help offset jobsite challenges,” said Jennifer Scanlon, president and chief executive officer of USG Corporation. “There is significant opportunity to introduce innovations that confront jobsite efficiency and strengthen the industry – such as solutions that enable prefabricated and modular building components.”
Contractors in the Northeast (69 percent) reported the most frequent usage of prefabricated and modular components, compared to the South where only 24 percent indicate their companies are using these materials. Firms in the Northeast also expect to hire fewer workers—38 percent of contractors in the region expect to employ more staff in the next six months, compared with 57 percent in the South, 59 percent in the West, and 68 percent in the Midwest. Across all regions, concern over the cost of hiring skilled labor has remained consistent over the past year—nearly two-thirds (64 percent) of contractors expect these costs to increase in the next six months.

Despite labor concerns, contractor sentiment remained steady for the first quarter, as a result of strong revenue expectations and higher profit margins, with a composite score of 74.

“As we work to continually build our neighborhoods, towns, regions, and roads, as well as the workforce that supports our growth, innovation becomes a key component in advancing our country into the 21st century,” said Thomas J. Donohue, president and CEO of the U.S. Chamber. “We must invest in a skilled, competitive, motivated workforce and embrace new innovations to ensure we are able to compete on a global scale.”

The Index looks at the results of three leading indicators to gauge confidence in the commercial construction industry – backlog levels, new business opportunities and revenue forecasts – generating a composite index on a scale of 0 to 100 that serves as an indicator of health for the contractor segment on a quarterly basis. The Q1 2018 composite score was 74, holding steady from Q4 2017.

The Q1 2018 results from the three key drivers were:

• **Backlog:** On average, contractors currently hold 8.9 months of backlog, relatively close to the average ideal amount of 12.2 months, continuing the stability of the market, although there is room for growth. Down two points from Q4 2017, this represents 73 percent of ideal backlog levels.

• **New Business:** Nearly all (98 percent) contractors report high or moderate confidence in the demand for commercial construction. Year-over-year, the number of contractors who have high confidence in demand over the next 12 months jumped 11 percentage points (from 51 percent in Q1 2017 to 62 percent in Q1 2018).

• **Revenues:** Over half (54 percent) of contractors expect to see revenue gains in the next year. This percentage jumped seven points from last quarter (47 percent in Q4 2017).

The research was developed with Dodge Data & Analytics (DD&A), the leading provider of insights and data for the construction industry, by surveying commercial and institutional contractors.
NIA Participates in Insulation Industry National Policy Forum

On May 8–9, 2018, the National Insulation Association (NIA) traveled to Washington, DC, to participate in an Insulation Industry National Policy Forum. The objective of this forum was to discuss national policies that affect the insulation industry and to advocate for changes that will help support and grow the industry.

This was NIA’s first year attending the forum. Organizations included: American Chemistry Council (ACC), through the Center for the Polyurethanes Industry (CPI) and the Spray Foam Coalition (SFC); the Polyisocyanurate Insulation Manufacturers Association (PIMA); North American Insulation Manufacturers Association (NAIMA); Cellulose Insulation Manufacturers Association (CIMA); Structural Insulated Panel Association (SIPA); Extruded Polystyrene Association (XPSA); the Insulation Contractors Association of America (ICAA); and Insulate for America and their respective member companies.

Michele Jones, NIA’s Executive Vice President/CEO, noted, “This unprecedented gathering of industry organizations will help promote our common goals and raise the profile of insulation and its ability to save energy, lower emissions, reduce costs, and grow the economy.”

This event focused on 3 main policy areas of importance to the insulation industry:

- **Resilient Buildings**: Ensure infrastructure policies at the federal level support the construction of resilient buildings.
- **Department of Energy Efficiency Programs**: Support the modest, yet important, role the Department of Energy plays in promoting healthy, energy-efficient homes and workplaces.
- **Immigration**: Support federal immigration policies that promote a legal, foreign-born workforce for the construction industry.

NIA’s leadership will use this opportunity to advocate for policy changes that can help alleviate issues in the industry and provide additional opportunities for growth.
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Johns Manville Launches The Source: New Educational Portal for HVAC, Mechanical, and Industrial Industries

In January of 2018, Johns Manville launched The Source; the innovative online resource designed to help professionals in the mechanical, HVAC, and industrial insulation industries stay up to speed on the latest information. It is a resource built specifically to aid in professional development, and it houses JM’s webinars, product specifications, blogs, and more. The three portals of The Source (mechanical, HVAC, and industrial) house content that is unique to each industry. There are up to six content categories available on The Source: webinars, specifications, blog, tools, products, and online training.

At a glance, here is what The Source contains:

Webinars: Johns Manville’s professional development webinars are designed to help professionals in the commercial and industrial industries stay up to date with the latest information.

Specifications: As many engineers need to be able to compare specifications side-by-side, JM has aggregated all their product performance specifications in a single page. Specifiers and contractors can use The Source to compare the product performance of each mechanical and HVAC insulation offered by Johns Manville.

Blog: The JM blog is a single resource that pulls information from numerous sources across the industry, including original content from the technical experts at JM.

Tools: JM offers a variety of tools designed to make specifying insulation easier than ever. They have a custom app that gives you instant access to all their data pages, they have partnered with NAIMA to create a custom 3E Plus® tool, and they even do on-site technical presentations and demonstrations.

Products: The products tab is a high-level glance at the products Johns Manville offers. These short descriptions are ideal for anyone looking to determine exactly what differentiates similar products.

Online Training: Johns Manville offers free, online training modules based on their HVAC and Mechanical insulation solutions. These modules make up the Johns Manville Academy, and cover topics like the very basics of insulation systems and how to sell and install JM HVAC and Mechanical products.

The Source is a versatile tool that can be instrumental in educating the up-and-comers in the industry.
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Contact: To learn more visit www.jm.com/InsulThin-HT

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(continued on page 42)
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(continued on page 45)
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(continued on page 47)
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“I appreciate the time and effort our members and friends devote to ESICA. The sharing of ideas and industry concepts within our organization is invaluable. Our successful spring conference demonstrates the positive reinforcement our board members continue to receive.”

Ken Kisiel
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