

# ESICA REVIEW

Eastern States Insulation Contractors Association Of America //

[www.esica.org](http://www.esica.org)



## HIGHLIGHTS OF THE SPRING 2017 CONFERENCE

Annapolis Waterfront Hotel  
Annapolis, Maryland

## INSIDE THIS ISSUE:

- Spotlight on Barbara Sweeney
- Insight: Communications Checklist
- Did You Know?
- Product Showcase



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## *I’ll Never Forget Baltimore*

*“I attended my first conference in Baltimore and that’s when I realized ESICA conferences are very beneficial for establishing friendships and increasing market knowledge. I liked it so much that I decided to run for the Board... and I was elected! I am confident that as a collective group we can continue to make positive changes in the industry.”*

*Brad Power  
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Brad Rice - Associate Representative  
Barbara Sweeney - Associate Representative  
Douglas Kenyon - Associate Representative  
Brad Power - Associate Representative  
David Andrew - Advisory Board Member

### ***So Many Memorable Speakers & Stellar Locations!***

*“As I think back on all the wonderful conferences I attended, it’s difficult to say which one was best. I loved the historic tours taken at many of our destinations: Savannah, Charleston, Washington DC, to name a few. One of the most beautiful locations was at the Ritz Carlton, Amelia Island. The location was fantastic... the hotel was beautiful. I remember we had quite a chuckle at the expensive, small cheese plate at one of our dinners there!”*

*Barbara Sweeney  
Tempered Insulation*



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# PRESIDENT'S MESSAGE



Happy summer! The warm weather is finally here and I hope everyone is enjoying it!

It has certainly been an honor and a pleasure to represent such a diverse group. As I sit here writing my last message as ESICA President, I cannot help but reflect on my term and all that has been accomplished. These achievements could not have been reached without the dedication of our Board of Directors, so I would personally like to thank them for committing their time to bettering our association.

The first accomplishment I would like to highlight is the redesign of this publication, the ESICA Review. With the help of our association management team, this magazine has transformed into an invaluable resource for our industry. Not only has it become a great resource for industry news, it has also given our members the opportunity to promote their products and share their stories. I look forward to watching this publication continue to grow in the coming years.

At our 2016 Fall Conference, we introduced the use of a conference app, Yapp, to elevate our event. It was a great success and we used it at our most recent 2017 Spring Conference. With the app, conference attendees had access to all event information right at their fingertips. Attendees stayed informed, as they were notified of all updates directly through the app. None of this would have been possible without the generosity of FBM-SPI. We will be using the app at our next conference in Houston, so please do not forget to download it!

Our 2017 ESICA/CSIA Conference will be held from September 13th to 15th at the Marriott Marquis in Houston, Texas. Hotel information is currently on our website and registration will be open shortly. Be sure to keep an eye out on our website for any updates!

I look forward to seeing everyone in Houston!

Have a great summer!

Kind Regards.

Paul M. Camara  
ESICA President  
Axion Specialty Contracting LLC.



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# FROM THE BOARD

## **Eastern States Insulation Contractors Association 2017 Spring Conference**

On May 2nd through May 4th, 2017, the Eastern States Insulation Contractors Association held its annual spring conference. The conference took place at the Annapolis Waterfront Hotel in Annapolis, MD. There was a total of 70 members and 23 guests present.

The Board of Directors met on Wednesday afternoon.

Rick Baptista and John DeLillo, Jr. reported on the 2017 NIA Conference which took place at the Sheraton Grande at Wild Horse Pass in Phoenix, Arizona from March 29th thru April 1st.

Jerry McCaffrey will be joining Brad Power on the Editorial Board for the ESICA Review, taking the place of Joe Leo.

Dates and locations for future conferences were discussed. Ken Kisiel was nominated as the Conference Chair for the 2018 Spring Conference.

## **2018 Spring Conference**

The 2018 Spring Conference will take place on Amelia Island in Florida May 2nd to the 4th at the Omni Amelia Island Plantation.

## **2018 ESICA/CSIA Joint Conference**

The 2018 ESICA/CSIA Joint Conference will take place in Savannah, Georgia September 6th to the 8th at the Westin Savannah Harbor Golf Resort & Spa.

## **2019 Spring Conference**

The 2019 Spring Conference will take place in Asheville, North Carolina May 1st to the 3rd at the Omni Grove Park Inn.

## **2019 ESICA/CSIA Joint Conference**

The 2019 ESICA/CSIA Joint Conference will take place in Naples, Florida September 5th to the 7th at the Ritz Carlton, Naples.

## **2020 Spring Conference**

The 2020 Spring Conference will take place in Baltimore, Maryland April 29th to May 1st at the Four Seasons Hotel Baltimore.

## *Cape Cod Was My All Time Favorite!*

*“Going back some 20 years, I’ll never forget that old-time ‘bake’ complete with lobster and all the trimmings, cooked Cape-Cod in-the-ground style. So delicious and most memorable.”*

*Barry Threlkeld  
Midwest Fasteners*

# ESICA 2017 SPRING CONFERENCE SUMMARY

This year, our Annual Spring Conference was held at the Sailing Capital of the World, Annapolis, Maryland. A total of 96 attendees arrived at the beautiful Annapolis Waterfront Hotel on Wednesday, May 3, 2017. To kick off the conference, attendees came together at our Associates Reception, to enjoy not only great conversations, but a stunning view of the Annapolis Harbor.

The next day began with a special performance by Season 6 Contestant of NBC's the Voice, Austin Ellis. Austin started off with a lovely rendition of the Star-Spangled Banner, followed by several of his favorite songs. His great talent and charisma only confirmed why Adam Levine chose him to be on his team.

After Austin's performance, ESICA President, Paul Camara, took to the stage to officially welcome all attendees and guests to the conference. Our first speaker served as a blast from the past, Francis Scott Key. Key, a lawyer, author and amateur poet from Georgetown, is best known for writing the lyrics to the Star-Spangled Banner.

Paul then introduced our Keynote Speaker, Gary Guller, Mt. Everest Summitter. Gary was the leader of the largest ever cross-disability group to reach Mt. Everest Base Camp at 17,500 feet. He then went on to reach the summit and become the first person with one arm to summit Mt. Everest. Attendees were truly inspired by Gary's experiences and perseverance. One attendee even noted that out of all the conferences he has ever attended, Gary is the best guest speaker he has ever seen!

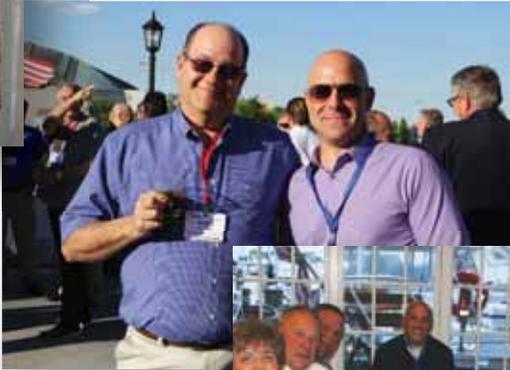
Next, it was time to head off to the respective activities. Part of the group enjoyed an afternoon at the United States Naval Academy, as they took a tour of the base. All others, took part in a golf tournament at the Queenstown Harbor Golf Course. The day was ended with a great waterfront dinner at the Chart House. The conference concluded on Friday with associate and contractor breakout meetings and a board recap meeting.

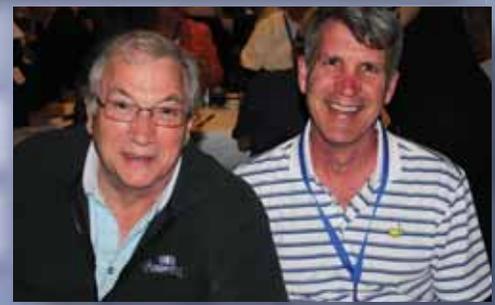
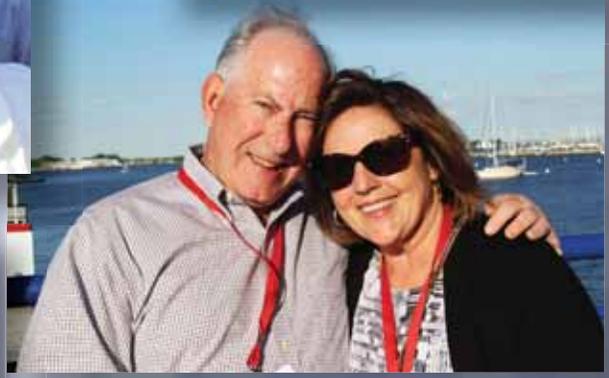
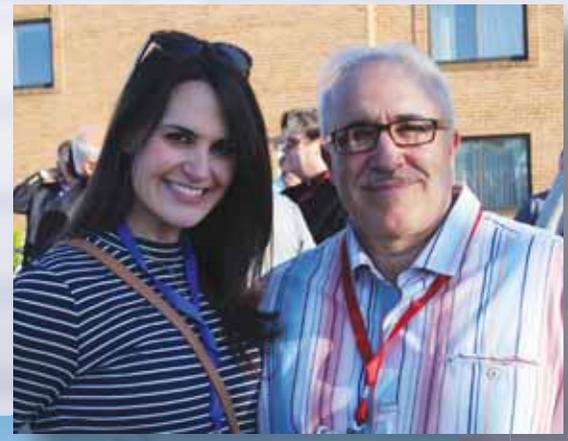
The 2017 Spring Conference was another great success that could not have been accomplished without the support of our sponsors!

Please save the date for our 2017 ESICA/CSIA Fall Conference, which will take place on September 13th to 15th. It will be held at the Marriott Marquis in Houston Texas. Visit [www.esica.org](http://www.esica.org) for more details!

## **Golf Winners:**

- First Place Team - CJ Botsolas, Barry Allen, R.T. Behm & Jason Brown
- Second Place Team - Steve Pumphrey, Mathew Yenrick, Bryon Magill & Steve Bonin
- Third Place Team - Kenneth Kisiel, Michael Langsdorf, Rudy Latzlsberger & William Lucas
- Closest to the Pin - Mathew Yenrick
- Longest Drive - CJ Botsolas









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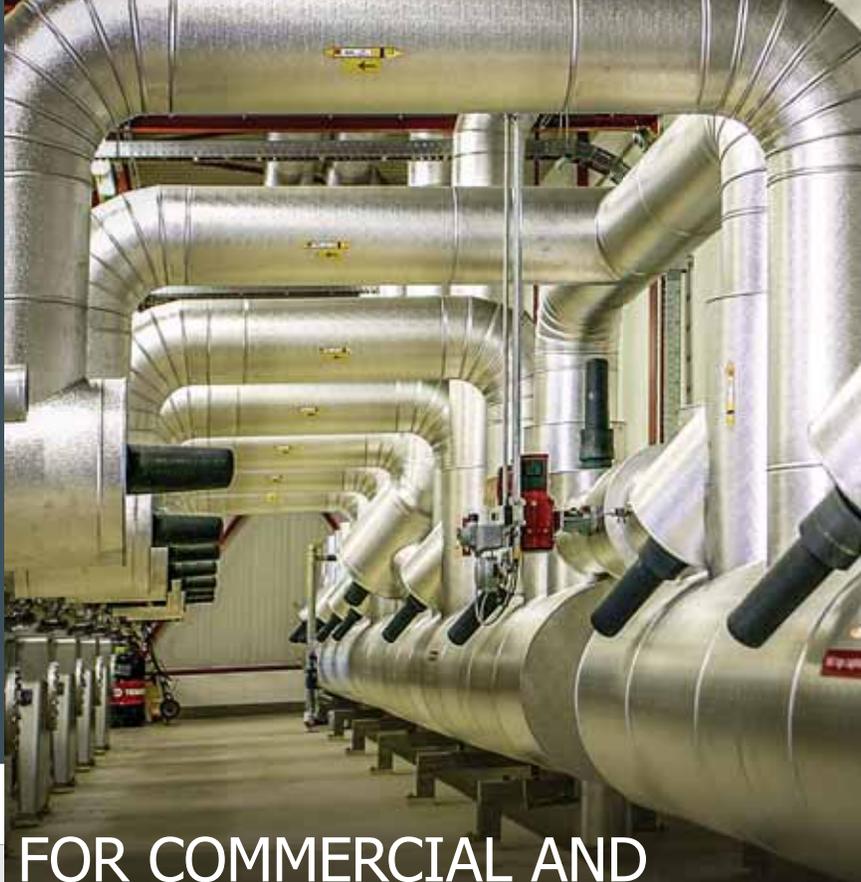
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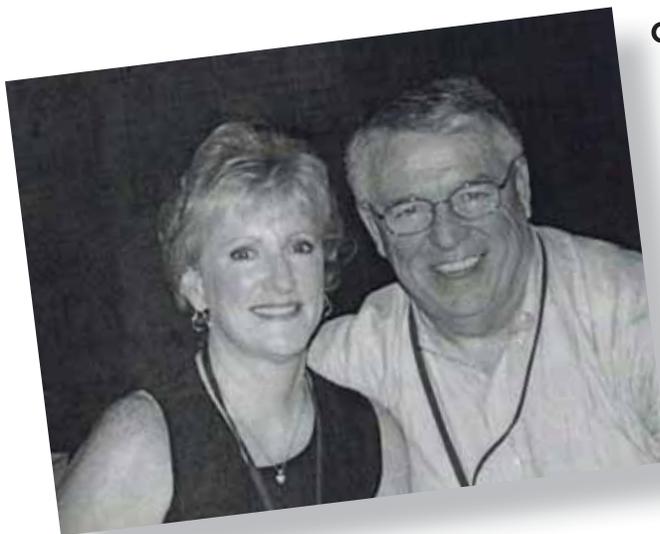


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# SPOTLIGHT ON BARBARA SWEENEY

## ESICA'S LONG-TERM SUPPORTER & VALUED FRIEND BARBARA SWEENEY SHARES HER THOUGHTS ON FAMILY & WORK



Barbara & Art

**City of Residence:** Blue Bell, Pennsylvania

**Founded Tempered Insulation Inc:**

September, 1987. (Celebrating 30 years in business!)

**Best job I ever had:** Being a wife and mother... and building the business with my partner and husband, Art.

**Worst job I ever had:** Working the window at an insurance company when I was 17 and dealing with drunks and crazies.

**Motto or personal mantra:** "UP, with the rocks on the side"!

**I'm proudest of:** Having two genuinely good people as my children.

**Top 3 highlights of my life:** My husband, my children and my delightful grandchildren whom I adore.

**My favorite pastimes:** A short game of golf, touring and learning something new.

**Favorite memories:** Growing up in a family of 7 brought many special times.

**People would be surprised to know:** I swam with the dolphins ... and I don't even know how to swim.

**Bucket list for the near and distant future:** Visiting London and Italy and taking a trip on a smaller boat - not a cruise ship.

(continued on page 18)

# SPOTLIGHT ON BARBARA SWEENEY

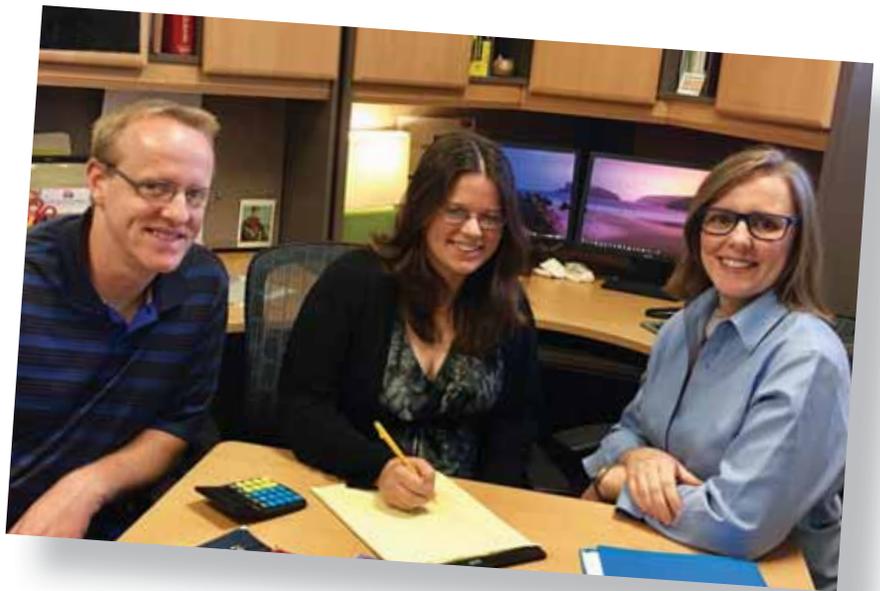
**At the foundation of our company's longevity:** Staying current with our industry's immense growth in technology, changes in applications and materials ... procuring new opportunities as a WBE (Woman Owned Business) ... and building and maintaining long-term relationships. Having my children Andrea and Matt come on board with their own particular skills has been instrumental in our continued success... and of course, the unfailing expertise of our office administrator, Danielle.

## **My years with ESICA:**

I came aboard in 2004 as a contractor representative and board member. I didn't realize the 'succession' entailed becoming President in due time. It was intimidating, but everyone was so helpful and welcoming.

## **I want everyone to know:**

What a rewarding, educational and invaluable experience ESICA has been. I consider many of the members to be my friends and I always look forward to seeing them at our conferences ... and beyond!



*Matt, Danielle & Andrea*

## ***They Keep Getting Better & Better!***

*"The most recent one I attended in Annapolis was the best. Every time I go, the content, education and networking continue to get better. They are my main reasons to attend and ESICA has done a great job of updating and selecting relevant content."*

*John T. Lamberton  
Irex Contracting Group*



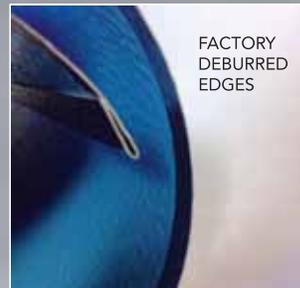
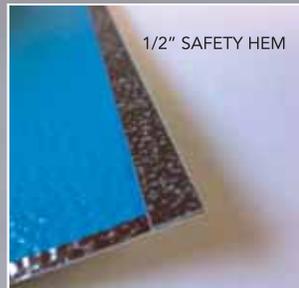
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# INSIGHT: Communications Checklist

Maintaining a consistent flow of information to your customers does not have to be expensive to be effective. Technology has greatly lowered the cost of communications, both online and offline. Choosing the right tools and strategies to deliver your message can go a long way toward increasing visibility among your target market.

## Basic Digital Essentials

If you want to get into digital communications, here are some Internet strategies to consider:

**Start with a quality website.** Should your business have a website? The answer is a resounding 'Yes'. Your website presence enables customers to quickly and easily find out more about your business and expertise. Your site should be well designed, professional looking and up-to-date; it may be the first chance you have at making a good impression on a potential customer.

**Launch an email marketing campaign.** 'Email blasts' are high-impact, cost-efficient marketing tools that carry a compelling and important message regarding a new product, process, or a special alert. Email programs such as VerticalResponse and Constant Contact allow you to customize your emails and send regular updates in the form of announcements, newsletters, promotions and more.

To be effective, emails must tell a cohesive story between subject line, header and content -- and present a 'call to action'. If you are considering an email campaign, be sure to think it through and develop an appropriate message that is of value to your market.

(continued on page 22)



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# INSIGHT: Communications Checklist

## **Establish a social media presence.**

Like it or not, social media is here to stay. Often free, always fast and easy, social media presents great marketing opportunities for businesses of all sizes. You can use social media to promote the name of your business, tell customers about your expertise, find out what customers think of your work, attract new customers, and build stronger relationships with existing clients.

Business opportunities abound with social media services like Facebook, LinkedIn, Instagram, Twitter, YouTube and others.



- **Facebook**, the most popular social networking site online, is a versatile, easy way to share company updates and engage customers. It is also one of the best places to begin launching an online presence. With a Facebook business page, you will be able to reach large groups of people in your target market frequently with messages tailored to their needs... and Facebook will send you weekly analytics about your postings.
- **LinkedIn** is a professional business site enabling you to make connections with potential clients, customers, friends and referrers. On LinkedIn, you create a benefits-oriented profile of yourself and your expertise, making it easy for members to learn what you do and how you can help them. You can search names of other users or allow LinkedIn to access your email and find members for you.
- **Instagram** is a mobile, photo-sharing app that allows you to post images, share pictures of your work and go live with video. You can personalize your Instagram page by including photos of your employees hard at work or having fun at conferences and company outings.
- **Twitter** is a 'micro-blogging' service that is all about conversation. You can instantly get the word out about your newest projects, people - or any news and comments you want to share in a conversational and personal style.
- **YouTube** is a great way to boost your visibility and credibility through video. You might want to consider creating a corporate profile or company history on video - or better yet, testimonials from others highlighting your skill and expertise. Viewers search YouTube the same way they do on Google—with keywords and phrases that describe what they're looking for.



## Offline or 'Traditional' Communications Strategies

Despite the proliferation of social media sites and growing internet opportunities, traditional marketing is alive and well!

**Consider a direct mail program.** Contrary to popular belief, direct mail isn't just a marketing tactic of the past. It's a highly effective B2B tool that can help you reach out to prospects and customers offline. In fact, with the increased saturation of digital marketing, direct mail response rates are flourishing.

The design and execution of a direct mail piece can make all the difference as to whether it gets read, or thrown in the trash. It's not enough to just tell people about your business. Instead you need to entice them by speaking to their needs and offering to be the solution to their problems.

**Explore local & regional PR opportunities.** When we speak of PR, or public relations, we mean editorial coverage of your business or product in targeted publications. This coverage, which is free of charge, offers you a unique opportunity to get your message out in an article, a feature story, a quote, or any other type of editorial prepared by the publication's writers. When a potential client reads about your business in this manner, 'believability' skyrockets.

**Get Involved with your community.** Building company awareness through volunteering, speaking at seminars and special events, or offering a local sponsorship, all help to present you as a caring and committed business. This attitude is particularly prevalent among millennials who consider social responsibility to be part of the fabric of the future. In addition, studies have found that both employee morale and retention increase when a company is engaged with its community.

**Never Stop Networking!** Telling ESICA members to network is surely 'preaching to the choir.' But it certainly deserves a mention here as a vital part of marketing and communications. Most networking events attract like-minded individuals, and if you go to the right events (like an ESICA Conference!), it's full of people that you can connect with or learn from in some way. What's better than face-to-face communications at networking events for creating lasting impressions in the minds of people you meet. They almost always lead to future opportunities for all parties involved, in terms of help, advice -- and business!

Whether you are already incorporating digital and traditional communications techniques in your company, or if you're just starting to explore some of these strategies, there are always new tools, opportunities and resources to discover. Stay current, be adventurous, and most of all, get out there and communicate!

*"Communications Checklist" was prepared by ESICA Review's design and copy agencies, James Ubertini Visual Media and Harriett Ruderman Communications.*

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# DID YOU KNOW?

## YAPP 'Supercharges' ESICA Spring and Fall Conferences

ESICA has added a whole new dimension of excitement and buzz to its conferences. Beginning with the fall 2016 Conference, a mobile app known as "YAPP" is keeping attendees informed of conference schedules, outings, seminars dinners and more, every moment, day or evening.

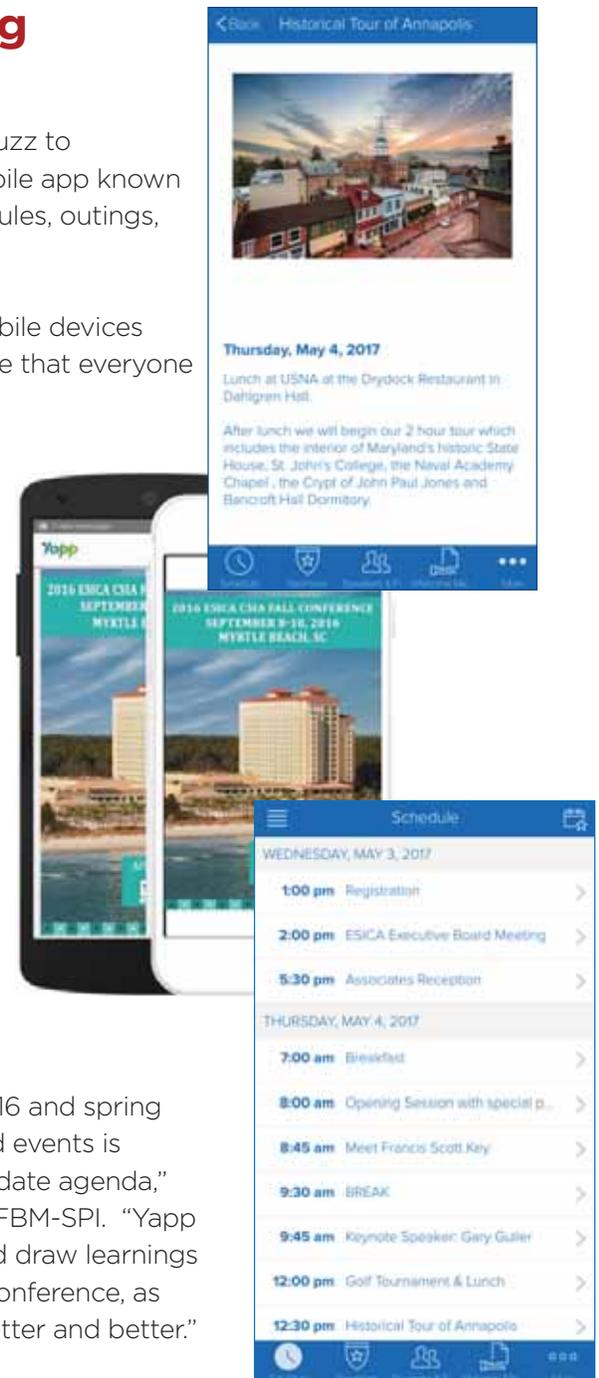
We all know that it's virtually impossible to live without our mobile devices these days. With this in mind, the ESICA team wanted to ensure that everyone have the information they need at their fingertips, so they would not miss a moment of the fun. Yapp ensures just that - providing schedules and updates... continuously engaging attendees, regardless of where they are or what they are doing.

Instant notification of venue or schedule changes is only one of the many benefits of YAPP. Interactive functions enable attendees to submit their input following each event, providing the ESICA team with important feedback. In addition, networking capabilities allow members to make valuable new business connections throughout the conference.

YAPP will become more and more popular with each successive conference and we expect usage to increase greatly. To date, the 'schedule function' has been cited as the most frequently viewed page.

Our valued Associate, FBM-SPI sponsored YAPP for the fall 2016 and spring 2017 conferences. "Instant access to conference schedules and events is extremely important to ensure attendees have the most up to date agenda," reported Doug Kenyon northeast Industrial Sales Manager for FBM-SPI. "Yapp has enabled ESICA to improve the conference experience... and draw learnings for the next event. I have no doubt that with each successive conference, as more features are added, the experience will evolve and get better and better."

One of the key goals of YAPP is to supercharge attendee engagement and help the ESICA team create an unforgettable event experience. It is a win-win for everyone involved: Attendees know exactly what's happening... when and where to go... while all of us at ESICA gain important feedback from each of the events, ultimately enhancing the conference experience for all members.



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# THANKS FOR THE MEMORIES!

## Long-Time Members Brad Rice and Mike McKee Share Memories of Their Years at ESICA



*Brad Rice, Vice President, IMC*

In our Spring 2016 issue we began telling tales of ESICA's past, inviting members to share their memories and experiences over the years. Today, we continue this tradition with our Fall 2017 issue.

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 look forward to spending some quality time together reminiscing about how much this organization has grown, evolved and progressed over the past decades.

We are excited to share some of the early memories of two of our long-term supporters, Brad Rice and Mike McKee.

Brad remembers his first ESICA at the Tides Inn. "I didn't know anyone except for a few Philadelphia customers. Everyone I met made me feel so welcome and at that event I started new relationships that are continuing today.

"There was the fishing trip that split into two boats. One, a brand-new monster and another -- a real fisherman's boat, stains and all. Our boat caught nothing all day but the 2nd boat caught their limit and they were told by their captain, "I'm not telling them where I go". Fish were cooked up by the chef and served at our dinner that night.

"While still a newcomer, I was paired with an icon in our industry, Joe Leo at a golfing event at National Harbor. I was afraid to talk to him for several holes but when I said, 'His reputation precedes him', he said it was 'his brother John's reputation I was thinking of.' We won the tournament and became board members together!

"I'm happy to report that there are more spouses attending today and it's great to see the relationships formed by the "Women of ESICA" and how they look forward to the events we attend. At the conference in Baltimore I did not bring my wife and was told "I'd better go get her." Donna Primavera stared at me until I agreed. I was back by the first meeting the next day with my wife!!!!

"Our organization is as well run as any I've been involved with, in large part due to the dedication of our Board, our Director John DeLillo, Lucy and team. I will be forever grateful to ESICA for expanding my relationships with people from all over our industry."

*(continued on page 29)*

Side View

Top View

# SURESHOT

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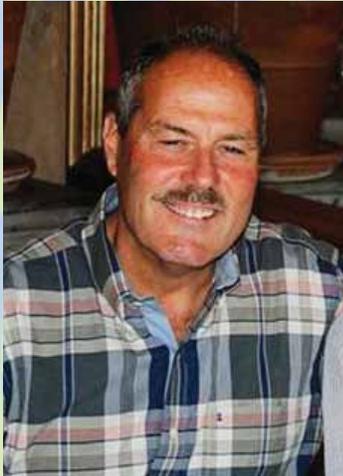
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Width: 13.7" (347mm)

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# THANKS FOR THE MEMORIES!

Mike's fondest memories begin with Steve Wopperer. "We played golf together at the Doral (the blue monster). Afterwards I had a late flight out and I needed to store my bags in Steve's room. I noticed at least a dozen pairs of shoes he brought along for a two-day meeting!



*Mike McKee, President  
MJM Industries*

"Our conference in Atlantic City was one I'll never forget. The guest speaker must have enjoyed a long night at the casino because he was asleep in his car in the parking lot when he was supposed to be speaking at the convention!

"Meeting great people both past and present through our association is first and foremost in my mind. I have met many leaders in the industry - people like Bill Bayer of Atlas in Pittsburgh, Jim Sullivan of Pacor in Philadelphia, Paul Stonebraker of TRA Thermatech in Washington and of course Joe McKee of JAM Industries in Trenton NJ.

"When it was my turn to be President of the Board we had very little money in our coffers. Hiring John and Lucy DeLillo as Executive Directors was, in my opinion, one of our greatest decisions. They turned things around and made ESICA the best regional association in the country!"

---

Attention all ESICA members and associate members: We invite each and every one of you to share your stories of past ESICA memories and events (at least the ones that are PRINTABLE!) OR, if you'd prefer, we would be happy to discuss your thoughts and ideas one-on-one. Feel free to email Harriett Ruderman at [rudermanpr@aol.com](mailto:rudermanpr@aol.com). Or call Harriett anytime at 516-484-9245.

The next issue of ESICA Review (Spring 2018) is scheduled to print in March so start thinking about those memorable stories... the ones you can actually share with your ESICA partners.

***Looking forward to hearing from you!***

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# FIRST IMPRESSIONS

If first impressions are the most lasting ones, then Steve Grushetsky and Dan Rafferty will never forget their first ESICA conference in Annapolis this spring.



## **Steve Grushetsky, Midwest Fasteners Inc.**

Steve, who was recently promoted to National Sales Manager of Midwest Fasteners Inc., found Annapolis awe-inspiring, to say the least.

“Being an avid sailor on Lake Erie, I truly enjoyed the nautical setting, and the quaintness of Annapolis. It was a great pleasure for me to finally meet many of the people I had been talking to on the phone for years.

“The ESICA itinerary moved along without a hitch ... not an easy task I’m sure. From the opening welcoming session to the breakout meetings, I thought Paul Camara was the consummate professional all the way through. Kudos to ESICA for booking Gary Guller to speak. I found his keynote inspiring and beautiful. He was the first person I have met that has summited Mt. Everest! After some discussion with him, he signed a poster for my son, a recent college graduate who had a somewhat difficult time in school. His note to my son read: “To Steve Jr - We stumble. We rise again!! Anything is possible.”

“I have always believed in my career that people buy from people, and it is those honest personal connections that are so very important in a symbiotic business relationship; especially true in our industry. I even made some new friends. I am looking forward to the next one!”



## **Dan Rafferty**

Dan, Territory Manager of Certainteed Inc., cites his first ESICA conference as ‘a great experience’!

“It was a wonderful opportunity to meet and network with some of the other contractors and vendors in the industry! I really enjoyed the location as it was a beautiful area with easy access to major airports which made the travel fairly painless.

“Much like many other people in the room, I was taken aback by the keynote speaker, Gary Guller. I found Gary’s stories of teamwork and perseverance to be very relatable, and I try to implement his lessons into my work and personal life. On the flight home from Annapolis, I started reading Gary’s book and found it hard to put down. In my opinion, Gary’s stories embody what ESICA is all about... A collective of like-minded individuals helping each other to achieve a common goal.

“I am truly looking forward to future ESICA events, but I have another event of my own coming up at the same time as the fall conference. My wife and I are expecting our first child! Certainteed will have several other people attending in my place!”

All of us at ESICA extend our heartfelt good wishes to Dan and his wife on their blessed event!

Thank you Steve and Dan for your great First Impressions. We expect to hear a lot more from you in the near future!

## The 2017 Stand-Down For Fall Safety May Be Over, but the Campaign Is Year-Round!

May 8-12, 2017 marked the 4th annual National Safety Stand-Down encouraging companies and workers to observe a pause during the workday for topical discussions, safety demonstrations, and training in hazard recognition and fall prevention.

The annual National Safety Stand-Down to Prevent Falls in Construction is a combined effort by the Occupational Safety and Health Administration (OSHA), the National Institute for Occupational Safety and Health (NIOSH), and CPWR—The Center for Construction Research and Training, among other partners. The Stand-Down is a jumping off point for a year-round fall protection program.

Falls on construction sites are the leading cause of death in the industry, accounting for 37% of total fatalities. These deaths are entirely preventable. “It is through this combined effort and commitment among many partners, employers and workers that the National Safety Stand-Down has been successful in its reach, and we look forward to the continued investment demonstrated in support of fall prevention,” said NIOSH Director John Howard, M.D. “Having a vested interest in standing down operations and taking a moment to emphasize worker safety combats a preventable public health problem and promotes a positive work culture.”

The lack of proper fall protection is the violation cited most frequently by the U.S. Department of Labor’s Occupational Safety and Health Administration inspectors. Joining OSHA in raising awareness about fall-related incidents are several partners, including the National Institute for Occupational Safety and Health and the Center for Construction Research and Training.

# IN THE NEWS

Thousands of employers nationwide participated in 2017 Safety Stand-Down. To guide their efforts, the agency offered a National Fall Prevention Safety Stand-Down webpage with information on conducting a successful event, how to post local events, and additional educational resources in English and Spanish. Employers were encouraged to provide feedback after their events, and to obtain a personalized certificate of participation.

Also supporting the event are the National Occupational Research Agenda, OSHA-approved State Plans, state consultation programs, the American Society of Safety Engineers, the National Safety Council, the National Construction Safety Executives, the U.S. Air Force and the OSHA Training Institute Education Centers.

**To learn more about preventing falls in construction, visit <http://www.osha.gov/stopfalls/>.**

The Campaign to Prevent Falls in Construction began in 2012 with construction industry stakeholders seeking a way to raise awareness. Falls from heights are the leading cause of injuries and fatalities in construction, with those coming disproportionately from small residential construction contractors. Falls kill – they are the top cause of construction fatalities and account for one-third of on-the-job injury deaths in the industry. Each year in the U.S. more than 200 construction workers are killed and over 10,000 are seriously injured by falls.

NIOSH and its partners encourage all employers and workers who face fall hazards on the job to participate in Stand-Downs and use the vast amount of resources and information available to them to protect their workers from falls. Whether in residential, commercial, highway, or other types of construction, or in government or non-construction fields, the Stand-Down offers the time and resources to help raise awareness about fall prevention.

OSHA's official National Safety Stand-Down web site helps plan successful stand-downs and provides details on how to: conduct a stand-down; receive a certificate of participation; and access free education and training resources, fact sheets and other outreach materials in English and Spanish.

NIOSH is the Federal Institute that conducts research and makes recommendations for preventing work-related injuries, illnesses, and deaths. For more information visit <https://www.cdc.gov/niosh/>.

Participants have used these web resources to conduct trainings, demonstrations, toolbox talks, drills and practices, lunchtime presentations, meetings, equipment inspections, webinars and video presentations.

# IN THE NEWS



## Two New Webinars Available from NIA

NIA has added 2 new webinars to their Vimeo portal. These include:

### Hiring and Retaining the Right People

A current challenge in the construction industry is hiring quality craft workers, supervisors, managers and staff. In addition, employers have to balance the need to attract and retain Millennials all while looking ahead to Generation Z. During this webinar, you will learn:

- What recruiting strategies and assessments may improve your chances of initially finding the right people for your organization;
- How to avoid the most common mistakes that lead to employee-retention problems;
- The primary characteristics to watch for during the recruiting process to hire quality employees; and
- How to identify the leadership styles that motivate people and create a productive environment.

### Using the Latest Construction Data to Guide Your Hiring and Strategic Plans

As Baby Boomers continue to retire at increasing rates, there is a significant need to invest in human resources. How to find and retain the best talent is a challenge all organizations are facing right now. FMI's latest industry data will help you assess your current needs and better prepare for the future. During this webinar, you will learn:

- How to identify the training and development strategies that will maximize performance and develop a culture of success;
- What recent trends, training, challenges, and innovations have had an impact on the construction industry;
- How to use these trends and strategies now to guide training and development practices within your own organizations; and
- What practices leading U.S. construction firms have adapted into their strategic plans.

NIA members can stream webinars for \$75 for 30 days (\$90 for non-members) or the Mechanical Insulation Installation Video Series for \$25 per video for 30-day rental or \$230 for all 7 videos for 6-month rental using their NIA Member Promo Code. NIA members can contact [membership@insulation.org](mailto:membership@insulation.org) or 703-464-6422 to get their promo code. The series is currently also available for purchase as a 2-disc compilation DVD format in English or Spanish or as 7 individual English DVDs. Contact [products@insulation.org](mailto:products@insulation.org) or visit [insulation.org/products](http://insulation.org/products) to order the DVDs.



## **President Trump's Fiscal 2018 Budget Provides An Important First Step in Addressing Infrastructure Needs, Setting Spending Priorities**

The chief executive officer of the Associated General Contractors of America, Stephen E. Sandherr, released the following statement in reaction to the proposed fiscal year 2018 budget released by the Trump administration:

“While it is tempting to identify specific elements of the President’s proposed budget that we like and other elements that cause us concern, the fact is members of Congress will likely continue to exercise their Constitutional responsibility to set the federal budget. Therefore it is better to see this document for what it is, a policy statement designed to provoke significant and productive debate about the best way to address the nation’s aging infrastructure while simultaneously suggesting appropriate spending priorities.

“As a policy document, this budget provides an important, and much-needed, first step in identifying the best ways to pay for needed improvements, and expansions, to our aging infrastructure. The President rightly appreciates the need to increase investment levels significantly above current amounts. Moving forward, we plan to work with Congress and the administration to identify the right balance of private and public funds and establish long-term, sustainable funding sources that will allow us to repair and improve infrastructure for decades to come.

“We also look forward to working with Congress and the administration to identify the best way to set broader federal spending priorities. We need to make sure federal officials prioritize spending in a way that continues to promote robust economic growth and begins to produce well-educated, well-trained workers for every sector of our economy.

“While it is easy to criticize specific elements of this or any other proposed budget, the President should be commended for doing what too few other politicians have been willing to do: make it clear that we need to make tough choices about future spending priorities, be willing to rethink long-held programmatic assumptions, significantly increase funding for America’s infrastructure and find new ways to leverage private-sector resources to supplement federal investments.”

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## Sustainable Construction Trends for 2017

With confidence in the economy and a sustained revenue flow, Construction Dive reports that companies are more and more likely to invest for the future. With \$1,161 billion in construction spending in 2016, we saw an increase of roughly \$50 billion from the year. In 2017, the construction sector is projected to have a spending of \$1,234.5 billion. This would be almost double the increase from the year before.

The rise in spending will be seen across all facets of our economy, with a projected \$501 billion coming in the form of residential spending and \$732 billion coming in the form of commercial, institutional, industrial, and civil construction. And, perhaps even better the construction industry expects a steady, increasing growth past 2017 as well. Of course, this increase in demand is obviously great for our economy. It shows a confidence in our economic system and country as a whole. In essence, increased spending now will more than likely lead to increased spending in the future.

But with this gain, there is an interesting problem in the construction industry. The construction industry is running out of workers to build their structures.

One theory is that there is a lack of schools to allow young adults to learn technical skills required for the construction industry. However, many argue that young men and women themselves are moving towards alternative career paths to construction in comparison to the generation before.

The supply of construction labor staying the same or even decreasing while the demand for more construction goes up can be seen. This would theoretically lead to an increase in the salary of construction workers and construction companies as a whole, which would, in turn, push more construction workers and firms into the market to enjoy these increased wages.

### ***The construction sector has found an alternative to solve this labor problem... Increasing Use of Modular Construction***

Modular construction solves the construction industries worker shortage in a fairly unique way. Using modular construction times can be reduced by up to 30%-50%. Now, on the surface, this might not seem like a great way to solve labor problem, but shortened project times can have additional benefits beyond just getting things done quickly. Modular construction would allow the same number of workers to complete 1.5 to 2 times the number of projects with their quicker project times.

Another issue seen with a reduced construction force occurs in rural areas. The number of quality construction companies in a rural area can sometimes be very low, leaving not a lot of options for a person or company to turn to. But this turns out to be another one of the strengths of modular construction and actually one of the driving factors of its development. As mentioned in our post, "How Modular Construction Works," the modular construction process was first developed in the 19th century as a way to provide reliable housing to areas with inexperienced or no construction workers.

In the past, there has been a bit of an unfair stigma surrounding modular construction. For many, the thought of modular construction conjures up images



*(continued on page 39)*

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# IN THE NEWS

of “cookie cutter” houses and buildings with little-to-no flexibility in design.

But today, this is no longer the case. The modular construction industry has completely evolved from its early day. Everything is still constructed off-site, but now all buildings and structures can be completely designed to fit project and needs. As companies realize the time, money, and struggle that can be saved through the use of modular construction, they will undeniably begin integrating the process into their future building projects, even focusing the developments solely around modular construction.

## **A Collective Focus on Safety**

In the construction industry, the standing of the sector hinges on its ability to take care of their workers' safety. In 2015, 21.4% of work-related deaths came from the construction industry. Due to these alarmingly high numbers, it is in the best interest of the construction industry, construction companies, and the construction workers themselves to do whatever possible to lower these statistics and improve on-site safety.

There are many ways the industry has tried to address this issue. With growing applications of technology and the internet of things, companies can completely change different aspects of a construction site. Now, construction workers can wear safety gear that not only protects them from harm physically but also tracks their movement to prevent them from entering hazards in the future. Looking ahead, there are endless applications for this “smart equipment.”

Our last post, “Increasing Site Safety with Modular Construction,” focused exclusively on the role modular construction plays in creating a safer construction site. Particularly with smaller construction companies (accounting for 47% of construction-related fatalities), modular construction can offer a lot to ensure more safety at a construction site.

Since the structure is indeed a module, workers have one large object to focus solely on rather than many moving parts. For all of the “Fatal Four,” lack of concentration on the hazard proves to be the main cause. With focus centralized on the modular structure, workers can focus on one thing at a time, during the installation of the module. Overall, these pre-assembled structures allow for much lower site disruption.”

Construction companies are focusing on this issue for a variety of reasons. First, the companies obviously want to provide safety for their workers. Second, workplace and construction accidents have a drastic effect on the insurance that these companies have to pay to cover their workers. More injuries and accidents = higher cost to the company. Finally, it was being argued that the many hazards of working in construction is one of the main factors driving away potential labor. Many do not want to go through the trouble of learning a skill that is going to directly put them in a hazardous situation. Therefore, people find other lines of work. A focus on safety directly benefits all in the industry, and companies are finding new ways to address this issue.

## **Green Revolution**

Traditional construction faces many issues when it comes to the handling, creation, and recycling of wasted materials. In fact, an NAHB study found that an estimated 8,000 lbs of waste are created from the construction of a 2,000 square foot building. These squandered materials are all standard materials used to construct a building: wood, brick, insulation, drywall, etc. However, only an estimated 20% of these leftover construction materials are actually re-purposed or recycled, according to The American Institute of Architects. On top of that, the AIA states that “it is estimated that anywhere from 25 to 40 percent of the national solid waste stream is building-related waste.” And in 2009 the Construction Materials Recycling Association, estimated that construction and demolition waste from building construction was around 325 million tons annually.

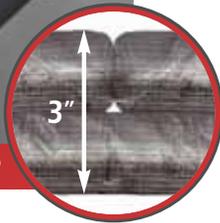
Overall, the integration of the IOT of things will be an asset to help solve construction's waste problem as well. These items offer instantaneous inventory at all times on the site, helping materials be used to their fullest ability.

Similarly, modular construction's factory like setting allows for a more orderly work process and standardized materials. Leftover materials are not as much of a problem because they can easily be used on the next project coming down the line. Replacing certain traditionally built buildings with these modular counterparts will help reduce one of construction's most glaring problems.

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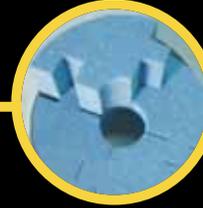
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## Associated General Contractors of America Releases New Safety Recommendations

The Associated General Contractors of America unveiled a new study designed to improve the safety of construction workers as it announced that two-thirds of metro areas added construction jobs during the past 12 months. Association officials said the new safety study is designed to help construction firms prevent workplace fatalities and injuries.

“We all share a common goal: getting to zero construction fatalities,” said Stephen E. Sandherr, the association’s chief executive officer. “This report offers the kind of data and recommendations needed to help construction firms achieve that goal.”

The association unveiled the safety report at a time when construction employment is expanding in many metro areas. A new analysis of construction employment data shows that 239 out of 358 metro areas added construction jobs between February 2016 and February 2017. He noted that Riverside-San Bernardino-Ontario, Calif. (9,000 jobs, 10 percent) added the most jobs while Grand Forks, N.D.-Minn. (37 percent, 1,000 jobs) added the highest percent of new jobs.

Sandherr noted that the association worked with the Myers-Lawson School of Construction at Virginia Tech University to undertake the comprehensive study of every construction fatality that took place over a three-year period. He noted that the best way to help construction firms put in place the most effective safety measures is to understand why, when and how construction fatalities occur.

Some of the findings in the report reinforce existing safety practices and many of the association’s long-standing safety programs, Sandherr noted. For example, falls from ladders and other structures account for one-third of U.S. construction fatalities. This confirms the association’s and industry’s long-standing focus on offering training and safety stand-downs addressing fall protection. Sandherr added that the association is now also looking to establish new training programs designed to improve ladder safety. Some of the other findings, however, are contrary to a number of long-held industry safety assumptions, the construction official noted. For example, while prior research indicated most construction fatalities occur in the morning, in fact noon is the deadliest hour in construction. As a result, Sandherr said the association is now advising construction firms to look at holding safety talks and stretching sessions when workers return from the 11 a.m. to noon lunch breaks common on most job sites.

The study also found that Hispanic construction workers are not disproportionately the victims of construction fatalities. As a group they account for 24 percent of the national construction workforce and 25 percent of all construction fatalities. Sandherr said this was important because it indicates that construction firms need to craft safety programs targeting their entire workforce, instead of specific segments.

Sandherr added that the association was sending the new safety report to each of its members, as well as to other construction associations and also making it available online. “No wisdom or insight should be proprietary when it comes to the safety of construction workers,” Sandherr said.





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ESICA wants to hear from you. Please send us your suggestions for new topics, story ideas, new columns, and more that will help us make ESICA Review exciting and invaluable to members.

- **Inspire Us With Your Creative ideas.** Please tell us what you are doing to create positive and lasting relationships with your customers, business partners ... and with your fellow ESICA members.
- **Motivate Us With Your Special Projects.** Share with us how you moved ahead of the pack and accomplished the seemingly impossible. What did you do to take charge of a difficult situation... own it... and succeed? We'd love to hear how your pro-active attitude and ability to resolve issues overcame a tough challenge.
- **Enlighten Us With Your Story Suggestions.** What are the ways in which we can improve the content of ESICA Review by adding new articles or columns that will help our members succeed.

We invite all of you - Contractors, Distributors and Manufacturers to inspire, motivate and enlighten us by sharing your thoughts and ideas.

Please visit [www.esica.org](http://www.esica.org) to submit your suggestions and story ideas.



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### **PITTSEAL® 444NS Sealant from Pittsburgh Corning**

PITTSEAL® 444NS is a specially formulated butyl compound used for sealing joints in FOAMGLAS® insulation systems. PITTSEAL® 444NS is used to seal protrusions and metal jacket laps, as a bedding compound behind FOAMGLAS® insulation and as an anti-abrasive cushion in vibrating systems. This product meets stainless steel service requirements and general requirements for VOC emissions. Service Temperature Limits (-238 to 180°F) (-150 to 83°C)

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### **Victaulic Gruvlok Fitting Covers from Proto Corporation**

Proto Corporation is the leading manufacturer of PVC fitting covers and jacketing systems in the world. Our expansive product offering, including the Victaulic Gruvlok fitting covers, are designed to meet the highest standards in the industry. Our Victaulic line offers the traditional "G" series and the updated "V" series featuring our stepped down ends. We also now offer a "Low Profile" Victaulic cover suitable for tighter spaced installations. Please contact our customer service team so we can show you how Proto is leading the way to success on your next job.

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*(continued on page 47)*

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FlexClad™, manufactured by MFM Building Products, is a self-adhering jacketing system that waterproofs exterior or interior duct and piping. The flexible membrane resists water leaks, vapor transmissions and protects the thermal insulation. The top aluminum surface is UV-resistant, helps lower energy costs and is virtually maintenance-free. FlexClad is available in both 45 and 25 mil thickness in various color options.

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## **Zero VOC Hanger Adhesive from Midwest Fasteners**

Midwest IHA Zero VOC Insulation Hanger Adhesive is a cream-paste construction type adhesive. Tan in color, it is specially formulated for bonding insulation hangers to metal and unfinished masonry surfaces. IHA ZVOC dries to a tough, yet resilient bond that can withstand thermal cycling and shock. IHA ZVOC has been specially formulated to meet strict VOC requirements and, based on independent testing, has been MAS Certified "Green" and is LEED v4 compliant.

Characteristics:

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- High bond strength
- Water resistance
- Mildew resistance
- Immediate grab

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(continued on page 49)



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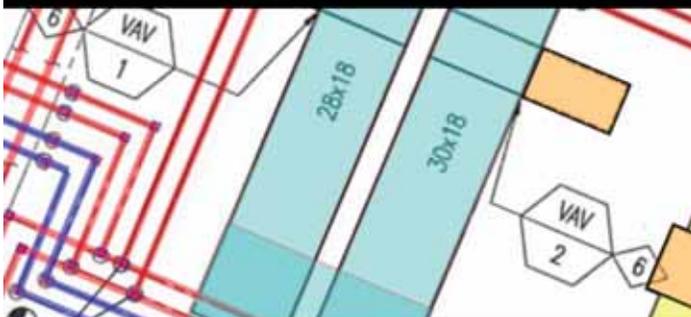
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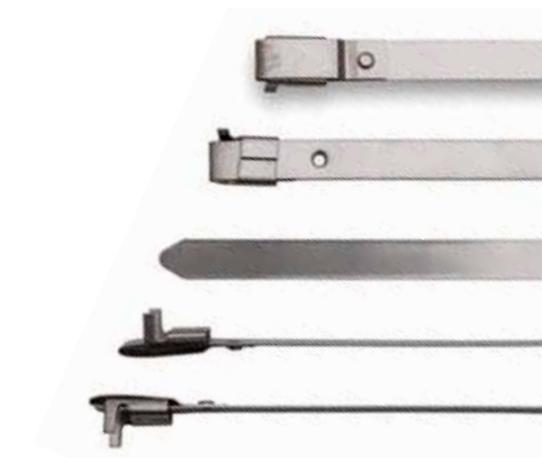
# PRODUCT SHOWCASE



## **Micro-Lok HP® Pre-Formed Fiber Glass Pipe Insulation from Johns Manville**

Micro-Lok HP® is the most popular pre-formed fiber glass pipe insulation in the mechanical industry. Its highly consistent core and the available jacketing variations make it a reliable and versatile insulation for above and below ambient applications. Additionally, Micro-Lok HP is available plain (without a jacket), with an ASJ jacket, or with a poly-coated ASJ jacket (Micro-Lok HP® Ultra). The ASJ and poly-coated jackets create a sealed insulation system that can be used in chilled water applications.

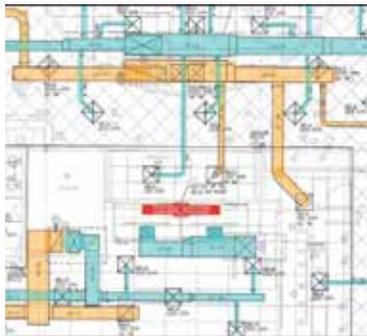
**Contact:** To learn more visit [www.jm.com](http://www.jm.com).



## **Insul-Mate Cut & Clip Banding from RPR Products Inc.**

Cut and Clip Bands are a pre-assembled ready to use product offering a cost-effective and time -saving alternative to field cutting and assembling. Assembled from edge-conditioned banding, the band is folded onto itself, a wing seal added, then mechanically attached onto itself with a strong interlocking clinch joint. Cut and Clip Bands are available in ½" and ¾ inch stainless steel T304, T316 and T304 painted material. Pre-packaged 50 to a bundle in a polyethylene bag (lengths up to 48") or cable tied together (lengths longer than 48"), Cut and Clip Bands comply with the ASTM recommended standard.

**www.rprhouston.com**  
**800-231-0149**



## **FastWRAP™ Mechanical Insulation Estimating Software**

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(continued on page 50)

# PRODUCT SHOWCASE



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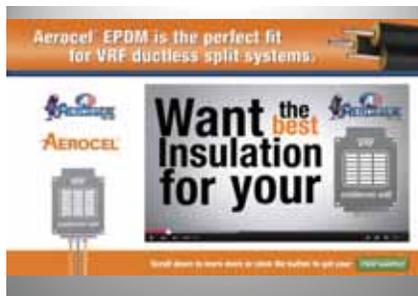
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(continued on page 51)

# PRODUCT SHOWCASE



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*Dan Foley  
Foley Insulation*