

# Welcome

Select**SIPs**

**EXPO**



*A Better Way to Build*

MARCH 4 - 6 / PHOENIX, ARIZONA

# SIPA Annual Meeting



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Panel Association

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DINNER & AUCTION



TUESDAY LUNCH



WEDNESDAY LUNCH



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**EXPO** 2019

A Better Way to Build

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# General Information

**Jack Armstrong**

Executive Director

- Cell phone etiquette
- Safety notes
- Housekeeping stuff
- “Dinner on your own” ideas
- WIFI use... Free  
Network name = attwifi  
Password = SIPA19
- SIPA 2019 Annual Meeting Survey



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# Agenda Overview

## Tuesday, March 5 - Day 2

6:00 – 7:50 am	Tatum's Restaurant	Breakfast Buffet on your own
6:30 – 7:45 am	Palo Verde I	SIPA-NTA Code Committee (SIPA-NTA code report stakeholders only)
8:00 – 8:45 am	Ballroom	<b>Event Kickoff and Welcome Comments</b> – SIPA Executive Director Jack Armstrong (ALL) • <b>Meet the Board and President's Message</b> Lee Bergum, <i>Energy Panel Structures</i>
8:45 – 9:45 am	Ballroom	<b>PLENARY SESSION I – SIPA Strategy Refresh Overview and Buy-In</b> (ALL) SIPA Board members Jeremy Dieken, <i>Extreme Panel Technologies</i> , and James Hodgson, <i>Premier Building Systems</i>
9:45 – 10:15 am	Ballroom	Power Up Break at Supplier SelectSIPs EXPO
10:15 am – 12:00 pm	Ballroom	<b>PLENARY SESSION II – Architect Roundtable Panel and Discussion</b> (ALL) <b>MODERATORS:</b> Charlie Ewalt, <i>Enercept</i> , and Brian Sielaff, <i>Tamarack Grove Engineering</i> <b>PANELISTS:</b> Carl Schaffer, <i>Ideation Design Group</i> , Glenn Liptack, <i>Nostdahl Liptack Architects</i> , and Jonathan Bean, <i>University of Arizona</i> and <i>Source Architecture</i> • <b>Obstacles Using SIPs from 3 perspectives: New to SIPs, Used to SIPs, Teaching SIPs</b> Presentation (45 min) • <b>Discussing Needs from the SIP Industry and Reaction to Proposed Solutions</b> Presentation (45 min) – Q&A (15 min)
12:15 – 1:15 pm	Poolside Patio	Lunch
1:15 – 1:45 pm	Ballroom	Dessert at Supplier SelectSIPs EXPO / Transition to Plenary
2:00 – 3:45 pm	Ballroom	<b>PLENARY SESSION III – Builder Roundtable Panel and Discussion</b> (ALL) <b>MODERATORS:</b> Damian Pataluna, <i>FischerSIPS</i> , and Aaron Hinde, <i>Insulspan</i> <b>PANELISTS:</b> EEBA 2019 President Geoff Ferrell, <i>Mandalay Homes</i> , Dennis Webb, <i>Fulton Homes</i> , and Matt Baker, <i>Construction Instruction</i> • <b>Obstacles Using SIPs from 3 perspectives: New to SIPs, Used to SIPs, Teaching SIPs</b> Presentation (45 min) • <b>Discussing Needs from the SIP Industry and Reaction to Proposed Solutions</b> Presentation (45 min) – Q&A (15 min)
3:45 – 4:15 pm	Ballroom	Recharge Break at Supplier SelectSIPs EXPO (ALL)
4:15 – 5:15 pm	Ballroom	<b>PLENARY SESSION IV – Voices of the Market, A Recent Survey on "Green" Desires / Needs</b> Suzanne Shelton, <i>Shelton Group</i> Presentation (45 min) – Q&A (15 min)
6:30 – 7:00 pm	Ballroom	Cocktail Reception at Supplier SelectSIPs EXPO (ALL)
7:00 – 9:45 pm	Ballroom	<b>Dinner &amp; SIPA Building Excellence Awards &amp; Auction</b> (ALL)



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# Agenda Overview *(continued)*

## Wednesday, March 6 - Day 3

6:00 – 7:50 am	Tatum's Restaurant	Breakfast Buffet on your own
6:30 – 7:45 am	Palo Verde II-B	<b>SIPA ICC-ES Code Committee</b> (ICC-ES code report stakeholders only)
8:00 – 8:15 am	Ballroom	Welcome Comments (ALL)
8:15 – 8:30 am	Ballroom	<b>Introduction of SIPA Board Candidates and brief comments by each, SIPA Member voting follows</b>
8:30 – 9:45 am	Ballroom	<b>SIPA Manufacturer Committee – closed session after Platinum/Gold sponsor comments</b>
9:45 – 10:15 am	Ballroom	Break at Supplier SelectSIPs EXPO and Election Results Announced (ALL)
10:15 – 11:15 am	Ballroom	<b>SIPA Manufacturer Committee - closed session</b>
11:30 am – 12:15 pm	Poolside Patio	Lunch (ALL)
11:30 am – 12:15 pm	Ballroom	SelectSIPs EXPO breakdown (Event Sponsors)
12:30 – 2:00 pm	Ballroom	<b>SIPA Technical Committee</b> (ALL)
2:00 – 2:15 pm	Pre-Function Area	Break (outside)
2:15 – 3:15 pm	Ballroom	<b>SIPA Marketing Committee</b> (ALL)
3:30 – 6:00 pm	WildFire Room	<b>SIPA Board Meeting</b>
6:45 pm	Salty Sow Restaurant	SIPA Board Dinner (invitation only)
7:00 pm		Dinner - on your own for networking



# President's Address

**Lee Bergum**

President

## Agenda

- Board of Directors Introductions
- Your 2019 BOD Nominees
- New Member Recognition
- SIPA Highlights
- Strategy Refresh



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# SIPA Board of Directors

<b>Aaron Hinde</b>	Insulspan	Manufacturer
<b>Ard Smits</b>	PorterSIPs	Manufacturer
<b>Charlie Ewalt</b>	Enercept	Manufacturer
<b>Damian Pataluna</b>	FischerSIPS	Manufacturer
<b>James Hodgson</b>	Premier Building Systems	Manufacturer
<b>Jamie Jenkins</b>	Murus Company	Manufacturer
<b>Jeremy Dieken</b>	Extreme Panel Technologies	Manufacturer
<b>Joe Fortier</b>	ACME Panel Company	Manufacturer
<b>Lee Bergum</b>	Energy Panel Structures	Manufacturer
<b>Mike Tobin</b>	AFM Corporation	Manufacturer
<b>Chris Grotterod</b>	Tolko	Supplier
<b>Daniel Knapp</b>	DOW	Supplier
<b>David Tompos</b>	NTA	Supplier
<b>Jonathan Early</b>	SIP-SEAL/Sustant	Supplier
<b>Mark Vlasisvich</b>	Ashland	Supplier
<b>Nate Deringer</b>	Viking Forest Products	Supplier
<b>Mike Morley</b>	SIPsmart Building System	Builder
<b>Bill Siemon</b>	Panel Pro Associates	Dealer/Distributor
<b>Curt Stendel</b>	Panelworks Plus	Dealer/Distributor
<b>Tom Moore</b>	Pinnacle Engineering	Design Professional



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# Board of Directors - Election

- Introduction and comments from candidates for election to SIPA Board of Directors will take place:

**Wednesday at 8:15am**

**Painted Mountain Ballroom**

- Floor nominations accepted. Voting will take place directly after the introductions.
- The following are the candidates. Take some time over the next day to get to know the candidates and support your voting decision.



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# The Candidates

**Seat 2**

Re-election



**Charlie Ewalt**

Enercept  
Manufacturer

**Seat 7**

Re-election



**Jeremy Dieken**

Extreme Panel Technologies  
Manufacturer

**Seat 11**

Re-election



**Nate Deringer**

Viking Forest Products  
Supplier

**Seat 12**

Re-election



**Jonathan Early**

SIP-SEAL/Sustant  
Supplier

**Seat 13**

Re-election



**David Tompos**

NTA  
Supplier

# Welcome New Members

## Manufacturer Members:

Urban Industries – Josh Laferty, Ned Rieke  
Lamit Industries – John Kain

## Supplier Members:

Mitsubishi Electric Trane HVAC USA – Chad Gillespie, Shawn LeMons  
Huber Engineered Wood (Coming Soon) – Stuart Brock, Shawn O'Connor

## Builder Members:

InDevelopment – Neil Collins, Reto Steiner

## Associate Members:

Builder Finance – Korey Kraayenbrink  
Iron Shell – David Stone



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# Marketing Highlights

- SIPA's twice yearly magazine "SelectSIPs" transitioned to all-digital with the January 2019 issue blasted to 18,000 stakeholders with a 30% open rate.
- "SelectSIPs" e-newsletter celebrates 4th year engaging over 18,000 SIPA stakeholders every two weeks.
- In 2018, [www.SIPs.org](http://www.SIPs.org) received 483,140 page views from 143,937 unique visitors; Unique visitors up 82% since 2014.
- [www.SIPs.org](http://www.SIPs.org) still #1 internet site for "structural insulated panels" and "SIPs" searches.
- SIPA Board Strategy Refresh prioritized five workstreams for 2019 to accelerate SIP adoption.



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# Education Highlights

- SIPA's third AIA Continuing Education course "Getting to Zero Energy with SIPs" launched and all three total live and on-line CEU presentations surged 196% to 3,302 attendees in 2018.



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# Technical Highlights

- SIP Engineering Design Guide with software external reviews nearing completion for launch Summer 2019.
- I-Joist and Roofing Diaphragm testing complete / APA SIP Product Guide updated / Florida High Velocity Hurricane Zone SIP Wall approved and Roofing next.



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# Networking Highlights

- Attended trade shows at NAHB's IBS, New Building Institute's Get to Zero Conference, EEBA's Annual Meeting, DOE's Race to Zero, and 2019 RESNET.
- SIPA's Board joined the Insulation Industry Association Coalition's Washington, DC Capitol Hill Advocacy event visiting over 100 Congressional offices in 2018 and again in 2019.



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# Membership Development

	2015	2016	2017	2018	2019	Current
<b>Manufacturers</b>						
Companies	19	16	18	19	16	17
Physical locations	29	25	25	24	23	24
<b>Dealer/Distributors</b>						
Companies	11	13	16	18	16	16
Sales rep locations	0	23	15	16	29	29
<b>Builders</b>						
Companies	57	64	60	63	78	80
<b>Design Professionals</b>						
Companies	19	26	23	29	28	29
<b>Suppliers</b>						
Companies	21	23	22	23	24	22
<b>Associates</b>						
Companies	10	18	24	24	27	27
<b>Total Member Companies</b>	<b>137</b>	<b>160</b>	<b>163</b>	<b>176</b>	<b>189</b>	<b>191</b>
<b>Total Companies + Listings</b>	<b>147</b>	<b>192</b>	<b>185</b>	<b>197</b>	<b>225</b>	<b>227</b>



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# SIPA Vision & Mission

**Vision** SIPs are the preferred building system

**Mission** SIPA provides the industry forum for increasing the acceptance & use of SIPs



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# SIP Industry Production 2011 - 2017

	North American Production of SIP Panels: 2003-2017 (Millions of Square Feet)								
	2017	2016	2015	2014	2013	2012	2011	2007	2003
SIPA Members	13.0	13.3	13.8	13.6	13.0	12.7	13.4	10.1	19.8
Nonmembers of SIPA	3.5	3.3	3.6	4.0	5.0	5.9	6.6	NA*	NA*
Total Production	16.5	16.6	17.4	17.6	18.0	18.6	19.9	NA*	NA*
% Change, Previous Yr. SIPA	-2.2%	-3.6%	+1.5%	+4.6%	+2.3%	-5.2%			

\* Note: Data collection/reporting excluding metal-skin panels in 2010.  
Data from SIPA Production Surveys



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	2017	2016	2015	2014	2013	2012	2011	2007	2003
SIPA Members	13.0	13.3	13.8	13.6	13.0	12.7	13.4	10.1	19.8
Nonmembers of SIPA	3.5	3.3	3.6	4.0	5.0	5.9	6.6	NA*	NA*
Total Production	16.5	16.6	17.4	17.6	18.0	18.6	19.9	NA*	NA*
% Change, Previous Yr. SIPA	-2.2%	-3.6%	+1.5%	+4.6%	+2.3%	-5.2%			

\* Note: Data collection/reporting excluding metal-skin panels in 2010.  
Data from SIPA Production Surveys

## ***Question:***

**Why is SIPA growth slowing during overall growing construction market?**



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# Answer

# SIPA 2018 Strategy Refresh

Board Summit at Ashland Headquarters  
Dublin, OH  
18/19 September 2018



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# Strategy Session Attendees

## Executive Committee:

- Chairman (President): Lee Bergum – Energy Panel Structures
- 1<sup>st</sup> VP: Damian Pataluna – FischerSIPS
- 2<sup>nd</sup> VP: Aaron Hinde – Insulspan/PFB
- Secretary/Treasurer: David Tompos - NTA
- Past President: Ard Smits - PorterSIPs
- Exec. Director: Jack Armstrong – SIPA

## Facilitator:

- Doug Cassidy - Atlas Roofing

## Remaining Board of Directors:

- Lisa Lounsborough for Charlie Ewalt – Enercept
- Dan Knapp – DuPont/DOW
- Jamie Jenkins - Murus
- James Hodgson – Premier Building Systems
- Jeremy Dieken - Extreme Panel
- Jonathan Early – Sustant/SIP-SEAL
- Mark Vlasisavich – Ashland
- Michael Morley – SIPsmart Building Systems
- Mike Tobin – AFM Corp/R-Control
- Tom Moore – Pinnacle Engineering



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*Note: 15 of 20 Board Members represented*

# Strategy Process Used

## Two half day sessions with facilitator

### 1<sup>st</sup> Session:

- Reviewed past strategy positions; revisited based on relevance/future
- Brainstormed challenges & root causes for industry value chains involved

### 2<sup>nd</sup> Session:

- Brainstormed solutions to key root causes
- Ranked solutions by impact & difficulty
- Prioritized solutions into near (1-2 years) and long (3-5 years) term actions based on impact & implementation difficulty

