SIPA Marketing Committee Meeting
Wednesday, March 4, 2:15 PM Mountain time

Marketing Discussion Outline
1. Call to Order/Antitrust Guidelines/ Approval of Minutes from 11Feb2020
2. Review 2019 Marketing Accomplishments and Reach (Armstrong)
3. Meeting Discussion (Fortier, Armstrong)
   • Value Proposition: Economic Business Case – task group forming
   • Value Proposition: Why? Brand Messaging Guidelines completed

How Activate the Message? Outreach Opportunities Not Currently Funded
• $3,500 Brandner professional email outreach to large database: pitch, create, send, track response
• $1,200 Two targeted email drip campaigns (incentivize and qualify
• $10,000 Brandner PR for two documents: unique content, media pitch, news release
• $4,500 Nine months targeted online digital banner ads

$57,500 SIPA Marketing Expense: Maintenance Items in 2020 Budget
• $5,500 Annual production survey
• $6,500 Building Excellence Awards
• $1,500 Website hosting
• $4,200 Website content maintenance and updates
• $6,000 Social media postings
• $5,000 Membership support, listings, recruitment
• $5,000 Green Builder Media publicity and webinar
• $5,500 Biweekly newsletter
• $2,400 Constant Contact email system and database contract
• $3,100 Email campaign execution and database management
• $4,500 Print Need to Know brochures (4,000 total brochures printed)
• $2,500 Print SIP Engineering Design Guide (prepress + 100 printed copies)
• $3,400 AIA provider fee, attendee reporting and course maintenance
• $2,400 Commercial AIA online course through Ron Blank / GreenCE

Marketing Activities Done in the Past but not Currently Funded
• $4,500 Refresh / contemporize / streamline SIPA website
• $4,000 EEBA trade show sponsorship
• $5,300 Additional Ron Blank online AIA course: Rocky Mountain case study
• $4,500 Reprint Designing with SIPS / Building with SIPS (partial sales offset)
### Antitrust Checklist for Structural Insulated Panel Association Meetings

This antitrust checklist is for use by SIPA staff and member representatives in the conduct of SIPA sponsored meetings. Prohibited discussion topics apply equally to social gatherings incidental to SIPA sponsored meetings. The Checklist is not exhaustive and does not address antitrust issues relating to activities other than SIPA meetings. Participants in SIPA meetings also should be thoroughly familiar with: (1) “Antitrust Guide for SIPA Committee Members;” and, (2) “General Principles Applicable to the Structure and Operation of Committees.”

| **DO** Ensure strict performance in areas of: |
| **OVERSIGHT/SUPERVISION:** |
| • Have a SIPA staff representative at each SIPA sponsored meeting (unless an exception has been authorized by the appropriate SIPA board member); |
| • consult with an attorney of the SIPA staff on all antitrust questions relating to SIPA sponsored meetings; |
| • limit meeting discussions to agenda topics (unless additional topics have been approved by the appropriate SIPA staff representative); and |
| • provide each member company representative and SIPA staff representative attending a SIPA sponsored meeting with a copy of this checklist, and have a copy available for reference at all SIPA sponsored meetings. |
| **RECORDKEEPING:** |
| • Have an agenda and minutes which accurately reflect the matters which occur; |
| • provide agendas and minutes to SIPA staff for review and approval in advance of distribution; and, |
| • fully describe the purposes and authorities of all teams and subgroups in the minutes of the appropriate parent committee. |
| **VIGILANCE:** |
| • Protest against any discussion or meeting activities which appear to violate this checklist; dissociate yourself from any such discussion or activities and leave any meeting in which they continue. |

| **DON'T** Do not, in fact or appearance, discuss or exchange information on: |
| **PRICES, INCLUDING:** |
| • Individual company prices, price changes, price differentials, mark-ups, discounts, allowances, credit terms, etc.; |
| • individual company data on costs, production, capacity, inventories, sales, etc.; and, |
| • industry pricing policies, price levels, price changes, differentials, etc. |
| **PRODUCTION, INCLUDING:** |
| • Plans of individual companies concerning the design, production, distribution or marketing of particular products, including proposed territories or customers; and, |
| • changes in industry production, capacity or inventories. |
| **TRANSPORTATION RATES:** |
| • Rates or rate policies for individual shipments, including basing point systems, zone prices, freight equalization, etc. |
| **MARKET PROCEDURES, INCLUDING:** |
| • Company bids on contracts for particular products; company procedures for responding to bid invitations; and, |
| • matters relating to actual or potential individual suppliers or customers that might have the effect of excluding them from any market or influencing the business conduct of firms toward them. |
SIPA Marketing Committee Conference Call
February 11, 2020, 1:00 PM EST

Attendance  Joe Fortier (chair), Lee Bergum, Amie Diamond, Lori Jerome

SIPA Staff  Jack Armstrong, Donald Ambrose, Mary Jane Hominda, Elaine Valby

Call to Order, Antitrust Statement, Approval of Minutes. Chair Joe Fortier called the Marketing Committee call to order at 1:04 PM EST. Jack Armstrong reviewed SIPA’s antitrust guidelines that were distributed with meeting materials. As moved by Lee Bergum and seconded by Joe Fortier, the Marketing Committee approved the minutes from its January 28 conference call.

Mike Tobin has officially retired and withdrawn from this committee. New Marketing Committee member Lori Jerome (Premier Building Systems) introduced herself to the group.

SIPA Brand Messaging Guidelines: The Brand Messaging Guidelines are being revised according to committee input:
  • Add “with ease”
  • Replace the 50% reference with something like Build more projects, increase your margins
The Messaging Guidelines will be incorporated into SIPA newsletter, website and email campaign communications.
  The final document will be circulated and presented for group discussion during the SIPA Annual Meeting next month.

Value Proposition, Economic Business Case: Joe asked staff to re-send the base cost comparison of SIPs versus Sticks. Jack proposed that a smaller task group tackle the economic business case detail since the work is more technically oriented than marketing oriented. The task group will begin with Joe Fortier, Lee Bergum, Jon Meyer and Perry Penske. Additional volunteers will be recruited at the Annual Meeting.

Discretionary Marketing Spending Options: SIPA has unfunded marketing initiatives, and membership dues have not increased since before the 2008 downturn. Some Marketing Committee members suggest not raising dues, but instead funding select initiatives without burden to the baseline organization. The group discussed the various “add-on” spending options:
  • $4,500 Refresh SIPA website
  • $500 per month – online digital banner ads
• $3,000 - $5,000 EEBA trade show sponsorship
• $4,500 Reprint Designing with SIPs / Building with SIPs (partial sales offset)
• $5,300 Additional Ron Blank online AIA course
• $3,500 Brandner email to large database: pitch, create, send, track response
• $3,000 per SIPA member – Brandner starter brand/web review package and recos
• $10,000 Brandner for two documents: unique content, media pitch, news release

SIPA will add detail to project descriptions and send an email ballot asking each committee member to vote for their top marketing priorities.

**SIPA Marketing Expenditures:** The Marketing Committee noted that status quo doesn’t cut it anymore. For presentation during the Annual Meeting, SIPA will define the minimum marketing funds required to operate and the recommended funding to get SIPA’s new messages out to qualified targets.

**Next Meeting and Adjournment.** SIPA Marketing Committee will formally meet and present at the SIPA Annual Meeting in March. The next Marketing Committee conference call will be at 2:00 PM Eastern time on March 31. The Marketing conference call adjourned at 1:59 PM EST.
# Marketing Committee

**Purpose:** Advance and Promote SIPs

**Chair:** Fortier

**Members:** Bergum, Deringer, Diamond, Hinde, Jenkins, Jerome, Meyer, Moore, Pataluna, Penske, Susan

## Committee Projects:

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
<th>Contact</th>
<th>Task Group</th>
<th>Status</th>
<th>Next Action</th>
<th>Due Date</th>
<th>Est. Completion</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIP Value Proposition: Emotional Why</td>
<td>Define value proposition</td>
<td>Deringer, Fortier</td>
<td>Bergum, Hinde, Jenkins, Meyer, Penske, Susan</td>
<td>Professional communications agency review and recommendation completed</td>
<td>SIPA Membership final approval at SIPA Annual Meeting</td>
<td>March 2020</td>
<td></td>
<td>$3.4k</td>
</tr>
<tr>
<td>SIP Value Proposition: Economic Business Case</td>
<td>Select case studies, lead audience through timing and cost data</td>
<td>Deringer, Fortier</td>
<td>Bergum, Hinde, Jenkins, Meyer, Penske, Susan</td>
<td>1. Recommended procedure completed 2. Ted Clifton submitted his cost analysis</td>
<td>Expand Ted's model to include plumbing and electrical</td>
<td>1H2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Investment</td>
<td>Prioritize SIPA marketing spending options</td>
<td>Fortier, Armstrong</td>
<td>Marketing Committee</td>
<td>SIPA staff adding description to market spend options</td>
<td>Committee member voting</td>
<td>March 2020</td>
<td></td>
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## Staff Projects:

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<tbody>
<tr>
<td>SIPA Manufacturer Task Group Documents</td>
<td>Marketing support for the new SIP Specification, Design Professional / Builder Basics and Checklists, Best Practices</td>
<td>Armstrong, Fortier</td>
<td>committee</td>
<td>Committee work completed except for final proofing</td>
<td>Final “Need to Know” proofing for errors</td>
<td></td>
<td>Done</td>
<td></td>
</tr>
<tr>
<td>Engineering Design Guide</td>
<td>Promote SIP design guide and companion online software</td>
<td>Armstrong</td>
<td>committee</td>
<td>Launch plan shared with Manufacturer Committee</td>
<td>Staff to implement once Design Guide is formally approved</td>
<td>1H2020</td>
<td></td>
<td>$5K-$10K</td>
</tr>
<tr>
<td>SIPA Website</td>
<td>Arrange SIPs.org to be clear &amp; technically focused by visitor type (design prof. vs builder vs consumer)</td>
<td>Hominda, Roberts</td>
<td>Mkt &amp; Mfr committees</td>
<td>Beginning rearrangement now</td>
<td>Will add new collateral as developed</td>
<td>1H2020</td>
<td>1H2020</td>
<td>$5K-$10K 1st phase</td>
</tr>
</tbody>
</table>

## Staff Action Items:

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<th>Title</th>
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<th>Next Action</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SelectSIPs Newsletter</td>
<td>Provide editorial direction for content. Issue newsletter every two weeks.</td>
<td>ongoing</td>
<td>ongoing</td>
</tr>
</tbody>
</table>
### SIP vs Traditional Home Cost Differences - Estimate based on 2,000 sf 2-story 3-bedroom Single-family Residence

#### Line Item | Description | Cost Per House | SIP cost | SIP Description | Extra SIP Labor Cost | Std. Framing total/extra cost | Std. Framing labor cost | Std. Framing item 1 Description | Std. Framing item 1 cost | Item 2 Description | Item 2 cost | Item 3 Description | Item 3 cost | Mtls cost | Hourly Skilled labor cost | Hourly unskilled labor cost
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
1 | 2x6 Mud Sill per 16' | $304.17 | $24.33 | 1/2" P.T. Ply + 2x6 | $8.33 | $17.53 | 2x6 P.T. | $8.33 | $17.53 | 2x6 P.T. | $8.60 | 0.5 | $50.00 | $40.00
2 | Exterior Framing lumber | $338.00 | | | | | | | | | | | | | | | |
3 | Wall Sheathing | $2,484.00 | | Shantuing | $1,380.00 | $741.00 | | $1,380.00 | $741.00
4 | Ext. Cont. insulation | $5,464.80 | Cont. insulation | $3,036.00 | 1" XPS | $2,428.80 | 1x3 utility | $329.33
5 | Strapping (on wall exterior over foam for siding) | $1,100.00 | R-21 Batts | $5,550.00 | Truss Pkg. | $4,440.00
6 | Wall Insulation | $9,990.00 | Raised-Heel Trusses | $5,550.00 | Truss Pkg. | $4,440.00
7 | Roof Sheathing | $4,546.13 | Roof Plywood decking | $2,525.63 | 5/8" CDX | $2,020.50
8 | Ceiling Insulation | $2,016.00 | R-49 Blown-in | $2,016.00
9 | Extra window wrap for foam thickness | $772.80 | Window Wrap | 600.00 | 5/4x4 | $172.80
10 | Extra Air Sealing | $1,260.00 | Air Sealing | 960.00 | Cauki | $300.00
11 | Window Trim extensions | $990.00 | 1x6 cvg fir, vs 1x5 cvg fir | Fir Trim | $990.00
12 | Door Jamb and Threshold extensions | $400.00 | Door Jambs | Extensions | Nails | $400.00
13 | Extra nails, hardware, sawblades, etc. | $6,750.00 | Nails, hardware | $3,750.00 | Hardware | $3,000.00
14 | Time to square up window & door openings and true up walls for cabinets | $800.00 | Square up | $600.00 | 2x6 spf | $200.00
15 | Production days lost - walls | $1,760.00 | Wall assembly days | 4-days walls | $1,760.00
16 | Production days lost - roof | $2,200.00 | Roof assembly days | 5-days roof | $2,200.00
17 | Production days lost - air sealing | $440.00 | Air-seal days | 1-day air-seal | $440.00
18 | Add to try to equal SIP performance | $2,732.40 | 1 1/2" cont. insulation | $1,518.00 | $2,732.40
19 | Total to equal SIP performance | $47,471.72 | Total SIPs + installation | $48,458.19
20 | Days lost to call-backs | $1,100.00 | Attic, north | $1,100.00
21 | Total SIPs + installation | $48,458.19 | Total SIPs + installation | $48,458.19

**Net difference in cost for SIPs:** **-$113.53**

### Notes:
1. True R-values (5% framing factor in SIPs)
2. Framed R-21+5 True R-values (16.5% lumber in framed walls)
3. Framed R-21+5 R-values (16.5% lumber in framed walls, R-21.0)
4. Data from Ted Clifton Dec 2019; averaged from two houses of MB series
5. Need to add additional costs for extra drawing details and inspections for sealing and complexity on non-SIP detail likes contous insulation. Ted considers electrical costs equivalent.
6. Consider comfort and HVAC size penalty for non-SIP envelopes. Might need to price compare with more expensive spray foam insulation to get equivalent SIP comfort feel and low air leakage.
BRAND MESSAGING GUIDELINES
WHAT ARE BRAND MESSAGING GUIDELINES?

Brand messaging refers to the value proposition conveyed and language used in all SIPA content regarding SIPs. It’s what makes our target audiences connect with our brand by inspiring them, persuading them, motivating them, and ultimately making them want to purchase our members’ products.

The following guidelines are to ensure brand integrity and consistency in voice when communicating both internally and externally.
WHY DO WE NEED THESE GUIDELINES?

Marketing without a consistent brand message is like herding cats. Without focus, a brand’s communication efforts can leave customers confused and unsure of which sound to follow.

However, with one steady voice, the SIPA message will resonate.
THE ELEVATOR PITCH

Structural Insulated Panels (SIPs) are a high-performance building system for residential and light commercial construction. SIPs are the preferred choice for builders who have a passion for their craft and want to leave a legacy with their quality work. The innovative panels consist of an insulating foam core sandwiched between two structural facings, typically oriented strand board (OSB). SIPs are precisely manufactured under factory controlled conditions and fit nearly any building design. The result is a building system to be proud of.

EASY AS A, B, C!

A BREEZE TO INSTALL
SIPs are the simple way to build high-performance structures that meet or exceed building requirements and energy codes.

It’s the easiest method to reach standards for Air Infiltration, R-values and Continuous Insulation; while significantly reducing time and labor.

BETTER FOR ALL

Build healthier, energy-efficient, resilient structures for clients who care about the environment.

SIPs provide superior strength against wind, snow and natural disasters; and the tighter envelope means significantly less air leakage for a healthier, more efficient building.

CARE FOR THE LONG HAUL

As stewards of the future, our duty is to build comfortable, responsible spaces.

SIPs give you the power to show just how much you care about your customers and the environment. Be a leader in best practices, and take pride in building your lasting legacy.
THE VALUE PROPOSITION

The reason why SIPs are different from, and better than, stick framing.
THE SIPS VALUE PROPOSITION

Structural Insulated Panels (SIPs) are the easiest, most energy-efficient, insulating framing system available. Meet or exceed code requirements, while delivering a more comfortable, durable overall building. SIPs save you time, money and labor.

Don’t be left behind. Build for the future with this third-party verified, flawlessly engineered solution.

HIGH-PERFORMANCE. HELLO ______________
HIGH-PERFORMANCE. HELLO SIMPLICITY.
HIGH-PERFORMANCE. HELLO EFFICIENCY.
HIGH-PERFORMANCE. HELLO PROFITABILITY.
Brand Message for BUILDERS

You are on the front line of the building industry, capturing a real-world take on what works, and what doesn’t. So you know there are better solutions out there. Take pride in being an innovator in an industry that has been doing it the same way for over 100 years.

Lead the way with SIPs - the smarter solution for your residential and light commercial applications.

Our trusted, proven products are more durable and comfortable for your customers, and smarter for the planet. They work to ensure your legacy & peace of mind, while liberating you to build your business as you see fit.

SIPs are easy to install, and go up 50% faster than stick framing. They are manufactured under factory-controlled conditions and can be fabricated to fit nearly any building design. The result is a building system that is straight, strong, and resilient – giving you, and your customers, confidence now and in the future.
Top Ranked Messages for BUILDERS

1. TAKE PRIDE IN YOUR LEGACY

2. SHOW YOU CARE ABOUT YOUR CUSTOMERS & THE ENVIRONMENT

3. BUILD DURABLE, EFFICIENT, HIGH PERFORMANCE BUILDINGS WITH EASE
Brand Message for
ARCHITECTS

You aspire for designs that make an impact, while they make a difference.

SIPA understands the challenges you face when creating living and working spaces that are efficient, resilient and unique. Structural Insulated Panels (SIPs) are a high-performance building system consisting of an insulating foam core sandwiched between two structural facings, typically oriented strand board (OSB). This innovative, engineered, precise solution will bring your high-performance designs to life.

SIPs are the easiest method to exceed building code requirements for Air Infiltration, R-values and Continuous Insulation, as well as the standards of high performance energy enclosures (Earthcraft, LEED, Passive House, NetZero).

SIPs are one of the most airtight and well insulated building systems available. A SIPs building uses less energy to heat and cool, while allowing for better control over indoor environmental conditions. This environmentally smart system also reduces construction waste. Manufactured under factory-controlled conditions, SIPs are strong, straight and resilient.

So take a closer look at the design flexibility of SIPs. Future-proof your work with efficient buildings that stand the test of time. Give yourself the freedom to deliver creative solutions with the desired balance of aesthetics, performance, and code compliance, while building with ease.
Top Ranked Messages for ARCHITECTS

1. TAKE PRIDE IN YOUR LEGACY WITH A FLEXIBLE, INNOVATIVE SOLUTION

2. EXCEED BUILDING CODES AND CRAFT DURABLE, COMFORTABLE SPACES

3. STAND OUT BY CREATING A LEADING-EDGE BUILDING ENVELOPE WITH EASE