Welcome!

SIPS IN THE SUN
2015 SIPA ANNUAL MEETING
SIPA President's Message

Al Cobb
SIPA President (2012 - 2015)
Director, The SIPschool
GOOD NEWS!

In a nutshell, 2014 ...

• Improving economy & construction
• SIP sales recovering
• SIPA membership & finances solid
• Great initiatives started/continued
• Good prospects ahead!
Expanding SIP Technical Base

• Phase I testing complete & Phase II beginning with support USDA Forest Product Labs (FPL) and Engineered Wood Assn. (APA) for:
  – Creep
  – Aspect Ratio
  – Shear Wall
Other Technical Initiatives

- Engineered SIP Design Guide & software tool project launched & underway
- ASTM Standard for establishing & monitoring SIP structural capacities on track
- Both will increase SIP commercial market reach/trust!
Education for Architects

- Basic and advanced SIP courses being updated
- Available face-to-face and online
- Over 8000 architect contacts in database
- SIPA now direct educational provider
- Increased online promotion

SIPA
Structural Insulated Panel Association

AIA
American Institute of Architects

Continuing Education
Education for Builders

• 10 one-hour SIP video courses on SIPA website
• Entire Builder Education with SIPs Training (BEST) now for only $50 at SIPA
• New Green Builder College site promotes SIPA BEST courses for $50/course ($500 total)
• REM/Design partnership
Trade Shows

• International Builders Show, Las Vegas
• GreenBuild, New Orleans
• Net Zero Energy Coalition Summit/NESEA Building Energy 15, Boston
• Timber Framers Guild, NY
NYSERDA Deep Energy Retrofit

• Partnership between SIPA, Home Innovation Research Labs & DOE Build America
• 10,000 sq. ft. multifamily building reskin, Albany
• Nail-Base RIP Installation Guide completed
• Final report out May 2015
New Market Media Touch-points

- *Mariposa Meadows* Green Builder Media Sustainability Institute Project – 6 print ads, blogs, digital media, videos

- MultiView on-line targeted banner ads to 1.5 million qualified leads

- MultiBrief bi-weekly SIPA newsletter to 10,000 stakeholders
Cultivating Growth in 2015

• Grow partnership with Green Builder Media
• Mobile friendly SIPA website (more leads)
• Increased traffic to SIPA website
• Pilot “SIPs Marketing Tool-Box” to metro areas
• Stronger SIPA builder value proposition
• Expanded networking with stakeholders
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