

The Future of Spray Foam Advocacy

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Stephen Wieroniey is the President of the Spray Foam Coalition, a Washington D.C.-based association that advocates for increased market share of spray foam insulation.

He was previously the Senior Manager of Government Affairs at the Huntsman Corporation, a publicly traded specialty chemical company headquartered in The Woodlands, TX. While there, Stephen led Huntsman's government affairs engagement at the federal, state, and local levels to promote policies that enhance the adoption of spray foam insulation. He has successfully advocated for incentivizing energy efficiency upgrades through tax credits, adopting modern building codes, implementing air tightness requirements, and developing policies to reduce greenhouse gas emissions in the building sector.

Prior to joining Huntsman, he served for five years as the Director at the American Chemistry Council's (ACC) Center for the Polyurethanes Industry and Director of the ACC Spray Foam Coalition. During his time at ACC, Stephen focused on promoting the sustainable attributes of polyurethanes and spray foam insulation.

Stephen graduated from the University of Maryland with a Bachelor of Science in Chemistry. In his spare time, Stephen and his wife enjoy traveling, raising their two young children, and running with their two dogs.

SPFA Antitrust Policy

"Our policy is to comply with all federal, state and local laws, including the antitrust laws. It is expected that all company member representatives involved in SPFA activities and SPFA staff will be sensitive to the unique legal issues involving trade associations and, accordingly, will take all measures necessary to comply with U.S. antitrust laws and similar foreign competition laws."

It is a per se violation of the federal antitrust laws for competitors to agree on prices, limitation of supplies, allocation of customers or territory, or boycotts. "Per se" means that no legal defense can be used to mitigate this automatic violation.

Even an agreement by competitors that is for the good of society and our industry may be a violation of the antitrust laws if it could affect competition.

If a topic of antitrust concern is raised at any time during a meeting, note your objection for the record. If the topic continues to be discussed, you should leave the room immediately and contact SPFA's general counsel and your company's attorney for further guidance.

Ensure that every SPFA meeting, where members are present, has an agenda, the agenda is followed, and minutes are kept by SPFA staff of the proceedings.

Understanding and acting on the requirements of U.S. and foreign antitrust and competition laws sometimes can be difficult. If you have a question about the propriety of activities or discussions in SPFA, you are encouraged immediately to contact your company's legal counsel and SPFA management.

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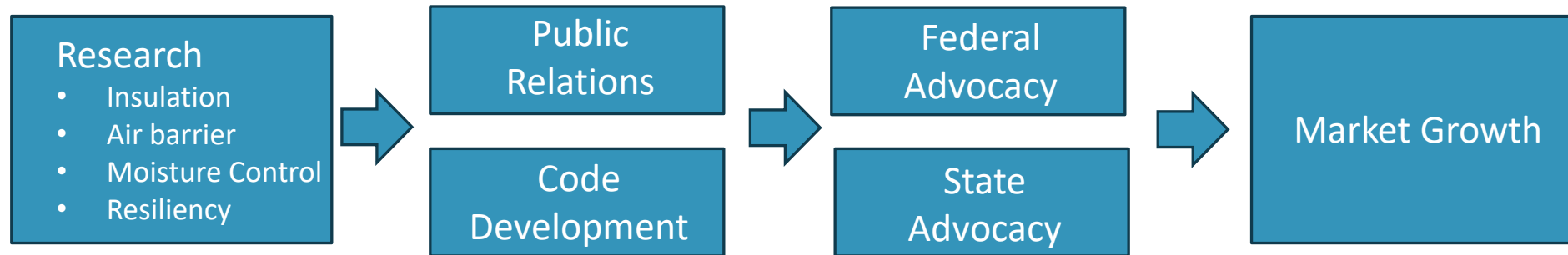
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The Future of Spray Foam Advocacy is Market Domination

The (new) Spray Foam Coalition is Focused on Expanding Market Share

- Effective January 1, 2025, the Spray Foam Coalition is an independent organization
- The Coalition is no longer a technical, chemical health and safety organization
- The new organization is planning aggressive advocacy to expand spray foam's market share relative to fiberglass



Research into Spray Foam Performance is the Basis for Growth

- The fuel for the Coalition's advocacy and public relations campaign is research into the performance of spray foam
- The Coalition successfully advocated for a \$2,000,000 Dept of Energy grant to fund research with a university engineering program
 - Included in the fiscal year 2025 base text
 - Anticipating Congress will pass a fiscal year 2025 budget this year
- Research will focus on understanding the performance value of a product that functions as:
 - Insulation
 - Air barrier
 - Moisture barrier

Repositioning Spray Foam in the IECC will Accelerate Growth

- The IECC views insulation and air barriers as separate pieces of the efficiency puzzle
 - Moisture control is not fully considered within the IECC
- Spray foam is not just insulation
 - Any code that is primarily focused on R-value/U-factor is outdated
- The Coalition's goal is to develop a code that fully considers the unique benefits of spray foam
 - A modern building code with promote the growth of modern building products like spray foam

Public Policy on Resiliency Provides New Opportunities for Growth

- Energy performance is not the sole differentiator between spray foam and fiberglass
- Promoting resilient construction will require more spray foam insulation
- Resilient construction could lower insurance premiums
 - Windup lift
 - Mitigating wildfires
 - Flooding – eliminating the need to replace closed cell spray foam

Federal and State Advocacy Levels the Playing Field

State Advocacy

- Building relationships
- Hiring State lobbyists
- Code adoption
- Promoting unvented attics
- Resiliency
- Efficiency incentives

Federal Advocacy

- Building relationships
- Efficiency incentives
- Weatherization Assistance Program
- Appropriations
- Trade and tariffs

Public Relations Grows Awareness and the Market

- The Coalition is implementing a Public Relations Campaign
 - Product promotion
 - Supporting advocacy
 - Collaborating with contractors
 - Highlighting successful applications
 - Newsletter

The Coalition and Contractors Working Together is Powerful

- Improving public policy is not a job for a single organization
- The spray foam industry needs to work with systems houses, suppliers, contractors, builders, and aligned trade organizations
- Working with a large coalition provides the most opportunities for success

Investment in SFC Grows the Spray Foam Market

- The Coalition is the premier organization focused on growing the spray foam market
- There are many ways for the value chain to support the Coalition
 - Manufacturers should join SFC
 - Contractors can support grassroots advocacy
 - Share our content on social platforms
 - Connect with SFC to identify barriers to growth

Questions

MEMBERS

- A & B Filling / RHH Foam Systems
- Albemarle Corporation*
- Ambit Polyurethane
- Arkema*
- BASF
- Chemours*
- COIM USA, Inc.*
- Covestro*
- Creative Polymer Solutions
- DAP
- DuPont
- Enverge
- Evonik Corporation*
- Foam Supplies, Inc.
- General Coatings
- Honeywell*
- Huntsman Building Solutions
- ICP Adhesives and Sealants
- Johns Manville
- Natural Polymers
- NCFI Polyurethanes
- Quadrant Performance Materials
- Rhino Linings
- Soprema
- Stepan*
- SWD Urethane
- Wanhua Chemical (America) Co., Ltd.*

*denotes Associate Membership