

2021  
WICA  
ANNUAL  
CONVENTION  
**SCOTTSDALE  
ARIZONA**  
THE  
PHOENICIAN  
HOTEL

2021 SPEAKERS



**DAVE MITCHELL**  
The Leadership Difference, Inc.



**VAUGHN BAKER**  
Strategos International

**SAVE THE DATE**  
**September 12-14, 2021**

**REGISTRATION DEADLINE FOR HOTEL AND WICA:**  
**August 11, 2021**







## OUR FEATURED SPEAKERS



### DAVE MITCHELL

#### **The Leadership Difference, Inc.**

An award-winning educator, speaker and author, Dave has been providing leadership development, sales, and customer service training for over 30 years. He founded the Leadership Difference, Inc in 1995 after a successful career as a corporate human resources executive. Over 400,000 people have experienced Dave's "laugh and learn" style of teaching.

Dave has served as an adjunct professor at the University of Illinois, serves as chairman of the business advisory board at Walla Walla Community College and is designated as a Certified Advanced Wine Sommelier. He is a popular choice to host non-profit fundraisers in Walla Walla.

Dave is the author of four books. *Live and Learn or Die Stupid!* focuses on personal contentment and performance excellence. His second book, *The Power of Understanding People*, was released in December 2013 and was immediately named **Editor's Choice Best Business Book of the Month by Amazon.**



### VAUGHN BAKER

#### **Strategos International**

Mr. Baker is currently President of Strategos International. His professional experiences include 25 years of patrol, investigations, and special operations assignments. He has also served as a member of his agency's SWAT team for over 13 years. He has trained thousands of school, healthcare, government, faith based, law enforcement and military professionals from around the world over the past 25 years on various safety, security, law enforcement, military and tactical related topics.

Additionally he has developed curriculum related to active threat intruder response, armed robbery response, corporate/school and faith based security, behavior pattern recognition for predictive violence and numerous other safety and security related topics. Vaughn is also the author of books *"Active Threat: Workplace 911: An Expert Guide to Preparing for and Prevailing Over Attacks at Work, School and Church"* and *"The Church Security Handbook"*

**REGISTER ONLINE AT [WICA1.COM](http://WICA1.COM)**





## CONVENTION SCHEDULE

### SUNDAY, SEPTEMBER 12, 2021

12:00PM-1:00PM	WICA Board & Spouse Lunch
1:00PM-4:00PM	WICA Board of Directors Meeting
5:00PM-7:00PM	Registration & Opening Reception

### MONDAY, SEPTEMBER 13, 2021

6:30AM-7:00AM	Registration
7:00AM-7:30AM	NIA Update / Breakfast
<b>7:30AM-8:50AM</b>	<b>Keynote</b> <b>“The Power of Understanding People”</b> <i>by Dave Mitchell, the Leadership Difference, Inc.</i>
9:00AM-10:00AM	Seminar <b>“When Lockdown Fails - A Non-Linear Response”</b> <i>by Vaughn Baker, Strategos International</i>
10:00AM-10:15AM	Morning Break
10:15AM-11:30AM	Seminar <b>“Applying the Power of Understanding People”</b> <i>by Dave Mitchell, the Leadership Difference, Inc.</i>

1:00PM-5:00PM	Alternative Activity
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#### **Hummer Tour**

1:00PM-6:00PM	Golf Tournament
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#### **The Phoenician Golf Club**

### TUESDAY, SEPTEMBER 14, 2021

7:00AM-9:00AM	Sponsors Tabletop Breakfast
9:00AM-9:30AM	Contractor & Manufacturer Separate Business Meetings
9:30AM-10:15AM	WICA Annual Business Meeting
10:15AM-10:30AM	Morning Break
10:30AM-11:30AM	Contractor Meeting with Union Leadership
<b>7:00PM-10:00PM</b>	<b>President’s Reception &amp; Dinner</b>

### REGISTRATION DEADLINE FOR HOTEL AND WICA:

**WEDNESDAY, AUGUST 11, 2021 | REGISTER ONLINE AT [WICA1.COM](https://www.wica1.com)**





## WICA BOARD / SPONSORS / STAFF

### WICA BOARD OF DIRECTORS

**Rick Sutphin, Performance Contracting, Inc.**  
*President & NIA Representative*

**Craig Rossi, Performance Contracting, Inc.**  
*Vice President*

**Eric Sarmento, Farwest Insulation Contracting**  
*Treasurer*

**Robert Jeffries, Performance Contracting, Inc.**  
*Immediate Past President*

**Adam Polkinghorne, Performance Contracting, Inc.**

**David Leialoha, Acutron, LLC**

**David Shong, Thermal Pipe Shields, Inc.**

**David Trueblood, Farwest Insulation Contracting**

**John Hernandez, Hudson Bay Insulation**

**Ken Gritter, Hudson Bay Insulation**

**Kenny Cole, Insul-Therm International, Inc.**

**Russ Huff, Bay Insulation Supply of L.A.**

**Steven Husbands, Farwest Insulation Contracting**

**Terry Philley, Alaska Insulation Specialties**

**Patrice Reynolds, Farwest Insulation Contracting,**  
*Finance Committee Chair*



### WICA 2021 ANNUAL SPONSORS

#### PLATINUM

ARMACELL LLC

Distribution International

DUNA-USA

Johns Manville

Owens Corning

Performance Contracting, Inc.

ROCKWOOL Technical Insulation

WICA Northern California

#### GOLD

Alaska Insulation Specialties

Farwest Insulation Contracting

Hudson Bay Insulation Company

Integrated Marketing Group

Knauf Insulation

Specialty Products & Insulation

RPR Products

Unifrax | LLC

#### SILVER

AEROFLEX USA, Inc.

Alpha Engineered Composites

Argus Contracting LP

Bay Insulation Supply

CertainTeed LLC

FastEST, Inc.

Ideal Products of America

Insul-Therm International, Inc.

MacArthur Co.

Midwest Fasteners, Inc.

Owen Corning FOAMGLAS

Proto Corporation

RPR Products, Inc.

Summit Contracting

Zenith American Solutions





## REGISTRATION INFORMATION

### WICA REGISTRATION FEES

- Attendee: \$695 Member | \$850 Non-Member
- Spouse/Guest: \$595 Member | \$750 Non-Member
- Child (age 17 and under): \$250 Member | \$350 Non-Member

### THE PHOENICIAN HOTEL ROOM RATES, FEES AND TAXES

- Group room rate: **\$240/night**
- Parking: Self-Parking - \$20/car/night or Valet Parking - \$33/car/night
- Room Rates & Fees Tax: 13% + \$25/night activity fee

### THE PHOENICIAN HOTEL RESERVATION INFORMATION, DEPOSIT & CANCELLATION POLICY

#### To make a room reservation:

- **Online:** [wica1.com](http://wica1.com) for link to reservation website
- **Phone:** (480) 941-8200, **Group Name:** WICA Annual Convention

Failure to reserve a room by the deadline will result in reservations subject to the hotel's current rates and availability. Once WICA's room block has sold out, there is no guarantee that WICA will be able to add more rooms at the group rate. WICA's group rate available three days prior to and after the convention based on the hotel's availability.

### GOLF TOURNAMENT The Phoenician Golf Club

Box Lunch Provided.

**\$129 per person**

### ALTERNATIVE ACTIVITY Hummer Tour

Climb aboard a Hummer vehicle and conquer intense, rugged and untamed desert terrain. Your guide will discuss unique plants and wildlife while exploring nearly 20 miles of the Tonto National Forest.

**\$195 per person**

### SPONSORSHIP OPPORTUNITIES

- Opening Reception - \$500
- President's Reception - \$500
- President's Dinner - \$500
- Seminars - \$300
- Morning Breaks - \$300
- Keynote Breakfast - \$300
- Golf Hole Sponsorship - \$300







## ADDRESSING TODAY'S ISSUES

- “The Power of Understanding People”  
*by Dave Mitchell, the Leadership Difference, Inc.*
- “When Lockdown Fails - A Non-Linear Response”  
*by Vaughn Baker, Strategos International*

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