



## OUR FEATURED SPEAKERS



**MARK SANBORN**  
CSP, CPAE  
SANBORN & ASSOCIATES,  
INC

Mark is the president of Sanborn & Associates, Inc., an idea lab for leadership development and turning the ordinary into the extraordinary. Global-Gurus.org lists Mark as one of the top leadership experts in the world.

Mark has given over 2600 presentations in every state and 14 countries. He has authored eight books, including the international bestseller, *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary Into the Extraordinary*, and more than two dozen videos and audio training programs. His programs are taught by Crestcom International in 90 countries and Mark is the Leadership Expert in Residence at High Point University.

Mark is a member of the Speaker Hall of Fame and is a past president of the National Speakers Association.

"We each know how good we have become," Mark says, "but none of us knows how good we can be. One of the most exciting opportunities we get each day is to pursue our potential."



**DR. BLAKE WENTZ**  
Dean of College  
of Engineering,  
Computer Science  
& Construction  
Management  
CALIFORNIA STATE  
UNIVERSITY, CHICO

Dr. Wentz has a Bachelor's degree in Finance and a Master's degree in Engineering from the University of Nebraska, and a PhD from Indiana State University. He owned and operated his family's mechanical contracting business, Wentz Plumbing and Heating, in Lincoln, NE for five years before becoming a college professor. He was a professor at the Milwaukee School of Engineering for 15 years, serving as Program Director of the Construction Management Program from 2008 to 2013, and then was promoted to Department Chair of the Civil, Architectural Engineering and Construction Management Department from 2013 to 2020. Dr. Wentz was named the Dean of the College of Engineering, Computer Science & Construction Management at California State University, Chico in July 2020 and is currently serving in that role. He was the faculty advisor for the Mechanical Contractors Association of America (MCAA) Student Chapter, whose competition teams have qualified for the National Finals nine times, winning the National Title in 2011, 2013 and 2019. Dr. Wentz was named National Educator of the Year for the MCAA in 2011, 2012, 2015 and 2018. Dr. Wentz was also the Owners Representative for MSOE and was in charge of the design and construction of the Dwight and Dian Diercks Computational Science Hall as well as the Grohmann Tower project. He is also involved in consulting activities and has been an expert witness for construction legal disputes and is a co-author of a textbook titled "Construction Law for Design Professionals, Construction Managers and Contractors." Dr. Wentz is also currently the 1st Vice President of the Associated Schools of Construction (ASC), an organization of over 150 different universities across the world, and will take over as International President in 2022.

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

**WICA**  
Western Insulation  
Contractors Association

**SAVE THE DATE**  
**SEPTEMBER 25-27, 2022**  
REGISTRATION DEADLINE  
For Hotel and WICA:  
**August 22, 2022**

**MARK SANBORN**  
SANBORN & ASSOCIATES, INC.

**DR. BLAKE WENTZ**  
CALIFORNIA STATE UNIVERSITY,  
CHICO

**2022 SPEAKERS**




Western Insulation Contractors Association • 669 South 200 East, Suite 200 • Salt Lake City, UT 84111

**WICA**  
2022 ANNUAL CONVENTION  
**LA JOLLA**  
**CALIFORNIA**  
ESTANCIA HOTEL & SPA

### ADDRESSING TODAY'S ISSUES

- "The Fred Factor – How to Sell & Lead Like Fred" by Mark Sanborn
- "Negotiation Strategies" by Dr. Blake Wentz

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## CONVENTION SCHEDULE

### SUNDAY, SEPTEMBER 25, 2022

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

### MONDAY, SEPTEMBER 26, 2022

6:30AM-7:00AM	Registration/Breakfast
7:00AM-7:45AM	NIA Update
7:45AM-8:00AM	<b>BREAK</b>
8:00AM-9:30AM	<b>Keynote: "The Fred Factor – How to Sell &amp; Lead Like Fred" by Mark Sanborn</b>
9:30-9:45AM	<b>BREAK</b>
9:45-11:15AM	<b>Seminar: "Negotiation Strategies" by Dr. Blake Wentz</b>
12:30-4:30PM	Sea Kayaking
12:00-6:30PM	Golf Tournament ( <i>Del Mar Country Club Golf Course</i> )
	<b>Evening Open</b>

### TUESDAY, SEPTEMBER 27, 2022

7:30-8:30AM	Sponsors Tabletop Breakfast
8:30-8:45AM	<b>BREAK</b>
8:45-9:15AM	Contractor & Manufacturer Separate Business Meetings
9:15-10:00AM	WICA Annual Business Meeting
10:00-10:15AM	<b>BREAK</b>
10:15-11:15AM	Contact Meeting with Union Leadership
	<b>Lunch on Own</b>
7:00-8:00PM	President's Reception
8:00-10:00PM	President's Dinner



## WICA BOARD/SPONSORS/STAFF

### WICA BOARD OF DIRECTORS

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

**Eric Sarmento, Farwest Insulation Contracting**  
*Vice President*

**Terry Philley, Alasa Insulation Specialties**  
*Secretary*

**Rick Sutphin, Performance Contracting, Inc.**  
*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
- Kenny Cole, Insul-Therm International, Inc.
- Matt Loya, Bay Insulation Supply
- Robert Jeffries, Performance Contracting Inc.
- Shawn Reichenbach, Performance Contracting Inc.
- Steven Husbands, Farwest Insulation Contracting
- Patrice Reynolds, Farwest Insulation Contracting

### WICA 2022 ANNUAL SPONSORS

- PLATINUM**
- Aeroflex USA, Inc.
  - Armaccell LLC
  - Distribution International
  - Farwest Insulation Contracting
  - Hudson Bay Insulation
  - Johns Manville
  - Owens Corning
  - Performance Contracting Inc.
  - Specialty Products & Insulation
  - WICA Northern California

- GOLD**
- Alaskan Insulation Specialties
  - Bay Insulation Supply
  - CertainTeed LLC
  - Insul-Therm Intl. Inc.

- Integrated Marketing Group
- Knauf Insulation
- RPR Products, Inc.

- SILVER**
- Aarc-West Mechanical Insulation LLC
  - Argus Contracting LP
  - ESLIN Visionary Industrial Insulation, Inc.
  - FastEST Inc.
  - Ideal Products of America
  - MacArthur Co.
  - Midwest Fasteners, Inc.
  - OC FOAMGLAS
  - Proto Corporation
  - Summit Contracting LLC
  - Unifrax
  - Zenith American Solutions



## REGISTRATION INFORMATION

### WICA REGISTRATION FEES

- Attendee: \$745 Member | \$900 Non-Member
- Spouse/Guest: \$645 Member | \$800 Non-Member
- Child (age 17 and under): \$300 Member | \$400 Non-Member

### ESTANCIA LA JOLLA HOTEL & SPA ROOM RATES, FEES AND TAXES

- Group room rate: \$259/night
- Parking: Self-Parking - \$28/car/night or Valet Parking - \$32/car/night
- Room Rates & Fees Tax: 13%

### ESTANCIA LA JOLLA HOTEL & SPA RESERVATION INFORMATION, DEPOSIT & CANCELLATION POLICY

#### To make a room reservation:

- Online: [wica1.com](http://wica1.com) for link to reservation website
- Phone: (844) 848-1658, 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. Hotel requires a deposit of first two night's charges (room, daily resort fee, and tax) at the time of booking. The deposit is refundable up to 30 days prior to arrival. Full payment for remaining room, tax and daily resort fees will be taken 30 days prior to arrival and is nonrefundable if cancelled less than 30 days prior to arrival.

### GOLF TOURNAMENT

Del Mar Country Club  
**\$280 per person**

### ALTERNATIVE ACTIVITY

#### Sea Kayaking

Explore the Seven Sea Caves and paddle through the La Jolla Ecological Reserve on a kayaking adventure. You'll see the beauty of La Jolla and hopefully spot sea wildlife. The guided tour is 90 mins long with two people per kayak, no experience needed!  
**\$150 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

