

## OUR FEATURED SPEAKERS

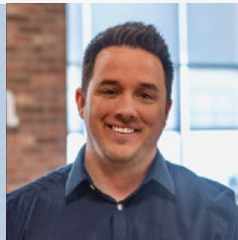


**JONNY MOSELEY**  
Olympic & World Cup  
Champion

**JONNY MOSELEY IS AN OLYMPIC AND WORLD CUP CHAMPION IN MOGUL SKIING AND RATED BY SKI MAGAZINE AS ONE OF THE TOP TEN MOST INFLUENTIAL SKIERS OF ALL TIME.**

At the Olympics in 1998, Jonny incorporated a snowboard-style grab into his 360 spin and earned a gold medal. His performance helped ignite a re-birth of the ski industry known as Freeskiing. He then challenged the US Ski Team to allow him to compete in professional events and become the first skier to medal in both the X Games and Olympics. In 2002, Jonny lobbied the International Skiing Federation to allow him to perform a semi-inverted trick, the Dinner Roll, at the 2002 Olympics. Reluctantly, the FIS approved but the judges awarded him 4th place.

After the Games, Jonny hosted Saturday Night Live and began a career in TV hosting and sports commentating. He devotes most of his time to product development and marketing for the entities he partners with including Palisades Tahoe, Toyota, Warren Miller, K2, Peter Glenn, LiveView Technologies and Topsy Elves.



**CHRIS CARR**  
Farotech

**CHRIS CARR IS A THOUGHT LEADER IN AI STRATEGY AND IMPLEMENTATION, WITH GENERATIVE AI CERTIFICATIONS FROM MIT AND WHARTON SCHOOL OF BUSINESS.**

As a keynote speaker, lecturer and podcaster, Chris shares his insights on AI's transformative power to businesses and conferences across the country.

He helps organizations prepare for the coming wave of AI, understanding where AI is today, where it's headed, and how they can stay ahead of the curve. With a strong background in AI strategy, consulting, and training. Chris empowers businesses to harness the power of AI to drive innovation, growth and transformation.

### 2025 SPEAKERS

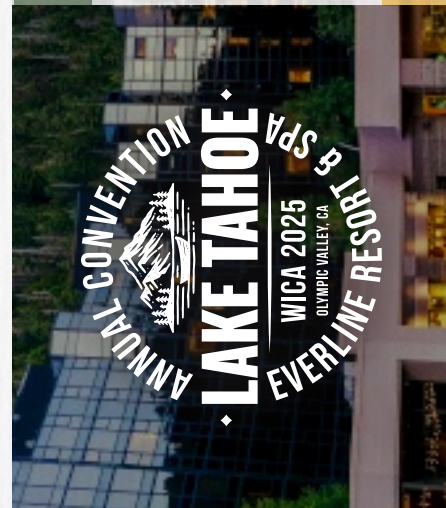
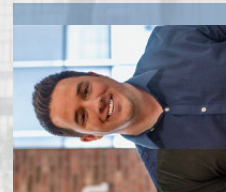
"And They Have a Name for a Performance Like That... its Called Fourth Place"

By Jonny Moseley



"The State of AI: Where its at Where its Going and How to be Prepared"

by Chris Carr



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



**September 14 - 16, 2025**

REGISTRATION DEADLINE

**AUGUST 13 | 2025**

(\$200 increase per registration after deadline)



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(\$200 increase per registration after deadline)



Sunday, September 14, 2025

5:00PM - 7:00PM Registration & Opening Reception

Monday, September 15, 2025

7:00AM - 7:30AM Breakfast  
7:30AM - 8:15AM NIA Update  
8:15AM - 8:30AM BREAK  
8:30AM - 9:30AM Keynote "And They Have a Name for a Performance Like That... Its Called Forth Place" by Jonny Moseley  
  
9:30AM - 9:45AM BREAK  
9:45AM - 10:45AM Seminar "The State of AI: Where its At, Where its Going, and How to be Prepared" by Chris Carr  
  
12:30PM - 6:00PM Golf Tournament  
12:10PM - 4:00PM Lake Tahoe Cruise



Tuesday, September 16, 2025

7:30AM - 8:30AM Sponsors Tabletop Breakfast  
8:30AM - 8:45AM BREAK  
8:45AM - 9:15AM Contractors & Manufacturer Business Meetings  
  
9:15AM - 10:00AM WICA Annual Business Meeting  
10:00AM - 10:15AM BREAK  
10:15AM - 11:15AM Contractor Meeting with Union Leadership  
6:00PM - 7:00PM President's Reception  
7:00PM - 9:00PM President's Dinner

PLATINUM

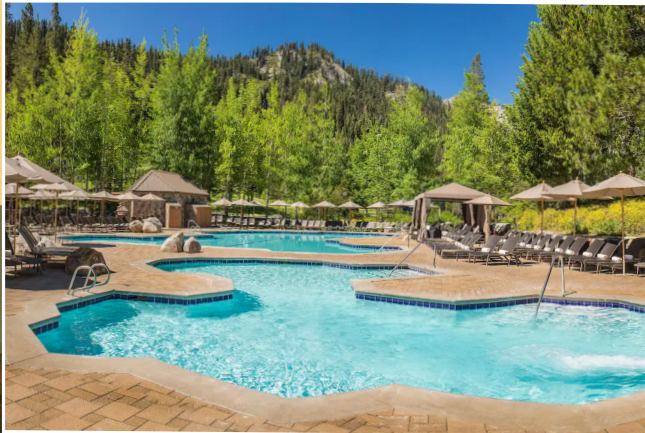
Acutron Hawaii  
Aeroflex USA  
Armacell  
Distribution International  
Farwest Insulation Contracting  
Hudson Bay Insulation  
Irex - Argus Contracting  
Johns Manville  
Knauf Insulation  
MacArthur Co.  
Owens Corning  
Performance Contracting Inc.  
RPR Products, Inc.  
Specialty Products & Insulation  
WICA Northern California

GOLD

Alaskan Insulation Specialties  
Bay Insulation Supply  
CertainTeed  
Ideal Products  
Insul-Therm Intl  
Integrated Marketing Group  
ROCKWOOL Technical Insulation  
Specified Technologies, Inc.

SILVER

ALKEGEN  
DKB, Inc.  
FastWRAP Estimating Software  
K-Flex  
MIDWEST Fasteners  
OC FOAMGLAS  
Zenith American Solutions



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

REGISTRATION DEADLINE  
FOR HOTEL AND WICA:

August 13, 2025 | Register Online at [wica1.com](http://wica1.com)  
(\$200 increase per registration after deadline)

WICA REGISTRATION FEES

- Attendee: \$850 Member | \$1000 Non-Member
  - Spouse/Guest: \$750 | \$900 Non-Member
  - Child: (age 17 and under) \$400 Member | \$500 Non-Member
- \*Must cancel convention registration by September 2 to get full refund**

**Contractors...haven't been to a convention in the past five years? Contact Carrie to get HALF-OFF your registration fee!!**

Everline Resort & Spa - Lake Tahoe

- Group room rate: \$329/night, LIMITED KING ROOMS, \$40 Nightly Resort Fee
  - Free Self-Parking
  - Taxes 26%
- \*Must cancel hotel room 10 days prior to arrival for a full refund**

Everline Resort & Spa Reservation Information & Cancellation Policy

To make a room reservation:

- Online: [wica1.com](http://wica1.com) for link to reservation website
- Phone: 1(800) 404-5544,  
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.

The deposit is refundable up to 30 days prior to arrival. Full payment for remaining room, and tax will be taken 30 days prior to arrival and is nonrefundable if cancelled less than 30 days prior to arrival. Hotel requires a deposit equal to the room rate and tax for the first night for each reservation. An individual's deposit is refundable to that individual if the Hotel receives notice of an individual's cancellation at least ten days prior to the scheduled arrival.

Golf Tournament | The Links Golf Course at Everline - \$225 per player

Discover the tranquillity of this championship golf course nestled beneath Palisades Tahoe. This serene escape is surrounded by six stunning Sierra peaks. Meticulously crafted over a decade, this striking course harmonizes with Olympic Valley's natural beauty, preserving wetlands and wildlife habitat. Renowned architect Robert Trent Jones Jr. has seamlessly woven the course into its mountainous backdrop, offering a natural wonder awaiting your swing.



Lake Tahoe Cruise - \$230 per person

Join our private two hour charter cruise on The Tahoe Gal, an iconic paddlewheeler boat that was the first Tahoe cruise line on the North Shore. Relax with us as we cruise over the crystal clear waters of Lake Tahoe. Enjoy light appetizers and a cocktail while you listen to our captains live brief educational narration. This is the perfect way to enjoy the famous Lake Tahoe! Transportation provided.

CONVENTION SCHEDULE

WICA 2025 ANNUAL SPONSORS

REGISTRATION & EVENT INFORMATION