



Dear SPF Contractor:

SPFA needs your help and we can also help you! The Sprayfoam 2019 Convention & Expo is approaching and as has been evidenced year after year, that is the time when contractors focus on the certification, training and educational opportunities that SPFA offers. The convention dates are February 4-7, 2019 in Daytona Beach, FL.

Many of you have asked how you can help SPFA and the Professional Certification Program (PCP). We have a concrete way for you to help. The PCP Field Exam Marketing Working Group, co-chaired by Will Lorenz of General Coatings and Joe Stockdale of Accella (Carlisle), will once again lead the campaign to raise funds for Field Exam Scholarships. We are hoping for enough support that the PCP Field Exams can be FREE or deeply discounted for all participants again! Sponsored reduction of cost has proven to be the number one driver for record participation in recent years, and it is in all of our interests to show support, growth and impact of the certification program that the industry invested to create.

Here is how it works:

We are asking that you commit \$50 per Field Exam. We are trying to completely cover the cost of the Field Exams with this scholarship! If we can get enough sponsors committing only \$50 per Field Exam, that will add up to our goal of covering the entire cost of the Field Exams yet again. The benefit to you is that you can take advantage and have your staff complete their certification requirements. As a reminder, a PCP Master Installer candidate can complete their requirements in any order. If there is a Master Installer candidate planning to take the written exams in the near future, they can take advantage of this scholarship at the SPFA Convention and get their Field Exam done and out of the way. It is in your, and the candidates', best interests to push this for completion at the convention when all of the staffing, volunteers, equipment and materials are available. This acts as a draw to the show for the candidate which makes them a better contractor, and it means less down-time for them.

## **The power of "us" shines brightest in these initiatives.**

The funds from this campaign will be added to the Sig Hall Memorial Scholarship Fund for Field Exams which was established at Sprayfoam 2016. Since Sig, a Past President of SPFA, was instrumental in launching the first field exams held at an SPFA convention. In his memory, we'll offer scholarships to all SPF contractors so they can meet the PCP certification requirements to become certified SPF professionals!

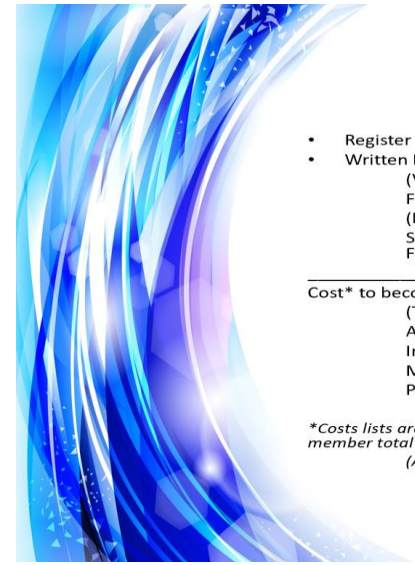
Like the last three years, the cost of the field exams will be reduced through donations to the scholarship fund. Our goal is to reduce it to \$0 for the contractor to pay.

For example, if we were to conduct 85 Field Exams. The total donation would be \$4250. However, you will be billed for actual number of field exams administered. For example, if we reach 60 Field Exams, you'll receive a bill for \$3000. If donations exceed needed, then everyone's donation will be reduced.

Currently the companies (listed below) have committed to scholarship donations and the Sig Hall Memorial Fund continues to grow. Its first contribution was \$7500 from Western Pacific Roofing - Sig's company and a contractor company that believes in the value and importance of certification, but also appreciate their role as an enabler of success for others through their support. They have continued to make that donation each year in Sig's honor. Likewise another contractor, Insulate SB, has contributed to the scholarship fund each year, but aside from these companies, all the other donations have come from suppliers. I have been asked to reach out to contractors. We know that contractors support the SPF industry and understand that jobs well done bring more business to everyone.

On the flip side, we also know that jobs which have problems can make the evening news, social media sites and hurt the industry – that is why everyone who works with foam needs to know how to "Foam-It-Right ®" and the PCP was created as a way to demonstrate an SPF professional's knowledge, skills and abilities within their industry.

Not only are we asking for your financial support, but we also want you to take advantage of this great opportunity for contractors. By offering discounted (or free) field exams, the most expensive component of the certification program is erased. Contrary to common misconceptions, becoming certified is NOT expensive. It is open to members and non-SPFA members. Members do receive discounts since their dues support the program year round. Most important, the cost is nominal. The PCP has evolved and we've streamlined the process, removed duplication, and created combined exams for anyone wanted to become certified at a higher level for less money. Please see details below:



## Cost for Certification

- Register in PCP \$200 (one time fee)
- Written Exam Fee \$200-\$350
  - (Varies depending on exam)
  - Field Exam Fee \$0-\$950
  - (Master Installer level only)

Scholarships have been available at SPFA Convention which make the Field Exam FREE for contractors!

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Cost\* to become certified:  
(Total costs including PCP Registration and Written Exam Fees)

Assistant	\$400 total
Installer	\$450 total
Master Installer	\$500 + Field Exam
Project Manager	\$550 total

\*Costs lists are based on SPFA Member discounted pricing. The program is open to everyone. Non-member total pricing ranges from \$600-\$850 + Field Exam for MI level.  
(Annual renewal fee is \$150 member/\$250 non-member)

**Those that pledge to support the scholarship fund by Wednesday, August 1, 2018 (5pmET) will be listed in the first promotional piece we have developed. Please send your company logo with your pledge to support.** Those that sign on after this date will be recognized in future acknowledgments of the scholarship sponsors. We encourage you to sign up NOW to get the maximum publicity!

Attached is last year's promotion flyer and Field Exam Sponsor logo. These will be updated for 2019 and you are encouraged to use both of them to promote your support of the SPFA Professional Certification Program. We will also promote the sponsors, as appropriate, in our magazine, newsletter, signage and at the actual Field Exams in Daytona Beach. Join the list of distinguished companies who support this worthy cause.

**THESE ARE 2019 PRELIMINARY SCHOLARSHIP SPONSORS LEADING THIS EFFORT:**

Accella (Carlisle)  
 GAF  
 General Coatings  
 Graco  
 Insulate SB  
 Lapolla-Icynene  
 Progressive Materials  
 SES  
 Western Pacific Roofing

Will you join them?

We'll let you know the final amount owed at the completion of the Field Exams. At that time, you can issue the payment to SPFA. We need to have your commitment ASAP, however, so that we can let contractors know what their cost will be for taking a Field Exam.

You can also help promote the Field Exams by sending out a promotional flyer which we are preparing. You are invited and encouraged to get the word out to your contacts in the SPF industry about the PCP and your support and sponsorship of the program. We have also created a logo for Field Exam Sponsors which we encourage you to use to show your support! This is a great thing to put on your website, in your newsletter and even in bids to show that you support the professionalism in the SPF industry.

We have heard hesitation from some who didn't understand why they should support a program in which they are helping to pay for their competition to become certified. It is important to remember, the PCP is for the good of the industry, which in turn benefits every SPF professional.

If you have any questions, please let me know. I can be reached at [kmarcavage@sprayfoam.org](mailto:kmarcavage@sprayfoam.org) or 571-748-5003.

I look forward to hearing from you.

Sincerely,

A rectangular box containing a handwritten signature in cursive script that reads "Kelly".

Kelly Cook Marcavage  
SPFA Certification Director