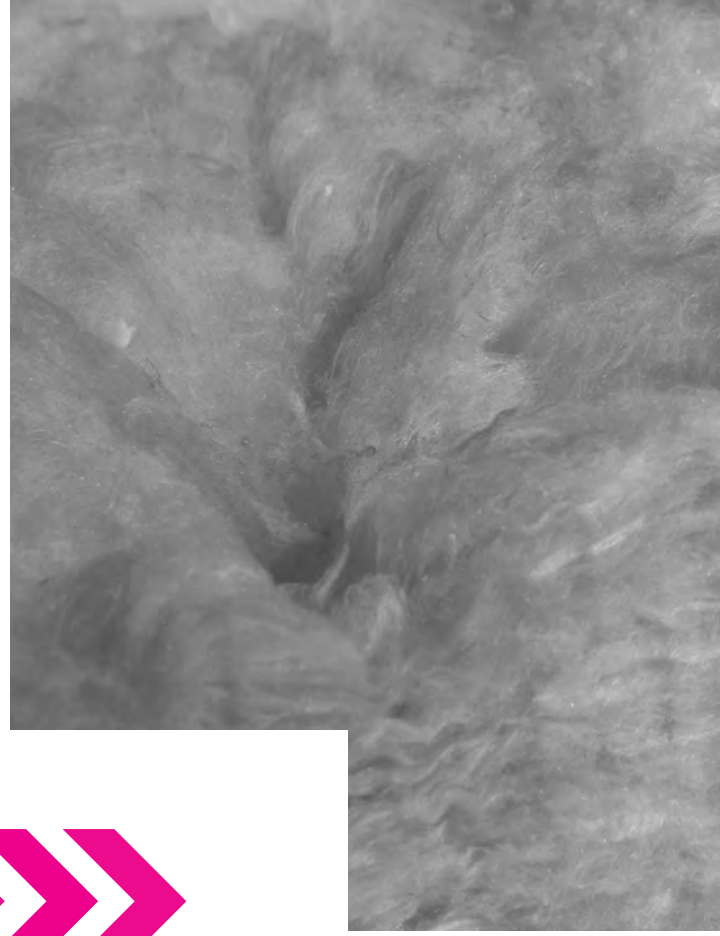




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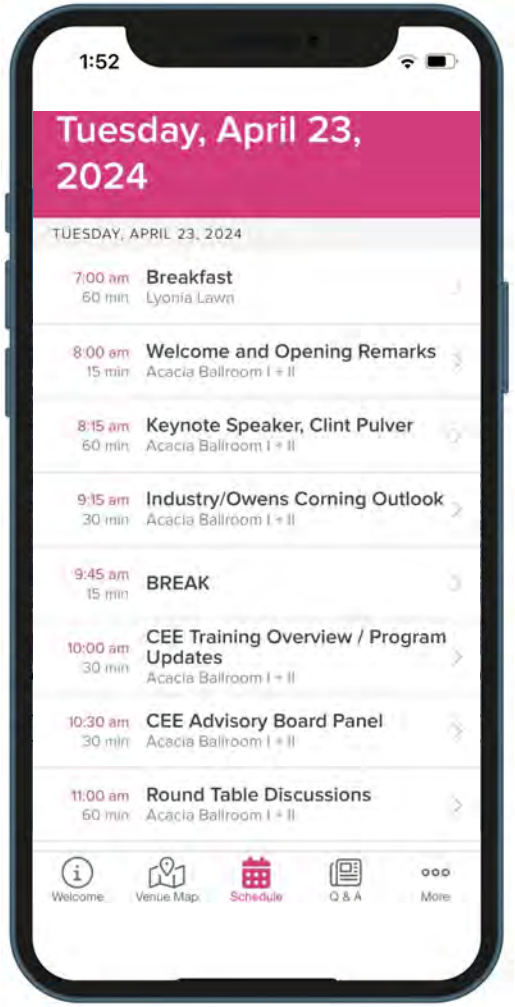
JOIN US ON YAPP!

1. Download Yapp
2. Click ‘Add an Existing Yapp’
3. When asked for the Yapp ID, enter: **CEE2024**
4. Register!

Q&A submission available through app!

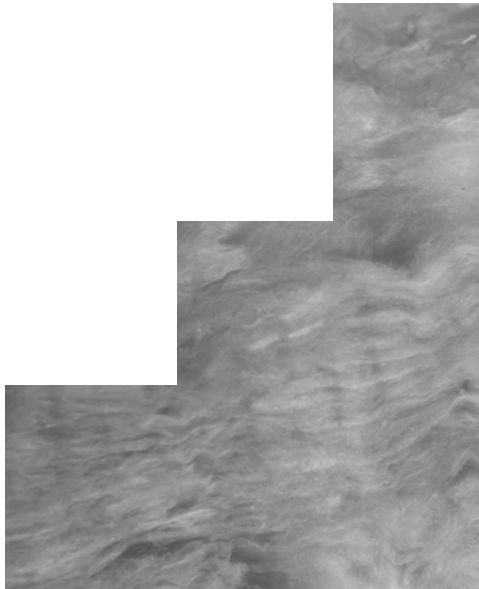
1. Open Yapp
2. Click ‘Q & A’ in bottom right
3. Click ‘Ask A Question’
4. Type in your question for the presenter





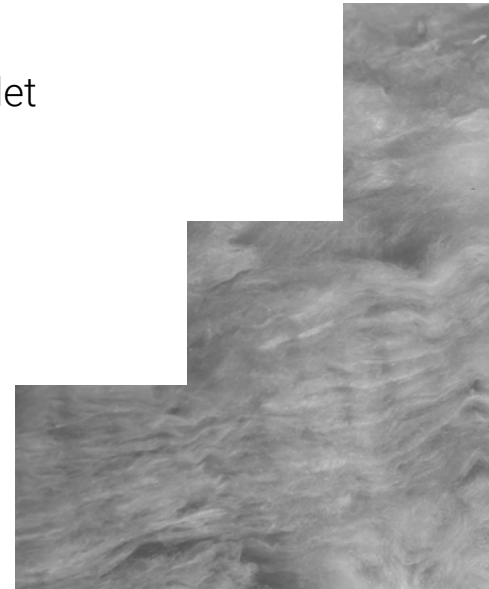
AGENDA - TUESDAY

8:15 AM – 9:15 AM	Keynote – Clint Pulver	Acacia Ballroom I + II
9:15 AM – 9:45 AM	Industry Updates/OC Outlook	Acacia Ballroom I + II
9:45 AM – 10:00 AM	**Break**	
10:00 AM – 10:30 AM	CEE Program Updates	Acacia Ballroom I + II
10:30 AM – 11:00 AM	CEE Advisory Board Panel	Acacia Ballroom I + II
11:00 AM – 12:00 PM	Roundtable Discussions	Acacia Ballroom I + II
12:00 PM – 1:00 PM	**Lunch**	Lyonia Lawn
1:00 PM – 1:45 PM	OC Business Functions Panel	Acacia Ballroom I + II
1:45 PM – 2:00 PM	**Break**	
2:00 PM – 3:45 PM	Breakout Sessions	Acacia III, IV, V, Violet
3:45 PM	**Break**	
5:00 PM – 6:00 PM	Women in Insulation Reception	Jacaranda Terrace
6:00 PM – 7:00 PM	Awards Reception	Acacia Terrace
7:00 PM	Awards Dinner	Acacia Ballroom I + II



AGENDA - WEDNESDAY

7:00 AM – 8:00 AM	**Breakfast**	Lyonia Lawn
8:00 AM – 9:00 AM	**Philanthropy Event**	Jacaranda B/D
9:00 AM – 9:45 AM	**OC Leadership Panel**	Acacia Ballroom I + II
9:45 AM – 10:00 AM	**Wrap Up**	Acacia Ballroom I + II
10:00 AM – 10:15 AM	**Break**	
10:15 AM – 12:00 PM	**Breakout Sessions**	Acacia III, IV, V, Violet
12:00 PM – 1:00 PM	**Lunch**	Lyonia Lawn
1:00 PM – 5:00 PM	**Activities**	Various locations
6:30 PM	**PINK Party**	Lyonia Lawn



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CEE ADVISORY BOARD MEMBERS










- **Brandon Gallegos** – G&G Insulation (Meridian, ID)
- **Joseph Goley** – Goley Insulation (Dupo, IL)
- **Bryan Mullins** – Mullins Company (Kingsport, TN)
- **Dell Pulley** – LP Building Solutions (Hurricane, UT)
- **Yudah Schwartz** – SuperSeal Insulation (Airmont, NY)
- **Ray Skelton** – Specialty Group (Liberty Lake, WA)
- **Jeff Stuart** – Alpha Insulation & Gutters (Wadsworth, OH)
- **Renee Wilson** – Rockweiler Insulation (Verona, WI)

CLINT PULVER

- President and founder of The Center for Retention
- Emmy Award-Winning Speaker
- Author, I LOVE IT HERE: How Great Leaders Create Organizations Their People Never Want to Leave
- Leading Authority on Employee Retention



IT'S NOT ABOUT BEING THE BEST

IN THE WORLD

IT'S ABOUT BEING THE BEST

FOR THE WORLD

/ CLINTPULVER / CLINTPULVER CLINTPULVER



Opportunities are always found within the the problems


"A one-of-a-kind perspective that will transform leadership for years to come. This is the book your employees want you to read."
DR. JOHN C. MAXWELL, author of The 21 Irrefutable Laws of Leadership
I LOVE IT HERE
HOW GREAT LEADERS CREATE ORGANIZATIONS THEIR PEOPLE NEVER WANT TO LEAVE
CLINT PULVER
PULVER
I LOVE IT HERE
PAGE TWO

FOUR TYPES OF MANAGERS

	STANDARDS	CONNECTION	
REMOVED	L	L	DISENGAGEMENT
BUDDY	L	H	ENTITLEMENT
CONTROLLER	H	L	REBELLION
MENTOR	H	H	RESPECT

“No significant loyalty will ever happen without significant connection.”

-CLINT PULVER-

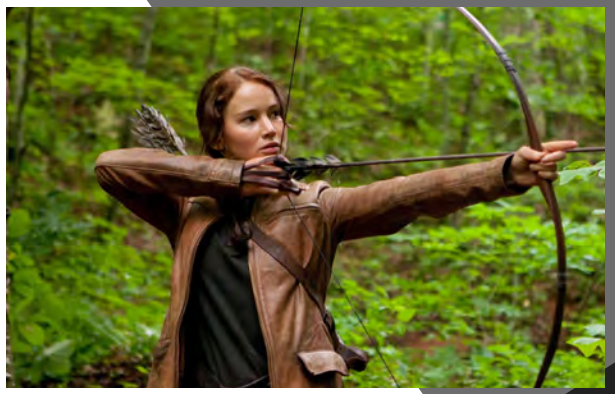
THE 5 C's OF MENTORSHIP



EVERY GREAT STORY HAS A MENTOR

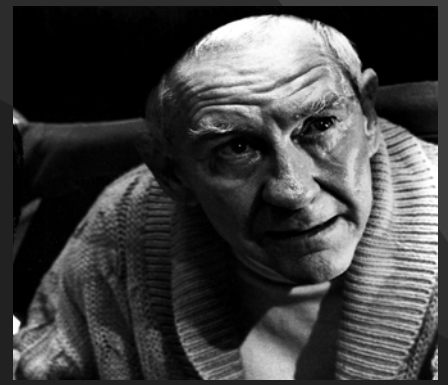










#1 SPARK THE POSSIBILITIES



POTENTIAL → GROWTH

WORTH → RECOGNITION

GROWTH DEVELOPMENT PLAN

Step 1

Establish the employee's goal

Step 2

As the manager, what are you going to do?

Step 3

e employee oing to do?

Step 4

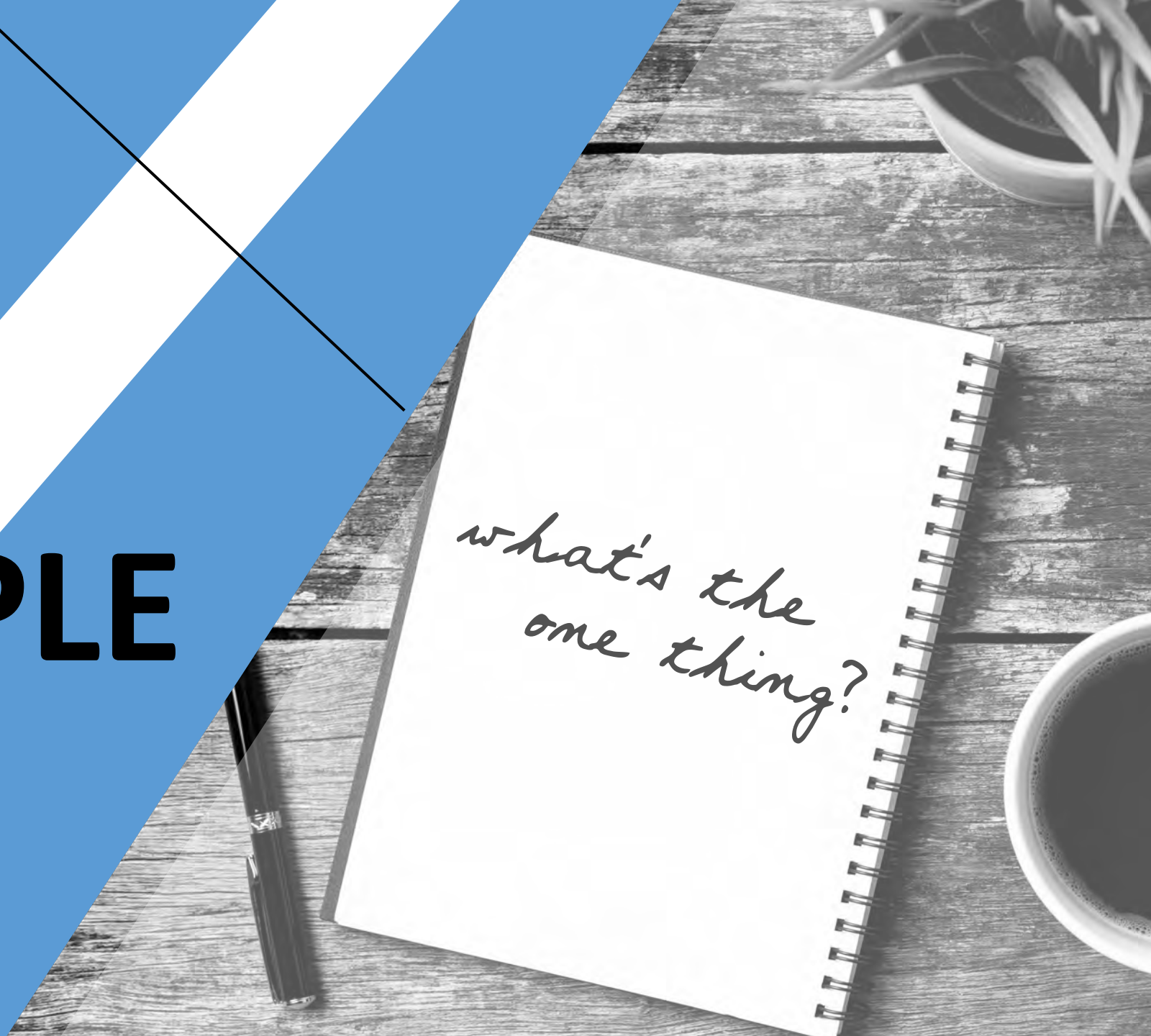
Set your follow-up date

6 FOUNDATIONS OF RECOGNITION

1. Vocal Praise	2. Experiences	3. Time Off / Flexible Schedule
4. Money	5. Food	6. Trophies / Awards

#2

KEEP IT SIMPLE





TIME

How do your employees spell MENTORSHIP?

“Simplicity is the ultimate sophistication.”

- LEONARDO DA VINCI -



#3

COMMUNICATE to COLLABORATE

STATUS



TREATMENT

THE STATUS INVERVIEW

#4

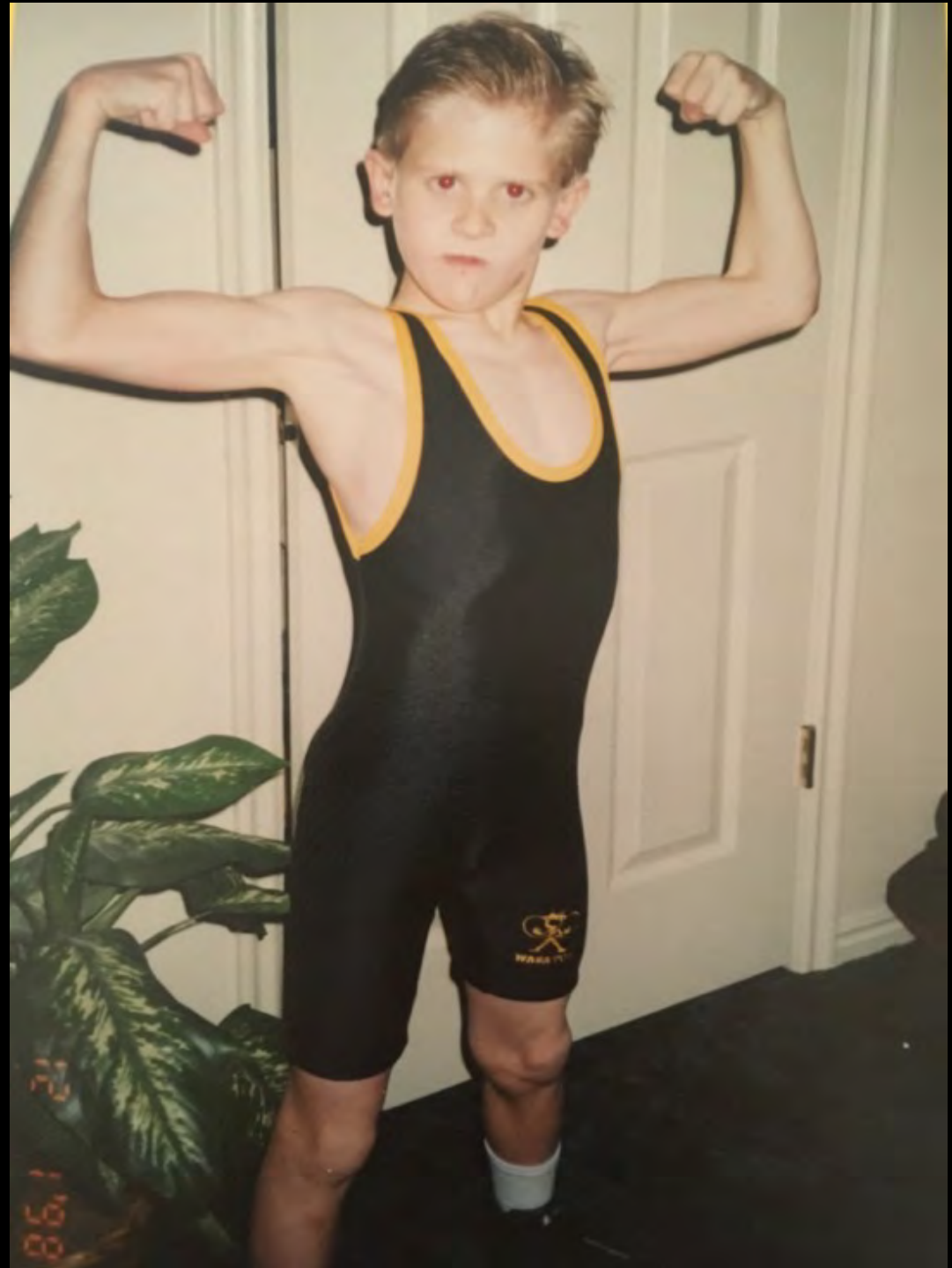
LISTEN WISELY

Great mentors are always being mentored.



“If you want to be a great wrestler, you’ve got to hang out by the mat.”

Dad



LET'S REVIEW

Step 1	Step 2	Step 3	Step 4
Spark the Possibilities	Keep it Simple	Communicate to Collaborate	Listen Wisely



IT'S GO TIME

Step 1

Spark the Possibilities

Step 2

Keep it Simple

Step 3

Communicate to Collaborate

Step 4

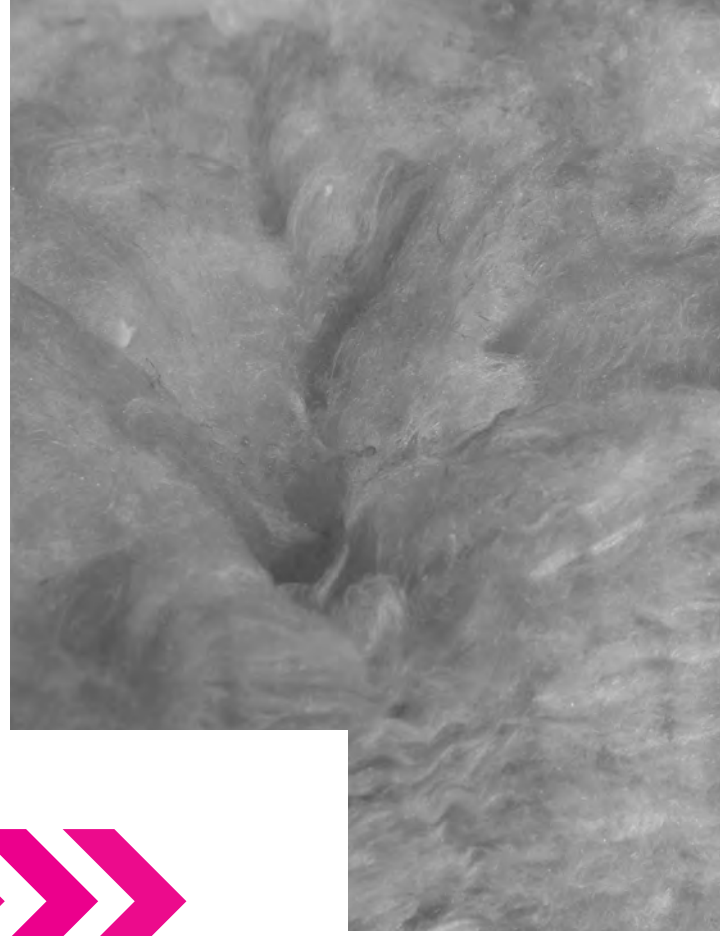
Listen Wisely






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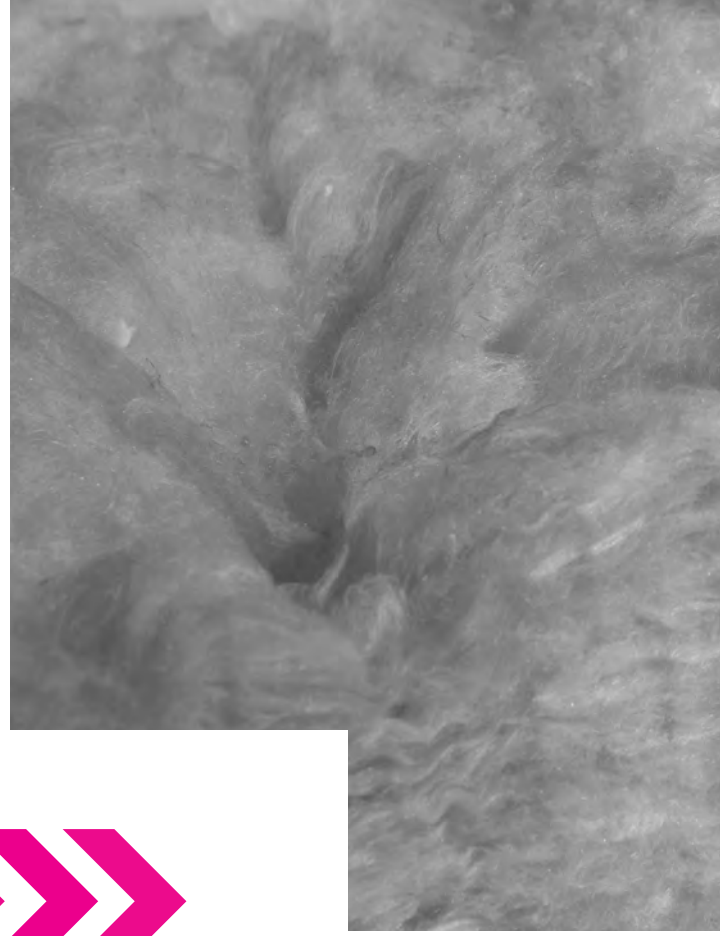


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INDUSTRY UPDATES
OC OUTLOOK

MIKE SWIFT
VP & GM
North American
Building Insulation





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KEY INITIATIVES - 2024 AND BEYOND

TRAINING

- Continuous production of industry leading training
  - Installer support
  - Sales/Estimating
  - Operations
  - Voice of customer – what do you need?

NATURAL POLYMERS

- ‘DOUBLE YOUR FUNDS’ Promo
- Designated Technical Support
- Cobranded Marketing assets available

DIGITAL/TECHNOLOGY

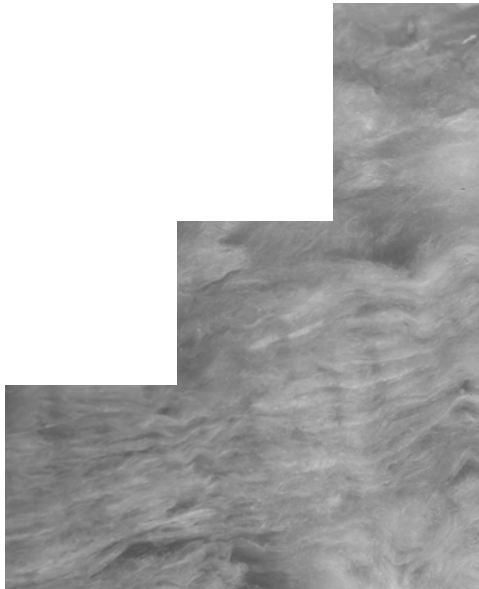
- Ongoing OCConnect Updates
- VR Launch and Phase 2

RETROFIT SUPPORT

- CEE Retrofit Sales Playbook
- Inflation Reduction Act support
- Marketing Resources
- Financing Options

WHAT ELSE?

- You lead the way!





TRAINING UPDATES

COMPLETE

- Orientation, Apprentice, Expert
- English and Spanish
- 20 modules - ~5 hours of content

LAUNCHING NOW

- Sales training course
  - Retrofit, Commercial, Understanding Codes (Estimating – COMING SOON)

FUTURE

- Business acumen course (Joe Arrigo)
  - Inventory management
  - Understanding Costs
  - Navigating challenges
  - Understanding market/customers

TRAINING UPDATES

VIRTUAL REALITY

- Successful VR Presale end of 2023
  - 50 headsets sold – 34 members
- Gaining traction for recruitment as well

DISTRIBUTING HEADSETS TODAY!

- 9 modules
  - 5 safety trainings
  - 4 insulation specific

FUTURE STATE

- Spanish versions of initial offering
- New modules at regular cadence – Timing TBD





VR TRAINING SUPPORT

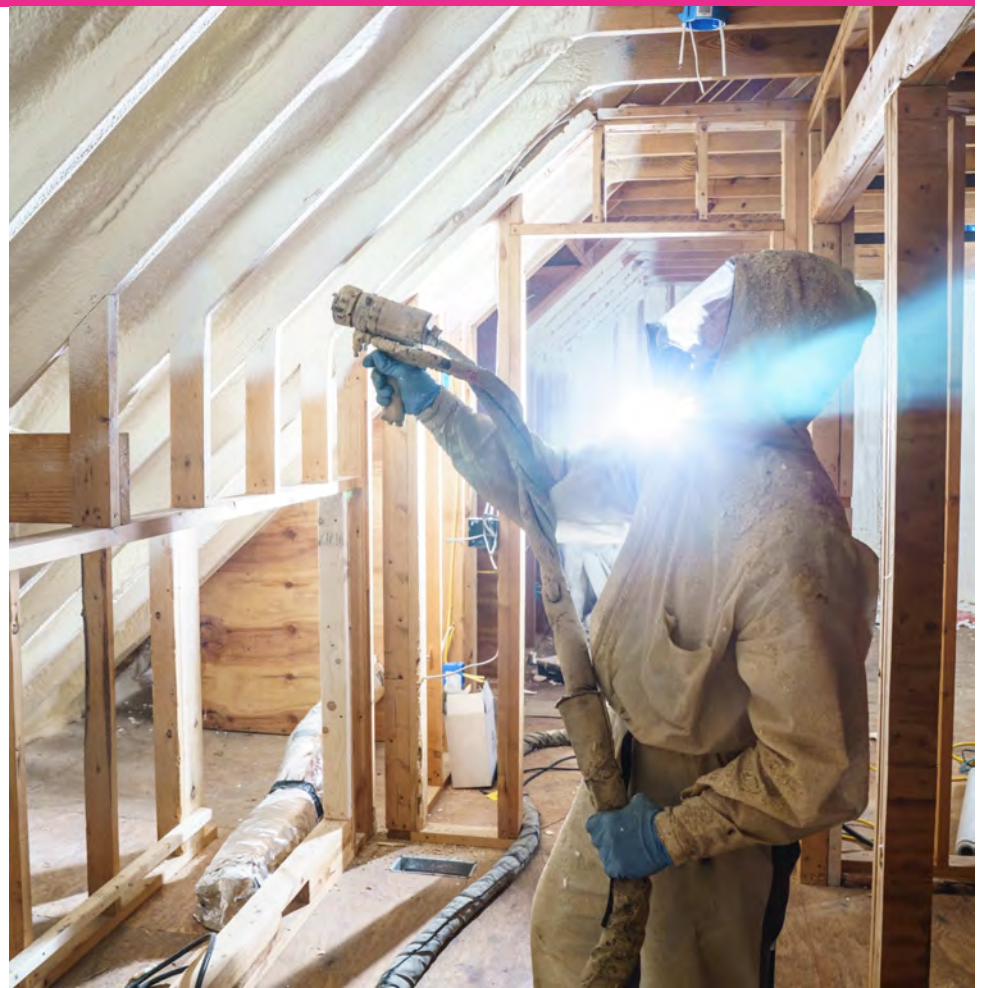
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Lenovo

PIXOVR

NATURAL POLYMERS SPRAY FOAM

- Added NP portfolio to CEE program effective 1/1/24
- Launched ‘DOUBLE YOUR FUNDS’ Promo
  - Runs from January 1 – June 30, 2024
  - All CEE members will receive 4% in CEE promo funds on all Natural Polymers purchases
- Added SPF Training Modules to OCConnect
- Cobranded marketing assets available
- Dedicated tech support for CEE members





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RETROFIT RESOURCES

***NEW* CEE Retrofit Playbook**

- Tips on generating/managing retrofit leads
- Customizable in-home sales presentation
- Best practices for installation process
- Resources to connect with homeowners

***New* Video Resources**

- Taggable ‘What to Expect’ video
- Taggable 30 second retrofit advertisement



HIGH PERFORMANCE PINK

HIGH PERFORMANCE PINK CERTIFIED HOME

Overview

- "3rd Party" high performance home certification
- Owens Corning® name & program qualification criteria provide credibility
  - 5% Above code energy performance
  - 90% PINK cavity insulation

Builder Support

- Homeowner sell sheets
- Local Social Media Campaign
- Digital Assets

Insulator Benefits

- Builder retention
- Builder conversion
- Increased take/unit

CEE ASSESSMENTS

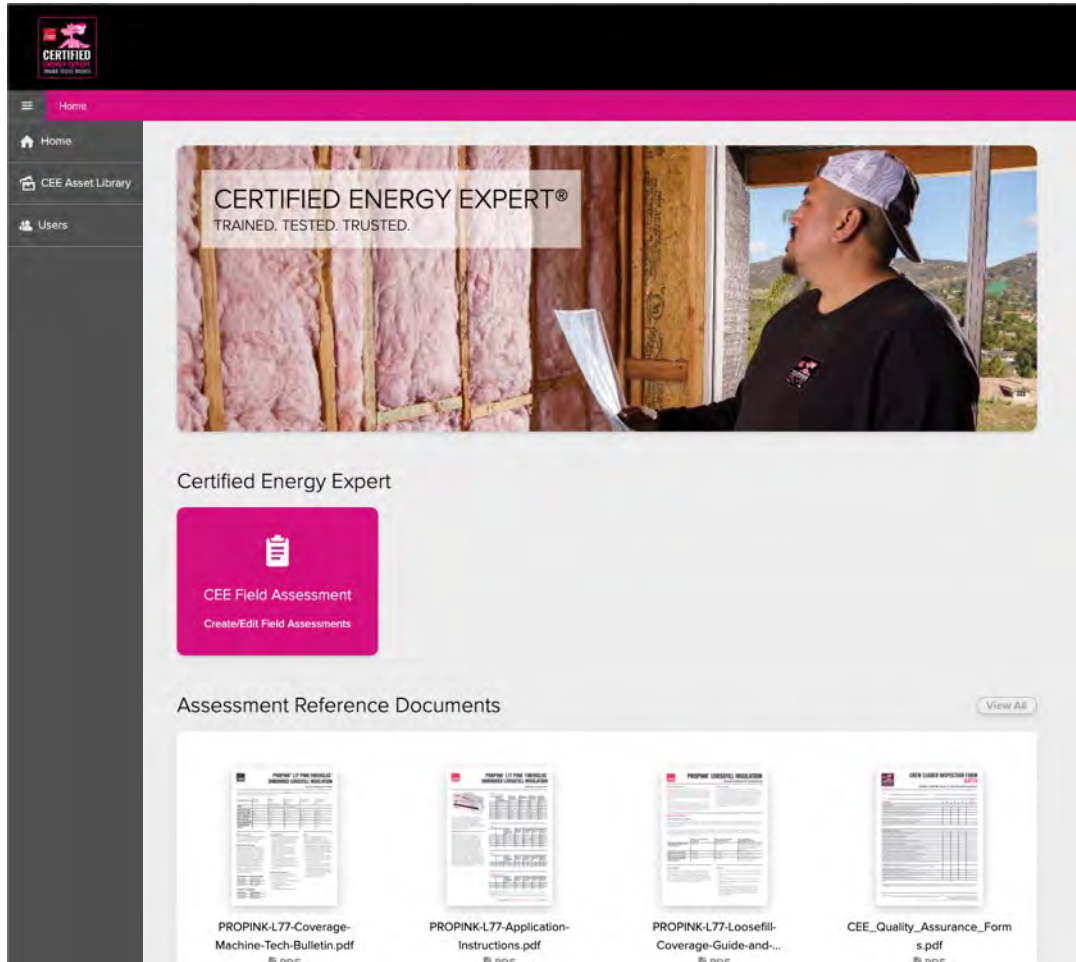
CEE QUALITY ASSURANCE APP

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- Customer facing version now available
  - Only contains field assessment section and resource section
  - Designed to boost internal quality assurance process
  - Reach out to CEE team or ASM to get started



CEE SCORECARDS

- Tool for you and your Owens Corning sales manager to understand your business environment, program utilization, and work together to win
- ASMs will review first half and full year performance each year
- Goal is to identify opportunities to further support members – develop 30/60/90-day plan
- IDEAS FOR IMPROVEMENT?



EXCEED ON THE JOB

- **Awards**
  - Quarterly Awards (1 per region, 4x year)
  - $500 and recognition certificate
  - Annual Award (1 quarterly award winner from previous year)
    - $1000 Visa Gift Card
    - All-expenses-paid trip
    - Recognition at CEE National Meeting

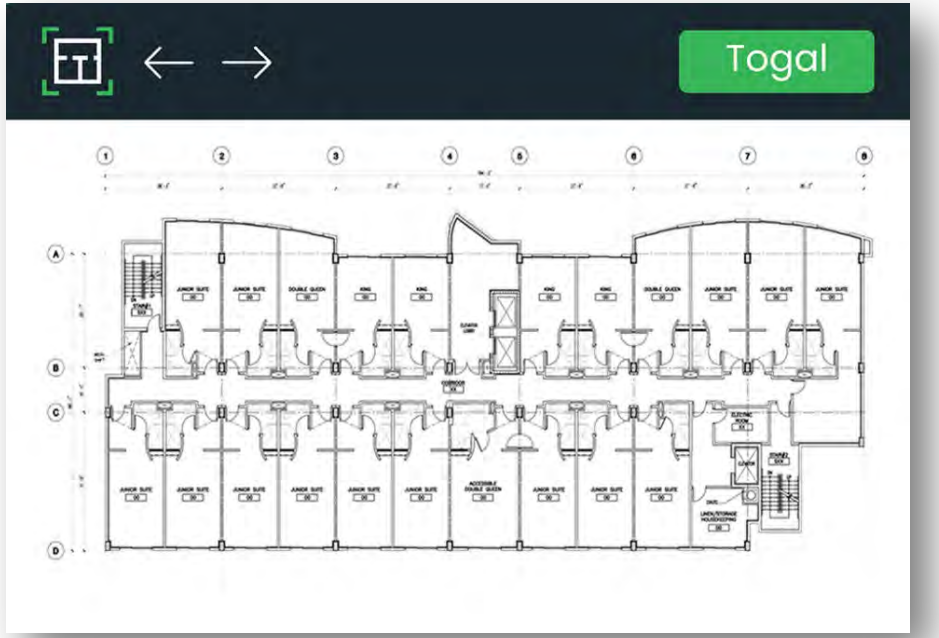
- **Eligibility**
  - Any qualified CEE business owner can nominate an employee they currently employ
  - An installer must have completed previous Level 1 or NEW Orientation and Apprentice CEE Training Modules



COMING SOON - AI WEBINAR

- **Placer Solutions** – providing best practices for implementing new technology in construction

- **Togal.AI** - complete takeoff software solution with AI-powered tools that help you quickly detect, measure, count, compare, and label project spaces and features





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COMING SOON – MEMBER FORUM

- Year-round peer to peer connection via OCConnect
- Reddit style forum with conversations based on relevant topics created by member contractors
- Ask questions or engage in conversation

CEE SUPPORT TEAM

Travis Kozek, Program Leader
Travis.Kozek@owenscorning.com
419-265-0215

Derek Fowler, Program Manager
Derek.Fowler@owenscorning.com
775-910-1091

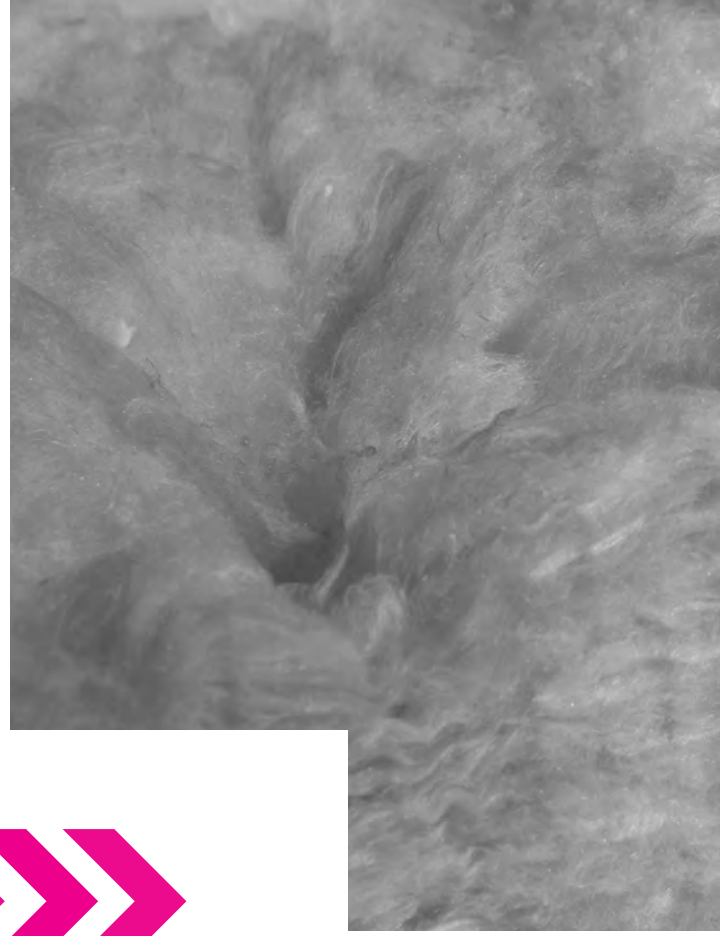
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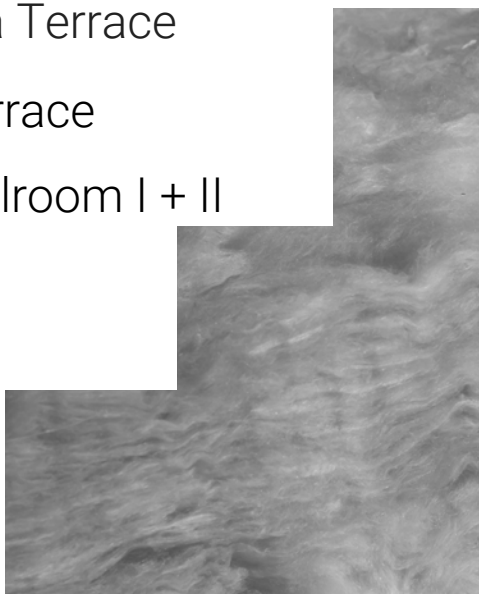
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ROUNDTABLE DISCUSSIONS

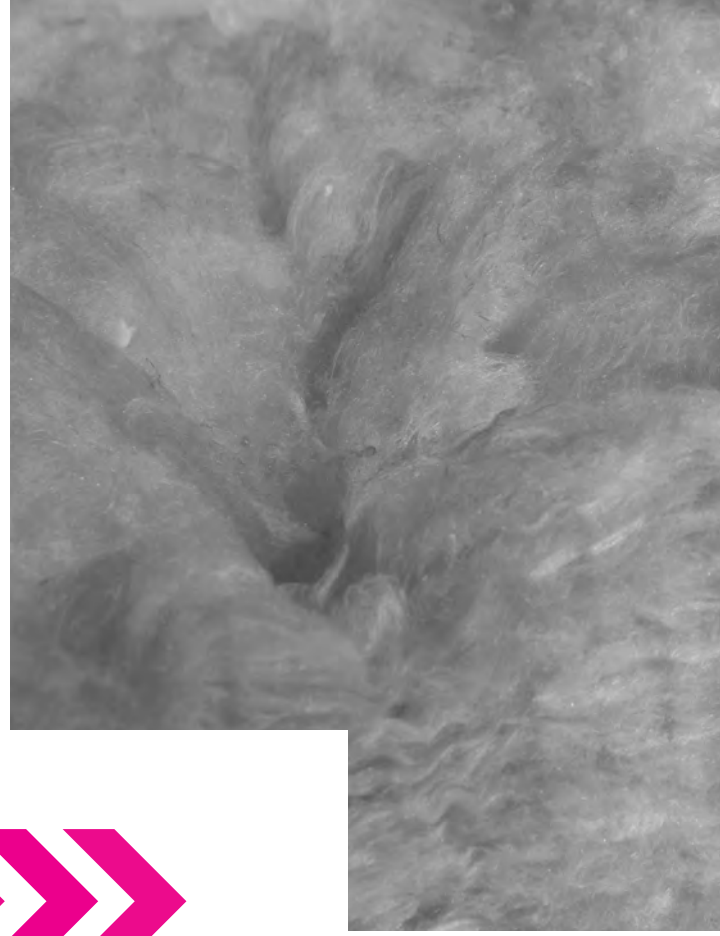
- Input from all
- Open, candid sharing
- Non-judgement zone
- Questions provided on your table

REMAINING AGENDA - TUESDAY

12:00 PM – 1:00 PM	**Lunch**	Lyonia Lawn
1:00 PM – 1:45 PM	**OC Business Functions Panel**	Acacia Ballroom I + II
1:45 PM – 2:00 PM	**Break**	
2:00 PM – 3:45 PM	**Breakout Sessions**	Acacia III, IV, V, Violet
3:45 PM	**Break**	
5:00 PM – 6:00 PM	**Women in Insulation Reception**	Jacaranda Terrace
6:00 PM – 7:00 PM	**Awards Reception**	Acacia Terrace
7:00 PM	**Awards Dinner**	Acacia Ballroom I + II







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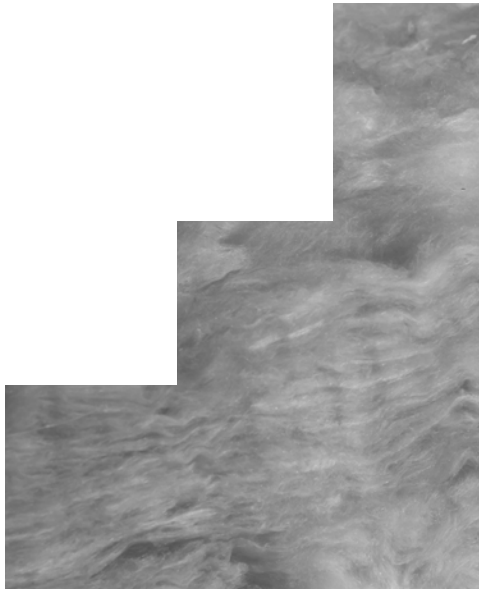
OWENS CORNING BUSINESS FUNCTIONS PANEL

BOB HARLAN
Director, Sales Operations

KELLEY HERNANDEZ
Product Leader, North American Building Insulation

TREY MCNAMEE
Marketing Leader, Residential Insulation

ANDREW MORRIN
National Account Leader, North American Building Insulation

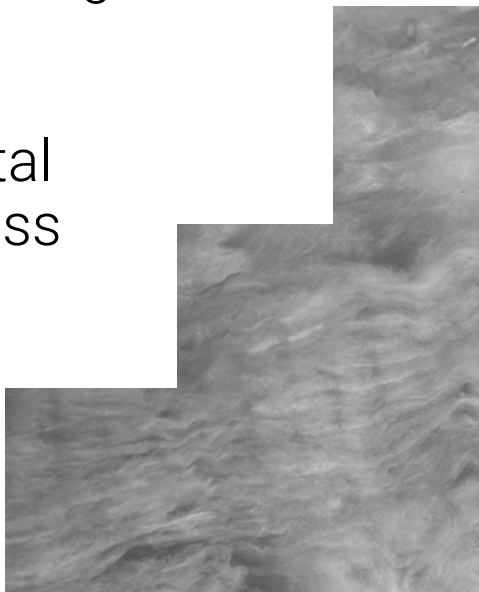


BREAKOUT SESSIONS

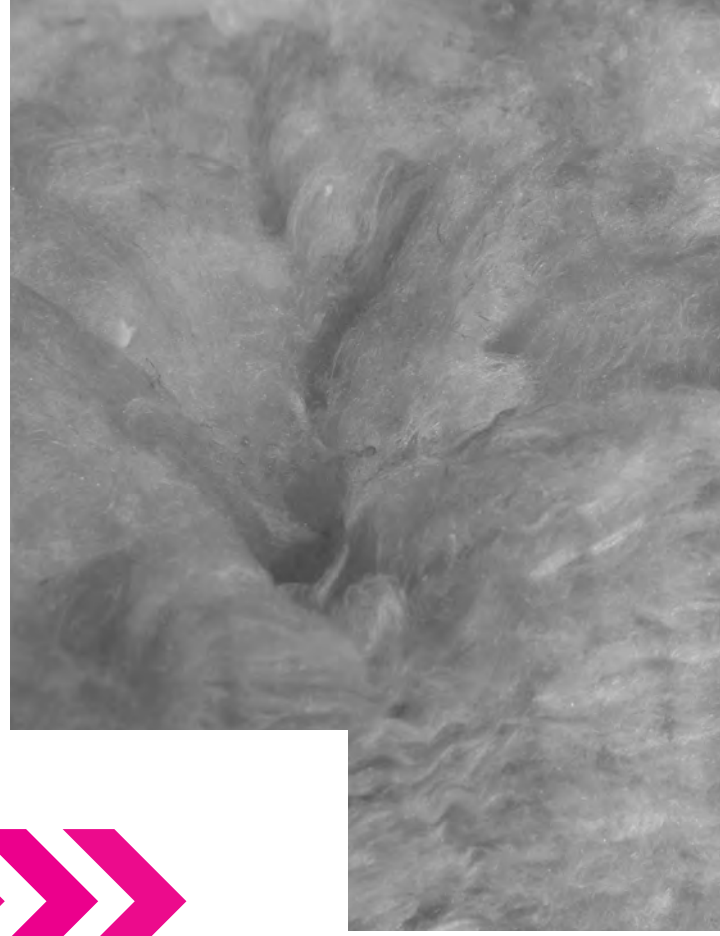
- **Session 1 – 2:00-2:45pm**
  - **Acacia Ballroom III** - Virtual Reality Training Implementation
  - **Acacia Ballroom IV** – Selling with Building Science
  - **Violet** – Improving Business Acumen

- **Session 2 – 3:00-3:45pm**
  - **Acacia Ballroom III** - Virtual Reality Training Implementation
  - **Acacia Ballroom IV** – Selling with Building Science
  - **Violet** – Leveraging Digital Platforms in your Business

***CHECK THE BACK OF YOUR BADGE FOR INDIVIDUAL ASSIGNMENTS**







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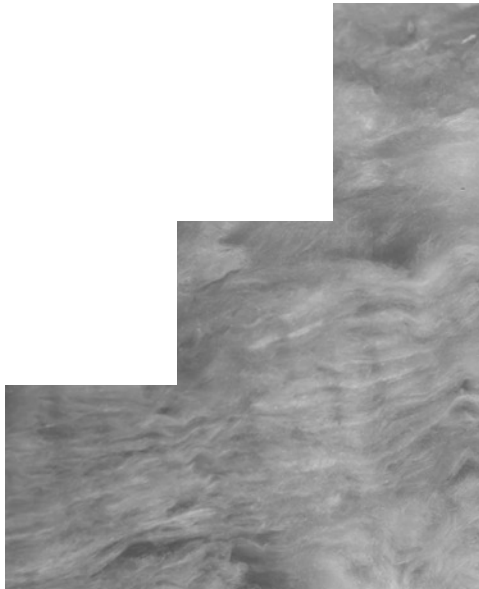
OWENS CORNING LEADERSHIP PANEL

NICO DEL MONACO
President, Insulation

MIKE SWIFT
VP & GM, North American Building Insulation

JASON DECKER
General Manager, Natural Polymers

JOE QUIGLEY
Director, Residential Sales



MEETING TAKEAWAYS

- “No significant loyalty will ever happen without significant connection.”
  –Clint Pulver
- Leverage and maximize VR and CEE Training
- Share learnings from meeting with your team
- Follow up with CEE team and ASM after meeting to continue momentum
- Continue collaboration beyond meeting



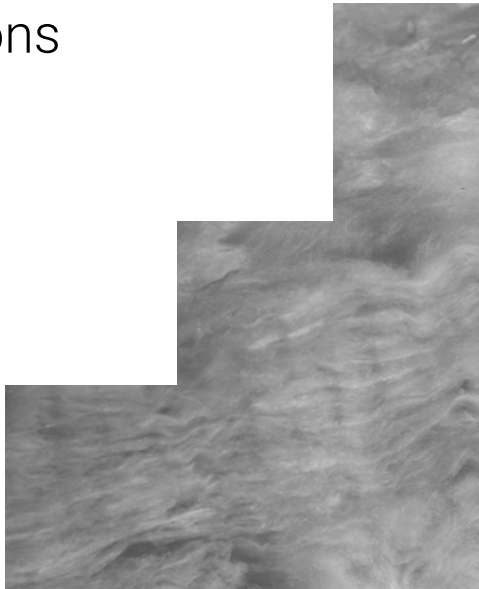
2025 CEE MEETING



The Westin Carlsbad Resort & Spa
April 28 – May 1, 2025

REMAINING AGENDA - WEDNESDAY

10:00 AM – 10:15 AM	**Break**	
10:15 AM – 12:00 PM	**Breakout Sessions**	Acacia III, IV, V, Violet
12:00 PM – 1:00 PM	**Lunch**	Lyonia Lawn
1:00 PM – 5:00 PM	**Activities**	Various locations
6:30 PM	**PINK Party**	Lyonia Lawn

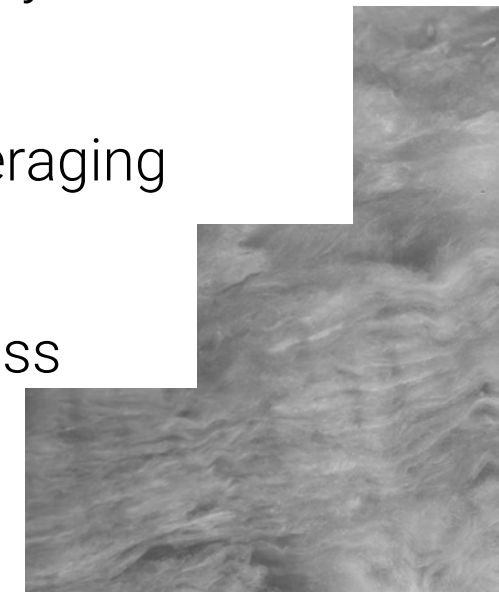


BREAKOUT SESSIONS

- **Session 3 – 10:15-11:00am**
  - **Acacia Ballroom III** – Selling Retrofit
  - **Acacia Ballroom IV** – Spray Foam Training and Resources
  - **Violet** – Improving Business Acumen

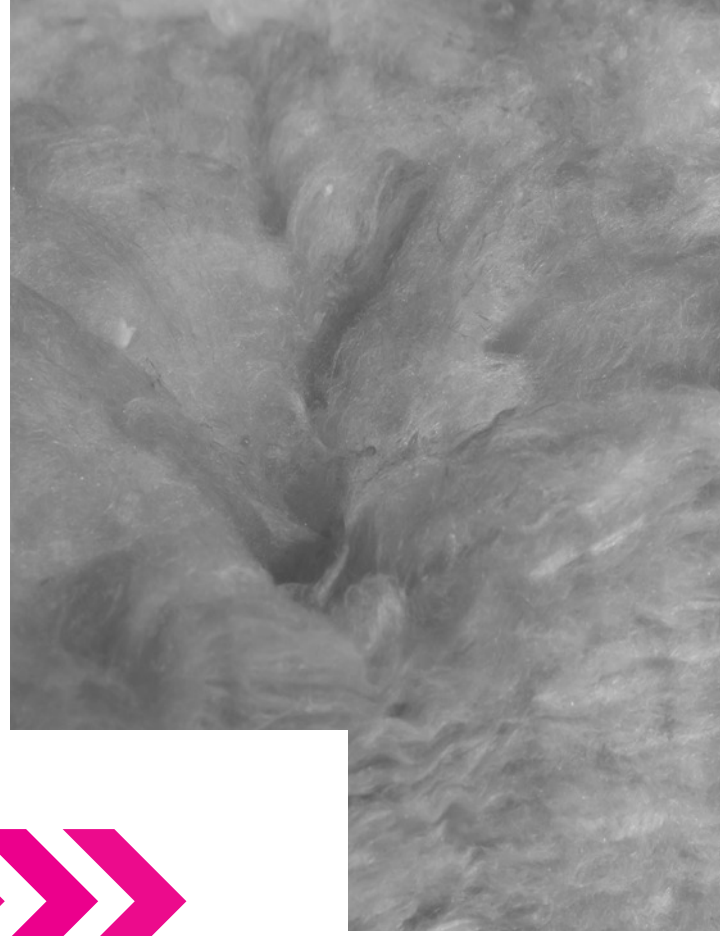
***CHECK THE BACK OF YOUR BADGE FOR INDIVIDUAL ASSIGNMENTS**

- **Session 4 – 11:15am-12:00pm**
  - **Acacia Ballroom III** – Selling Retrofit
  - **Acacia Ballroom IV** – Spray Foam Training and Resources
  - **Acacia Ballroom V** – Leveraging Digital Platforms
  - **Violet** – Improving Business Acumen









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