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FEBRUARY 2018



*Message from  
SWICA President  
Mellanie Askew,  
Coverflex Mfg.*

Wow - Has it been cold enough for everyone? Are we still in Houston? I am not sure about you, but I am ready for some SUN!

As I think about what are we doing to help grow our companies, give more to our employees and find ways to show them they are appreciated.

*We need to Be curious. Be engaged. Be genuinely interested.* Remember: Your job is to examine, appreciate, evaluate, understand, respect and acknowledge how someone else is seeing a situation because that is their reality. Our Employees is what makes us the companies we are today and what we are wanting to be tomorrow! Thank them!

It's that time of year again Feb 27 - March 18 when more than 250 teams compete for the Championship Bar-B-Que Contest. Good Luck to Mike Feehery, FBM-SPI, and the WeBQ'N Team.

You need to also check out the Houston Live-stock & Rodeo and concert Lineup.



***SWICA Relocates 60th  
Anniversary Conference to The  
Four Seasons Resort & Club -  
Dallas - at Las Colinas***

Our intended 2018 destination at the El Conquistador in San Juan Puerto Rico has been delayed a year until 2019 due to the hurricane. We were fortunate that the gorgeous Four Seasons at Las Colinas had the accommodation for our group to host our 60th anniversary. Our golfers will be delighted that the tournament will be on the TPC course. This resort has over the top amenities and services. Considered to be the fitness hub of Las Colinas, the home to TPC Four Seasons Las Colinas and offer racquetball, squash, basketball, tennis, swimming, daily yoga, pilates and fitness classes. Guests and members can also make use of the Spa and Salon. Sign up today. Reservations on web.

[www.swicaonline.org](http://www.swicaonline.org)

The SWICA Newsletter is published bi-monthly on behalf of the Southwest Insulation Contractors Association  
2211 Briarglen #609  
Houston, TX 77027-3518  
(713) 977-0909 Fax (713) 977-1321



President Mellanie Askew  
Editor David Patrick  
Executive Director Linda Tracey

April 18-20, 2018  
NIA Conference  
Orlando, FL

June 2-5, 2018  
SWICA 60th Anniversary Conference  
Las Colinas Resort - Dallas, TX

September 6, 2018  
SWICA Golf Tournament  
Black Horse - Cypress, TX

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*Hello ROCKWOOL: Stone wool manufacturer ROXUL Inc. is now ROCKWOOL in NA*

Milton, ON (January 9, 2018) - ROXUL is now ROCKWOOL in North America. Effective January 1st, the company officially adopted the name of its global parent company: ROCKWOOL--the world's largest manufacturer

(Continues page 16)



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**MODEL 95**  
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(Continued from page 1)

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## The Atti-tools For Success

by Steve Rizzo , SWICA Conference Speaker

Below are the 3 Atti-tools to help you build a better life. Use them and watch your life change for the better. Master them and watch miracles formulate within you and around you.

Understand the power of choice. Utilize the power of choice to work for you – not against you.

Know that you always have a choice. You may not be able to stop the unexpected from interfering with your plans and dreams. But you can choose how to respond and you can choose the state of mind you want to be in when the unexpected arrives.

Understand the power of your thoughts. Utilize the power of your thoughts to work for you – not against you. Know without a doubt that you are the creator of your thoughts. You have the power to create positive thoughts than can propel you to a healthier outcome.

Understand the power of your humor being™. Utilize the power of your humor being™ on a daily basis. Know that your humor being™ is of your higher self. It is the part of you that brings out the

best in you when times are tough.

The power of choice is the nucleus of the 3 Atti-tools. The success of the other two Atti-tools is dependent upon how you choose to use them. In fact, everything in your life revolves around the choices you make.

For example your thoughts have the power to either take you to great heights or miserable depths. Whenever negativity or unhealthy feelings are dominating your mind, know that you are the one who is creating the negativity with your thoughts. But more importantly know that you have the power to stop it. That power however, is ignited only by the choices you make. You must also know that your humor being™ will not be of any benefit unless you make the appropriate choices to unleash its power and use it accordingly.

(Continues page 5)

Sometimes the best amenities are the ones you don't see.

For nearly 30 years, our fire-rated enclosure systems have been providing peace of mind, while quietly protecting our customers' lives and investments. From our DryerWrap™ products — extensively used throughout multi-family housing ductwork — to our FastWrap™ XL products — ideal for commercial kitchen exhaust and ventilation ducts — more people trust the FireMaster™ family of products to hold the line.



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DryerWrap™

- UL and ULC listed for 1-hour protection inside rated wood frame construction
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- Tested on 30 gauge, 7-inch round and 26 gauge 10- x 4-inch rectangular duct
- Improved safety with applications specific testing





## HOWRED COPR. WELCOMES JOHN CALOGRIDES

November 17, 2017, Houston, TX – Howred Corporation is proud to announce and welcome John Calogrides as the Vice President of Sales & Marketing. Calogrides will be responsible for driving sales as well as general management responsibilities.

He joins the Howred Corporation team located in Houston, TX and Neuvo Laredo, MX on December 1, 2017. Howred Corporation is

a producer of Goodtemp Thermal Industrial Insulation since 1976. Calogrides most recently was with Business Development/Estimating for K2 Industrial Services (Mansfield Division). Calogrides also comes from a sales background with Distribution International and Manufacturers Sales Representative for Mobile Paint Manufacturing Company.

President, Howard Watson states “I’m excited and confident to have Calogrides on our team so I can step back and bring forth the next generation. He will bring a tighter focus on customer relationships.”

Calogrides holds a BS in Biology from the University of South Alabama and resides in Houston with his wife and new baby girl.



### ABOUT Goodtemp:

GOODTEMP is a high temperature thermal insulation made of expanded perlite and sodium silicate reinforced with fibers to increase impact resistance. This thermal insulation is inhibited, asbestos free high temperature insulation. Being inherently inhibited, GOODTEMP protects austenitic stainless steel piping and equipment from failure due to chloride stress corrosion cracking. GOODTEMP also inhibits corrosion of other ferrous metals. The unique characteristic of bonding millions of vitrified air cells gives abundant industrial applications to this inhibited high temperature insulation. For more information contact: [www.howred.com](http://www.howred.com)

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(Continued from page 3)

Every now and then someone comes in to our lives and sets the ultimate example for what it means to be responsible and courageous. Once in a great while we are blessed by someone who sets the standard for what it means to be a hero simply by the choices they made, one such person was Christopher Reeve. I had the pleasure of meeting Christopher Reeve on May 13, 2004. Just five months before he passed away. We were both speaking for a group of 5000 people at the San Diego Convention Center. I was the opening keynote speaker and Chris was the closing keynote.

After my speech I was approached by Dana Reeve, Chris' wife. She stated that Chris would like to meet me. Apparently, when I was speaking Chris was in a private room back stage watching my entire performance on a television screen. There were eight other people in the room with him and Dana told me that Chris asked them all to keep quiet so he could hear what I had to say.

(Continues page 6)



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Duct Insulation



Cross section of applied insulation






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- Saves space, materials; simple, effective technique
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Michele Wierzbicki - Western Region 801-835-7686



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*(Continued from page 5)*

When I approached Chris he had a big smile on his face and thanked me for doing a great job. He then stated that he really appreciated what I had to say and that he lived by that philosophy. That was the best compliment I had ever received in my entire speaking career because it reinforced that what I had been saying to people for all these years works.

I believe that Christopher Reeve was able to create his incredible attitude because he mastered the 3 Atti-tools. Of course he didn't call them the Atti-tools; but the fact is that he lived in accordance with the principles that are instilled in each Atti-tool. They actually became a part of who he was.

He understood the power of choice. He made

conscious choices to be grateful for what he had and to concentrate on what he could be; rather than concentrating on what was taken and what he could no longer be. It was this type of mindset that eventually propelled him to do what doctors and experts said couldn't be done. He understood the power of his thoughts. He knew that his thoughts created his reality and he knew that he was the director of his thoughts. This is key for anyone who is dealing with adversity or change of any kind. It just stands to reason that if you dwell on what's not working in your life, you will leave yourself wide open for fear, anger, hopelessness and a host of other negative emotions to determine your fate.

He understood the power of his humor being™. He knew as we should all know that if we are to



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The advertisement features a collage of images: a large industrial facility with numerous storage tanks at night, a close-up of industrial piping with insulation, and several pieces of grey, rigid foam insulation in various shapes (blocks, pipes, and curved sections) in the foreground.

appreciate our lives on any level, that our sense of humor is our sense of perspective. It's a choice we all have on how to cope with life's incomprehensibilities. In his second book, *Nothing is Impossible* the entire second chapter is about how his sense of humor helped him to adjust to his new way of living. Humor was one of the things that brought some kind of normalcy and balance in to his life.

We are all born with special powers and abilities to transform the seemingly impossible to the possible. That's the beauty and real lessons to be learned from this hero. Chris Reeve set the example but he wanted us all to know that we are all capable of becoming heroes and performing our own miracles when our world is suddenly invaded by difficult or even tragic events. It's a matter of choice – it's a matter of what you

think and it's a matter of whether you choose to unleash the power of your humor being™. The choice is yours – choose wisely.

For over 15 years Steve Rizzo has been on a mission to help people learn how to be happy and successful no matter what their current circumstances might be. Steve Rizzo is the author of the critically acclaimed book, *Becoming A Humor Being* and the creator of the nationally known PBS special by the same name. Look for Steve's latest project, *Rizzo's Heroes, Sincere Secrets of Success* at a book store near you!

Steve's Most important latest Project speaking at the SWICA Conference!

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\* See data page for complete details

## SWICA's Option Event at 2018 Conference to the George W. Bush Presidential Library & Museum



As the Nation's official record keeper, the National Archives and Records Administration (NARA) serves as administrator for records of the U.S. Federal Government. NARA's Presidential Libraries and Museums are repositories for

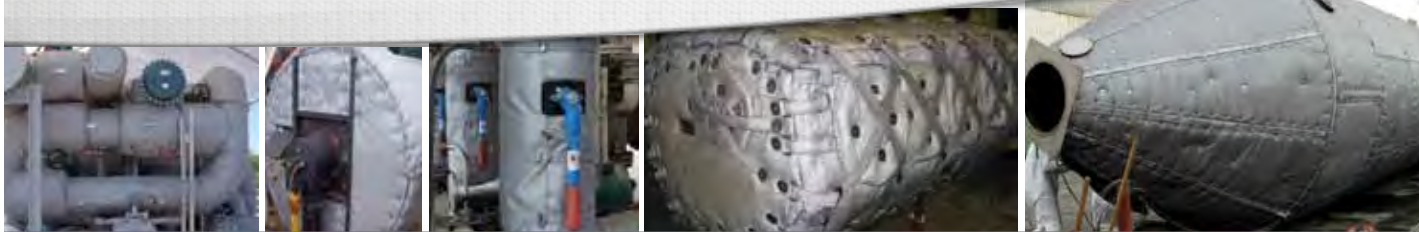
textual, electronic, and audio visual Presidential records as well as domestic and foreign Presidential gifts.

With its state-of-the-art interactive exhibits, the George W. Bush Presidential Library and Museum located in Dallas, Texas gives visitors an in-depth look at eight years of American history, the American Presidency, and important issues of public policy.

President George W. Bush and Mrs. Laura Bush remain actively involved in issues of national and global concern through the George W. Bush Institute, a policy institute that is part of the Bush Center and operated by the George W. Bush Foundation. The President continues to emphasize education, global health, human freedom, and support of the military, while

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Mrs. Bush focuses on education, health care, and human rights for women. In addition, they are the parents of twin daughters, Barbara and Jenna, son-in-law, Henry Hager, and proud grandparents of Margaret Laura "Mila" and Poppy Louise Hager. However, visitors are frequently surprised to see them strolling through the exhibits.



### *Highlights*

- **A Nation Under Attack** - Remember the events of September 11, 2001.
  - **Life in the White House**
  - **Oval Office**
  - **Critical Decisions**
  - **Native Texas Park** - Open year round, this 15-acre urban park reflects President and Mrs. Bush's love of the native Texas landscape.
- Don't miss this opportunity Tuesday afternoon Optional tour with SWICA Conference attendees.**

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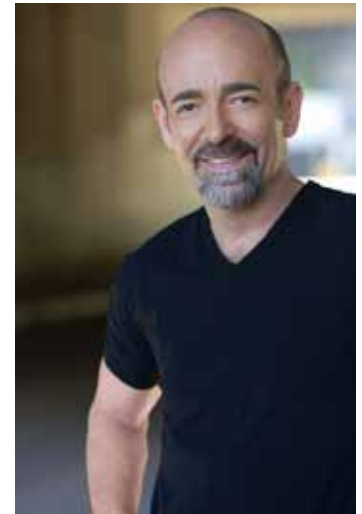


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## DON'T LET THE LAUGHTER FOOL YOU: THE STEVE RIZZO SUCCESS STORY

*"The Least Likely to Succeed... NOT!"*

Once upon a time, Steve Rizzo was told by a guidance counselor that he didn't have the intelligence for college. And having been saddled with the dubious high school honor of being voted "Least Likely to Succeed," Steve didn't give himself much of a chance to emerge as anything special, much less a world-class comedian or Hall of Fame speaker. Years of nega-



tivity had led him to believe that dreams were the luxury of only a fortunate few. Steve went on to surprise everyone, including himself, by excelling with honors at the university and post-graduate levels. Eventually Steve even taught at his old high school, proving once and for all that guidance counselors are not fortune-tellers.

Steve is the author of the best-selling book, *Get Your SHIFT Together*, and is often called upon as the "go-to" guy on the topic of personal development for many network, cable and radio media outlets. His immensely popular PBS special brought him into millions of homes and revealed why he's an expert on Attitude, Humor and the Power of Positive Thinking. AND speaker at the SWICA Conference. Don't miss getting to meet Steve!

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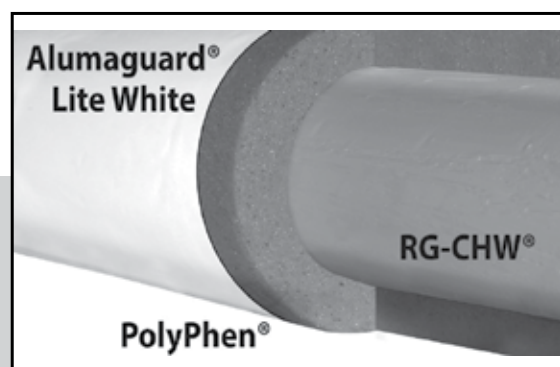
As a national industrial insulation contractor, Miller Insulation is equipped with all types of thermal insulation systems for a wide range of applications. From power generating plants and petro-chemical refineries to ethanol and food processing plants, we have experience in a vast array of projects.

An OSHA incident rate and EMR well below industry average, coupled with superior workmanship and on-time delivery, places Miller Insulation as a preferred contractor with a variety of firms.

Project managers at Miller Insulation use the latest and most advanced software programs to manage the construction process, from estimating through the project completion.

**Miller Insulation local Representative is**  
**Ian Rogero, Director of Operations**  
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## The Optimal Chilled Water System

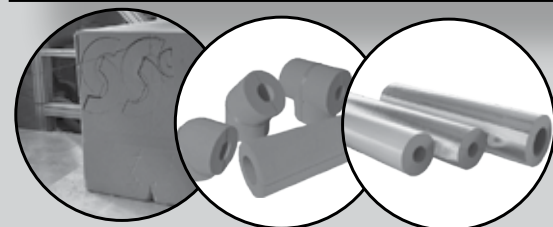


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## Ron King to present NIA's Thermal Insulation Inspector Program (TIIP)

TIIP is being developed as a multilevel course designed for those individuals seeking professional mechanical insulation system inspection certification. The course will serve as a thorough introduction to those seeking knowledge and credentials. It will also offer an opportunity to learn more about the inspection process for mechanical insulation systems in new construction, retrofit, and/or maintenance applications. The need for this program was realized after many discussions with members of industry and the

engineering community.

Target audiences for this program include:

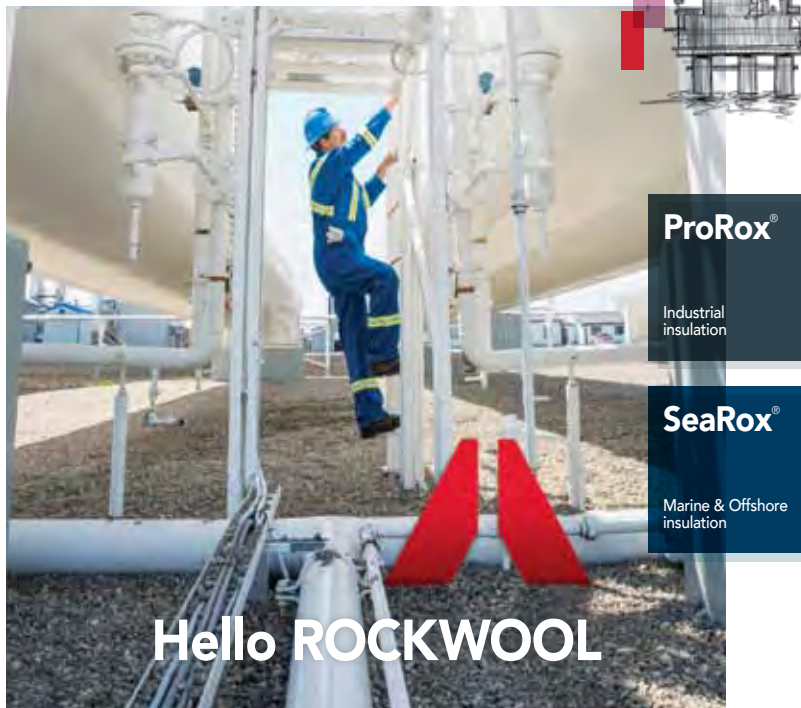
- Code officials (commercial or residential market);
- National Association of Corrosion Engineers (NACE) and other educational organizations;
- Engineering and design firms;
- Facility owners and managers;
- General contractors;
- Government (federal, state, and local agencies and facilities);
- Quality control (QC) and quality assurance (QA) firms;
- Mechanical contractors; and
- Mechanical insulation contractors, distributors/fabricators, manufacturers, and others.

Course levels include:

- Core curriculum;
- Commercial/industrial; and
- Cryogenic.

The course will be taught using a combination of in-classroom instructor training and electronic and hands-on learning.

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### **We have a new global story to tell.**

You've always known us as ROXUL Technical Insulation, the market leader in industrial stone wool insulation. But in a time when safety and sustainability demands in the industrial and marine & offshore sectors are greater than ever, how can we simply sit back? We can't. We have always been part of the ROCKWOOL Group. Now, united under one global name, we can innovate, explore and develop new ways to do even more for our customers and

our planet. We are more than just market leaders. We are making our customers' operations safer, better for the environment and more efficient and effective.

We are ROCKWOOL Technical Insulation.

**Find out more about what the change in our name means to you. Visit [rockwool.com/hello](http://rockwool.com/hello)**

TECHNICAL INSULATION

ROXUL is now  **ROCKWOOL**

The first course is tentatively scheduled for mid-2018.

King will present the TIIP program/progress and options for you at the SWICA Annual Conference.

As an added note, he will also be attending this 60th Anniversary Conference to be honor with all Past Presidents who have contributed so much for many years. King will represent the reign of the 80's for the association and proudly pass the 2018 presidential duties to son, Daniel King with Bay Insulation! A first for SWICA... Father/Son presidents...it took a few years in the making!



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Andy Brisendine, V-President  
[a.bris@echomaintenance.com](mailto:a.bris@echomaintenance.com)

And, special to SWICA, **Paul Brown**, long time SWICA board member and Past President has joined The Echo Group.  
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Side View Top View

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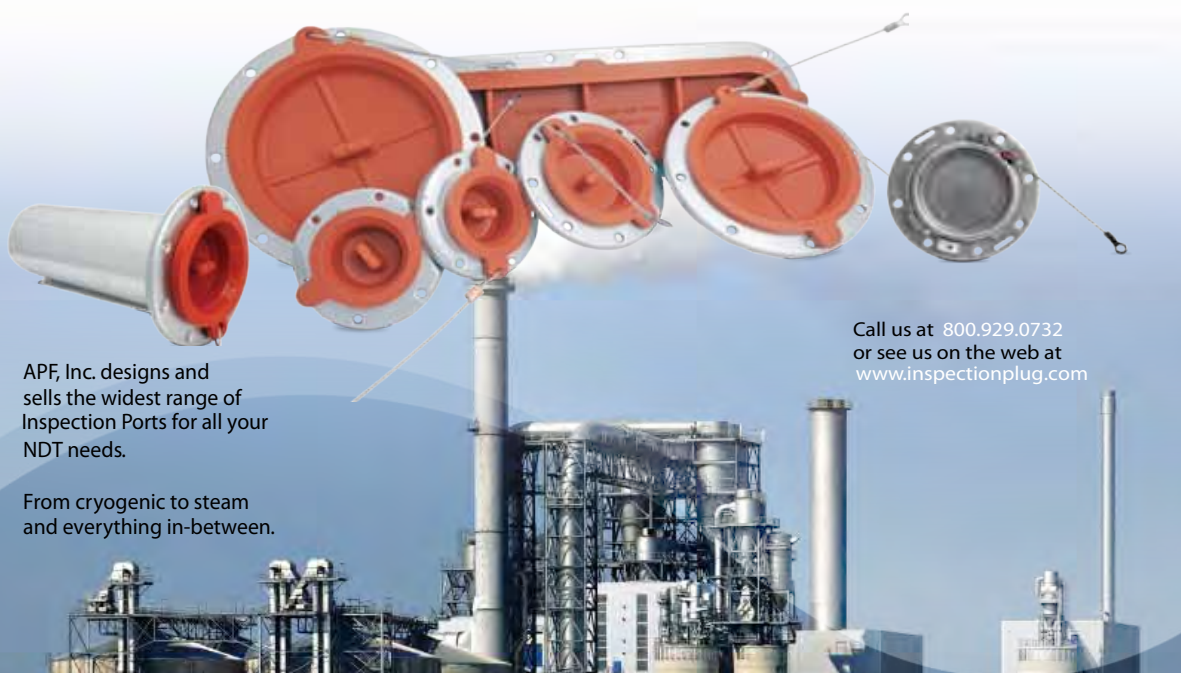
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(Continued from page 2)

of stone wool products. Now, with a truly unified global presence, ROCKWOOL plans to build on its 80-year history by leveraging its broad portfolio of capabilities to enrich modern living by releasing the natural power of stone.

The rebrand to ROCKWOOL applies to all segments and product lines of the company's North American stone wool insulation business--residential, commercial, roofing, OEM (core solutions) and technical insulation (industrial, marine & offshore). North American customers and consumers will see the ROCKWOOL rebrand supported throughout 2018 with increased presence, promotional efforts and communications.

Contact: Adam Whitney, Regional Sales Manager  
**ROCKWOOL TECHNICAL INSULATION**

2203 Timberloch Place, Suite 100

The Woodlands, TX 77380-1103, USA

M 832-655-5604    [Adam.whitney@rockwool.com](mailto:Adam.whitney@rockwool.com)



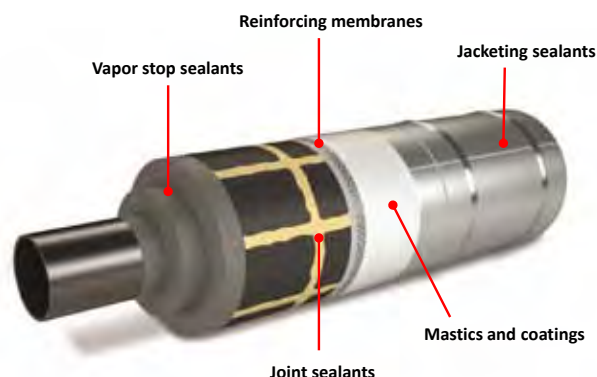
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Insul-Therm International, Inc. focuses on operating temperatures from  $-450^{\circ}$  to  $1200^{\circ}$  F in the commercial and industrial insulation markets.

In 2001 Insul-Therm International, Inc. expanded into a second production facility in Sacramento, CA.

Insul-Therm International, Inc., continually strives to provide our customers with technical innovations and excellent customer service that exceeds all expectations. As new products and services are introduced to our industry, Insul-Therm International, Inc. will be there leading the way to more efficient, cost effective, energy conservation solutions.

Tom Tuttle, Chairman will be active with SWICA. [Ttuttle@insultherm.com](mailto:Ttuttle@insultherm.com)  
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## Here Are 4 Fixes To 3 Common Cyber Security Weaknesses

November, 2017 reprint -www.propertycasualty360.com

"Cybersecurity." It's a phrase echoing through the halls of nearly every major industry at the moment, and rightfully so: Many organizations are unaware of their vast vulnerabilities to a data breach, and few have a plan in place to prepare for a cyber attack.

As a principal in Rehmann's consulting department focusing on IT security assessments, companies hire my team and I to attempt to hack into their systems and identify vulnerabilities to cyber attacks. One of my team members is a certified ethical hacker — and yes, for those of you jumping onto Google to run a search, it is a real certification.

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Having performed assessments for organizations throughout the country, one thing is certain: Nearly every organization my team has assessed is vulnerable in some way. High-profile cyberattacks on Sony Pictures and the Democratic National Committee show that even large, sophisticated organizations can be breached.

### *No business is immune*

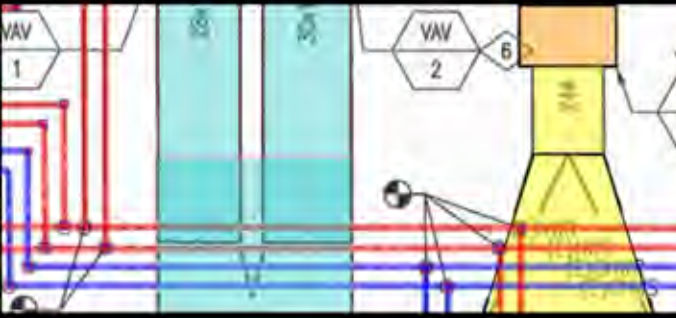
Cases range in scale and level of vulnerability, but the majority of companies we have encountered have had an opportunity to do more to protect themselves, their clientele and stakeholders.

Typically, the biggest risks in computer security lie with the user rather than the provider. Think about it this way — if employees have access to an internal system on their mobile devices, what happens if that device is lost or stolen? All companies should ensure they have the ability to erase the data remotely in case a device is lost or stolen.


It is also critical to keep your software systems patched — as software companies release new updates and “patches” to safeguard against known vulnerabilities, companies using the software should download and apply them in a timely manner.

When it comes to employee training, be sure to encourage employees to create strong passwords that are updated regularly and kept confidential. Two-factor authentication is also an option — it requires users to provide two

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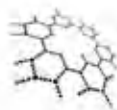
types of identification — a password and a fingerprint, for example — to access an account. This helps prevent the success of phishing and malware attacks and protect users’ credentials.

Cyber attacks take on myriad shapes, sizes and appearances. Some of the more common attacks to look out for include the following...

### **System breaches**

System breaches, or account takeovers, take place when cyber criminals steal access to a system through account passwords and credentials, then begin executing fraudulent transactions. Methods vary — in some instances, system breaches involve keylogging software that records a user’s keystrokes and sends them to the thief. It’s also common to see “phishing”

(Continues Page 21)



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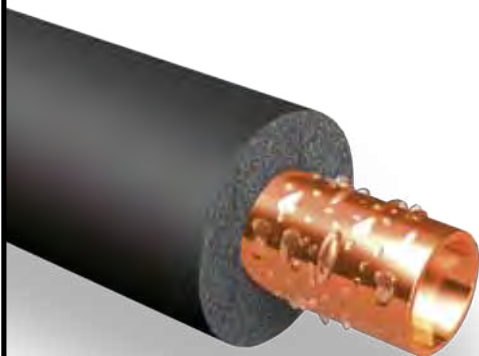
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(Continued from Page 19)

emails that are designed to trick legitimate users into sending credentials to a bogus email account or entering them on a fake website.

### DDoS attacks

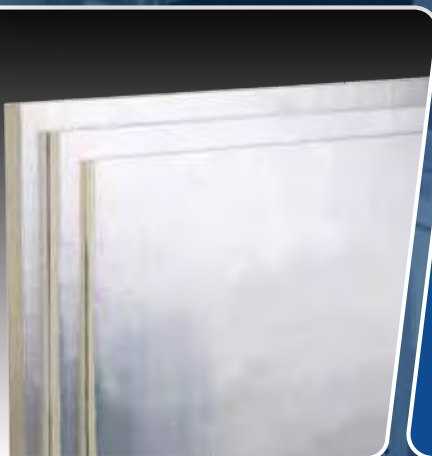
Some days it feels impossible to keep up with all the emails. It's like you've received a million emails all at once. For victims of a distributed denial of service (DDoS) attack, that perception becomes a reality. In addition to overwhelming the server, other common results of DDoS attacks include degradation of web or email resources, slow network performance and the inability to access some network resources. DDoS attacks often run the course of several hours, enough of a distraction that fraudulent transactions can take place undetected.

### Crimeware

You've likely heard of malware — enter crimeware, a unique form that installs itself on computers when users download files that seem innocuous, but are designed to do damage to your device. While malware originally was created by those acting out of curiosity or in search of notoriety, the goal of crimeware is financial gain. Crimeware is any program or set of programs designed specifically to steal information online.

(Continues Page 22)

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(Continued from Page 21)

More often than not, crimeware programs are Trojans, which computer security software company Intel Security describes as follows:

“Trojans are usually disguised as benign or useful software that you download from the Internet, but they actually carry malicious code designed to do harm — thus their name.”


After taking root on your device, the Trojan can log everything you type, take screenshots of the websites you visit and steal personal information. Employee usernames, passwords credit card numbers and more can be accessed by hackers once a Trojan has been installed.

With so many cyber threats in existence, protecting your company can seem an insurmountable task. Here are four basic steps to get started:

- Develop, implement and regularly test a cybersecurity action plan, ensuring your organization is prepared to fight the next potential breach.
- Host employee training sessions to ensure the entire team is well-versed on the plan, and knows how to report security threats.
- Protect against hackers looking to take advantage of software malfunctions by deploying patches as soon as they become available.
- Leverage the tools at your disposal — use all built-in security features on your devices and online systems.

Remember — hackers are after companies of all shapes and sizes. Don't assume you're too small, or too far off-the-radar to fall victim. It's impossible to predict the next attack, but there are myriad ways to make sure you're prepared when it strikes.

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Ron King, Larry Nelles, David Gottlich, Toby Landry, Byron Sadler, David Brooks, Kenny Freeman, Paul Brown & Dean Bordelon. This photo taken in Puerto Rico 10 years ago. Since then we have past President, Mellanie Askew, David Patrick and Mike Feehery and Ashley Bridges.

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