

Championing spray foam standards one certification at a time

By Dani Sheehan.

Hear from this year's Strickler award winner to understand the importance of professional certification and how spray foam can elevate your roofing success.

Each year, the [Spray Polyurethane Foam Alliance \(SPFA\)](#) recognizes one of their distinguished volunteers who has demonstrated extraordinary commitment to the SPFA Professional Certification Program. This year, Steve Goold from [General Coatings Manufacturing Corp.](#) received the [Strickler Standout Award](#) for his contributions. We sat down with him in a recent interview to discuss what this award means and how SPFA is advancing the spray foam industry.

Steve is the Southern California and Nevada Sales Manager for General Coatings and a customer advocate and business consultant for his clients. He's been at General Coatings and a member of SPFA for the last seven years advocating for the spray foam industry. He shared the mission of SPFA, explaining, "The SPFA is looking to raise the standards for the spray foam industry and spray foam is the most amazing roofing product we have, but particularly in the trained hands of people that have been certified. These professionals get the job done in the field every day. We're trying to collaborate with those contractors in our industry to get them qualified."

In his own experience, Steve told us that he strives to make life better for others, whether that's building houses in Mexico, training insulation and roofing volunteers or volunteering for other causes. Despite the work he contributes to the field training each year, Steve was incredibly surprised and grateful to receive the Strickler Standout Award. He said, "Once you receive that award and you go through that process and you know that you've done a lot, it is incredibly hard because there are so many great people that are in this organization."

"We really need to have people that are in our corner and that's what this association does for us," he continued about the importance of his membership and participation in SPFA. They help improve the industry by providing opportunities for training and testing while also advocating at governmental levels for improved legislation and increased safety efforts.

When asked why contractors should consider getting certified in spray foam, he answered, "If you want better projects, if you want more projects, a bigger piece of the construction pie, spray foam is going to be where the answer is. It's a magical product and in the right hands it can really do a tremendous amount of good for

your project, be it insulation and taking care of a residence or a commercial project to doing a forever roof.”

[Learn more about becoming a member of SPFA or enroll in a certification program and start expanding your roofing projects.](#)