

Elevate your expertise with professional development

By Emma Peterson.

How certifications and training can help you stand out in a competitive industry.

Professional development is key to keeping up with an ever-changing and developing industry. Will Lorenz of [General Coatings](#) joined us [for an episode of Roofing Road Trips®](#) to share with Heidi about what the [Spray Polyurethane Foam Alliance's](#) (SPFA) does to provide the industry with learning opportunities!

One of the ways they offer professional development is through in-person training and certifications at the annual SPFA 2024 Convention and Expo. Will explained, "It is really what you bring to the table and your willingness to learn, we can get you certified and trained so that you can show off your expertise to your clients and to building owners." These certification opportunities range from initial application to field application and project management credentials. All these trainings and certifications help you differentiate your business from others in a competitive field.

In addition to these development opportunities, they provide educational opportunities, like the contractor panel they had at their last convention. This panel included representatives from Las Vegas Commercial Roofers, [Tecta America](#), Central Coatings and [CI Services](#). Will explained some of the benefits of this panel, "These experts have learned the tricks of the trade, how to do it well and end up with a roof that can be warranted for a 20-year period with low risk that it's not going to perform. So, it has really got an excellent proven history to learn from."

[Read the transcript](#) or [Listen to the full episode](#) to learn more about how professional development is key to industry success.