

MWR

Midwest Roofing Contractors Association

Feb 2016

MIDWEST ROOFER

MANAGEMENT

TECHNOLOGY

T&R UPDATE EXPLORING TECHNOLOGICAL INNOVATIONS



FASTENERS TOOLS SEALANTS ACCESSORIES

Serving you since 1977, in 23 Locations Nationwide



800.486.1832
www.trianglefastener.com

Experts in Installation, Engineering, & Systems Applications

Check out our new website for the most up-to-date products!

Proud member of...





February 2016

Contents

Columns

President's Message 4

Gary's Corner: OSHA Update 6-7

Industry News.....9-10

T&R Update: Exploring Technological Innovations 12

MRCA Aileron Partnership: Course for Presidents14-15

Roof Runners: Eighty-five years into business, Queen City Roofing steps into new professional territory16-17

Understanding Start-up Technology for Roofing 19 & 22

Calendar of Events.....20-21

Ad Index

Triangle Fastener Corporation..... 2

International Leak Detection. 5

Gulf Eagle Supply..... 8

Roofers Coffee Shop 8

Gary Auman.....10

International Roofing Expo 13

Amerisafe 18

Malarkey Roofing Products 23

Eagleview 24



Midwest
Roofing
Contractors
Association

MRCA Leadership Directory

- Officers/Executive Committee**
President
Bob Schenkel
 CL Schust Company
 rschenkel@clschust.com
- First Vice President**
Mark Langer
 Langer Roofing and Sheet Metal
 mlanger@langer-roofing.com
- Second Vice President/Treasurer**
Greg Sprague
CERTA Chair
 Sprague Roofing Co.
 gmsprague@spragueroofing.com
- Secretary**
Kevin Gwaltney
 Diamond Roofing
 kevin@diamond-roofing.com
- Chairman of the Board**
Nominating Committee Chair
Larry Marshall
 L. Marshall Roofing & Sheet Metal, Inc.
 lpmarshall@lmarshallroofing.com
- Directors**
Randy R. Adams
T&R Chair
 R. Adams Roofing Co., Inc.
 randy_a@radamsroofing.com
- Terry Buss**
Operations & Safety Chair
 E.D. Chase Inc.
 tbuss@edchase.com
- James Boland**
Operations & Safety Vice Chair
 The Quality Roofing Company
 james@thequalityroofingco.com
- Miguel Arzola**
Business Management Chair
 CIM Roofing
 marzola@cimroofing.com
- Mark Gwaltney**
Business Management Vice Chair
 Diamond-Everley Roofing Contractors
 mark@diamondeverley.com
- Fred Horner**
Conference & Expo Chair
 Advanced Industrial Roofing
 fred_horner@airroofing.com
- Tracey Donels**
YCC Chair
 K Post Company.
 tracey.donels@kpostcompany.com
- Jim Peterson**
Arch. Sheet Metal & Steep Slope Chairman
 Peterson Roofing, Inc.
 jim@petersonroofinginc.com
- Dale Tyler**
 National Roofing Partners LLC
 dale.tyler@nationalroofingpartners.com
- John Kalkreuth**
 Kalkreuth Roofing & Sheet Metal, Inc.
 johnk@krsm.net
- Laurie Moore**
Membership & Marketing Chair
 Kreiling Roofing Co
 lmoore@kreiling.com
- Steve Weinert**
 Crafts, Inc.
 srw@craftsroofing.com
- Kelly Lea**
 Texas Roof Management
 kellylea@texasroof.com
- Council Chairs**
Greg Bloom
Advisory Council Chair
 Allied Building Products
 greg.bloom@alliedbuilding.com
- Tracey Donels**
Young Contractors Council Chair
 K Post Company.
 tracey.donels@kpostcompany.com
- Advisors**
Rene Dupuis, PhD PE
 Structural Research, Inc.
 rdupuis@sri-engineering.com
- Matt Dupuis, PhD PE**
 Structural Research, Inc.
 mdupuis@sri-engineering.com
- Legal Counsel**
Gary Auman
 gwa@dmfdayton.com
- Staff**
Bob Pope
Executive Director
 bpope@assnsoffice.com
- Rachel Pinkus**
Managing Director & MR Editor
 rpinkus@assnsoffice.com
- Valerie Dahlberg**
Affiliate Relations & Government Affairs
 vdahlberg@assnsoffice.com
- Megan Miller**
Accounts Manager
 mmiller@assnsoffice.com
- Joe Williams**
Graphic Designer
 jwilliams@assnsoffice.com

MRCA Headquarters
 2077 Embury Park Rd. | Dayton, OH 45342
 Phone: 800.497.6722 | Fax: 937.278.0317
 www.mrca.org

Disclaimer: The opinions and positions stated in articles published herein are those of the authors and not, by the fact of publication, necessarily those of MRCA. MRCA does not endorse roofing products or systems and shall not be deemed by anything herein to have recommended the use or non-use of any particular roofing system.

Find us on





Ever-evolving

Bob Schenkel, MRCA President

Technology in the Roofing Industry? The roofing industry is ever-evolving. Evolution on the low slope side includes built-up roofing to modified bitumen membranes, EPDM membranes to PVC and TPO membranes. On the high slope side evolution includes thatch to wood shingles and metal, tile and slate, along with today's various forms of asphalt shingles. The roofing industry, from a material and application side, has seen many changes over many years.

Today, not only does our industry experience changes in application and roofing technologies, but we also experience technology changes from estimating and how we receive, transmit, gather and disseminate information.

Estimating has changed dramatically as well. Most contractors have moved from pencil and paper, to lotus and Excel spreadsheets with contractors developing their own databases and onscreen take-offs and the various other forms of estimating database technologies.

Today, service technicians can be tracked via GPS to provide better arrival times of the service crews to customers as well as consolidating and maximizing the number of service calls in specific geographical areas for service crews. When Service technicians are equipped with tablets and/or smartphones, service orders can be sent electronically via email or from a contractor's service software program. Additionally, when smartphones and tablets are utilized, service technicians and foreman can easily transmit and document field conditions to the office on a real time basis.

Service department managers and estimators are able to provide real time data to facility managers and/or building owners on roof inspections, replacement estimates and budget costs from tablets and smart phones even before leaving the rooftop or property. There is a wide range of service providers who offer these services in the form of programs or software. Some of this technology can be integrated into your firm's accounting software for up to date billing as well.

Drones are being utilized today to photograph and video-record roof conditions. But, I haven't seen one yet that can take a roof core! Even though drones are somewhat new to the roofing industry, something tells me there are engineers out there working on the next generation!

As you can see by the few examples mentioned here, technology has touched and can touch every part of your business. Only you can decide on the amount of time and money you wish expend to achieve and maximize the best return on investment for your company.

It is never too early to start discussions on this year's 2016 MRCA Conference which will be held at the Greater Columbus Convention Center in Columbus, OH, beginning October 31, 2016 – November 2, 2016. I invite you to visit the website at <http://www.columbusconventions.com>. The theme for this year's MRCA Conference is technology, and the 1.7 million square feet of the Greater Columbus Convention Center will be an excellent showcase for technology along with educational seminars. Please start planning now to attend this year's conference. I know the time you invest in attending will yield great dividends. There is always something new to learn!

Bob Schenkel
CL Schust Company, Fort Wayne, IN
rschenkel@clschust.com



THE SMARTER WAY TO PROTECT YOUR ROOF

PROGEO Smartex® It's pure genius.

Smartex® is the flat roof monitoring system you've been waiting for... It tracks waterproofing integrity 24/7, detects leaks in real time, issues immediate alerts when a breach occurs, and pinpoints the exact location for repair. It's the only product of its kind on the market. And now, it's available in North America through ILD.

Contact us today for more info.



S M A R T E X ®



TRUSTED BY THE BEST.

Toll Free: 1.866.282.5325
info@leak-detection.com



UPDATE

Gary Auman, MRCA Legal Counsel

The focus of this article is your safety program and its enforcement. But, before I get into that I would like to revisit something I have mentioned previously as the impact of it has changed. I have reported in the past that OSHA has issued a letter of interpretation (LOI) regarding the use of extension cords. When I discussed this with some clients their reaction was to “wait and see.” They took this approach because they viewed the LOI as a narrow document that would be limited to the company that requested the interpretation. Well, OSHA has spoken with actions, not words. I have been advised that the Columbus Area Office of OSHA has recently issued citations to an Indiana subcontractor and an Ohio contractor for violations of 29 CFR 1926.403(b)(2). This section requires that all electrical equipment shall be used in accordance with all labels. If you will recall the LOI stated that if extension cords were labeled so as to prohibit their being used in series with other extension cords, OSHA would cite employers for not complying with those labeling requirements. So, I believe we now have evidence that OSHA is not restricting enforcement of this standard and/or the LOI to just the company that asked the question, but to all employers.

There is one other point of clarification arising out of the preceding paragraph; some employers believe, for some reason, that if they are based in a state controlled OSHA state, they cannot be cited by federal OSHA, even if they travel to work to a federal OSHA state. This is NOT true. You, as an employer, fall under the jurisdiction of the state in which you are working. So, if you are in Indiana, as state OSHA state, and travel to Kentucky, another state OSHA state, you fall under the jurisdiction of Kentucky OSHA while working in Kentucky. The same is true if you travel to a state in which federal OSHA has jurisdiction.

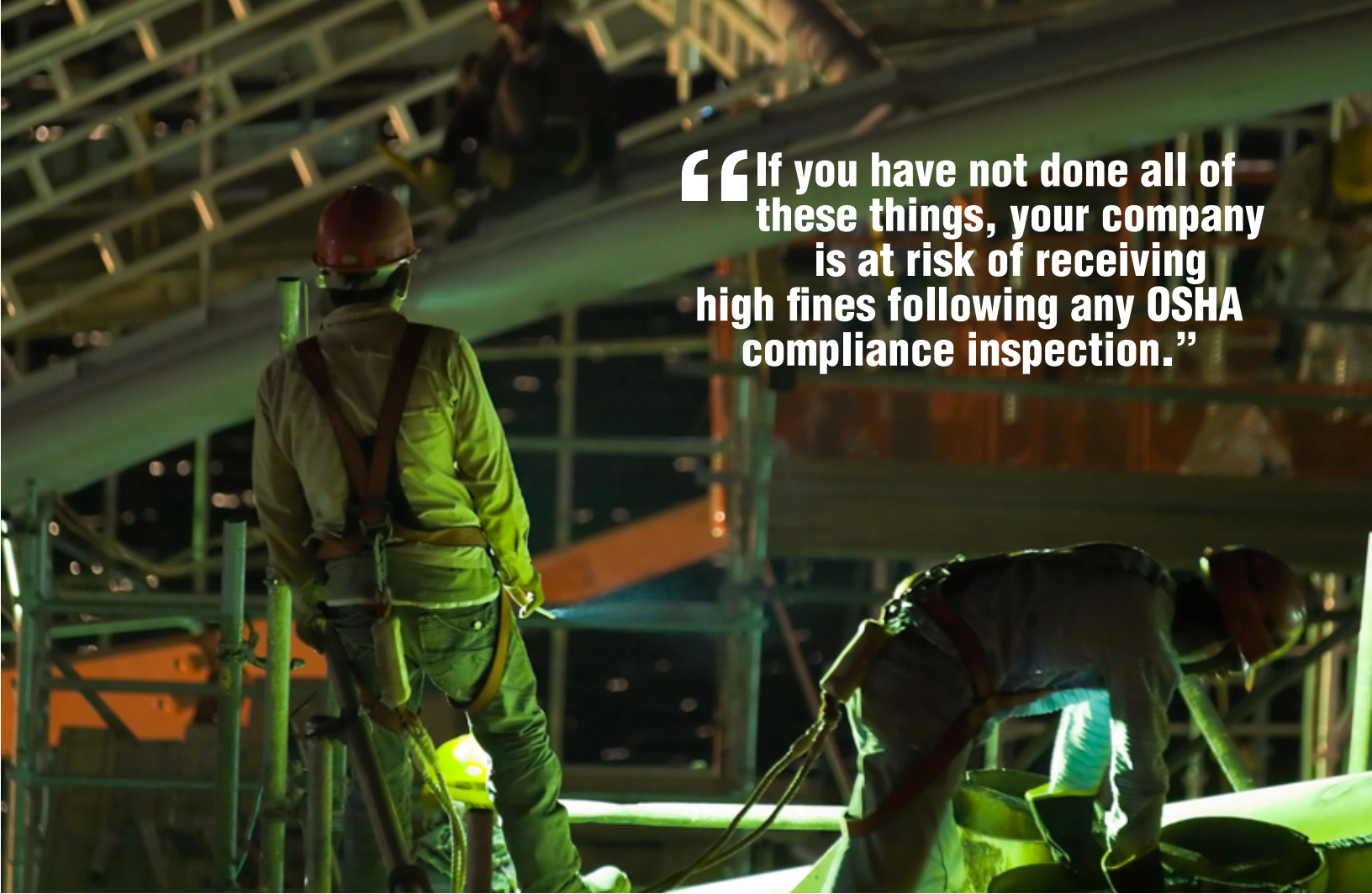
In the January 15, 2016 issue of the OSHA Newsletter, OSHA reported that a roofing

contractor had been cited as a serial violator in Concord, NH. The company, High & Dry Roofing had been inspected by OSHA and found to be in violation of the fall protection standards for failure to provide fall protection to employees working at heights over 20-feet. OSHA returned to the jobsite two days later and found the same hazards. As a result High & Dry was issued two willful violations of workplace safety standards. According to the article, High & Dry now faces \$152,460 in fines. This appears to have been a jobsite “wall to wall” inspection. In addition to the fall protection violations citations were also issued for (1) a lack of hard hats and safety glasses for workers; (2) failing to guard the operating parts of a compressor from contact; (3) having a scaffold too close to a 240-volt line; (4) using ladders on scaffold platforms; and (5) failing to provide fall protection training. These are not all of the items, but they do represent the range of items included in the citations.

I bring this to your attention because you need to be aware of the exposures you face as a roofing contractor. Think about how many jobs you would need to complete to secure the profits necessary to offset these fines. I know you are thinking, well “I can negotiate the numbers down.” That may well be possible, but remember, there is always a point below which the enforcement agency will not go. In addition, remember, after August 1st of this year

after August 1st of this year fines go up by 82%

fines go up by 82%; so if issued after August 1st these fines would be \$277,477. In addition, there are other costs which may be in play in such a situation. Unfortunately, in our industry this is not an exceptional situation. I see high fines issued to roofing contractors much more than I do in any other industry.



“If you have not done all of these things, your company is at risk of receiving high fines following any OSHA compliance inspection.”

I provide this example to point out the necessity for you to have your safety program up to date and up to full compliance. You need to look at your safety program from different perspectives. First, are you providing all the safeguards, PPE, programs and training necessary to ensure the safety of your employees? Second, are you communicating all the requirements of your program to all of your employees effectively? Third, are you auditing compliance with your safety program on at least a daily basis and recording the audits? Fourth, are you effectively enforcing ALL components of your safety program objectively? And, finally, have you trained your employees to recognize hazards that might appear on the jobsite and how they should respond to those hazards?

If you have not done all of these things, your company is at risk of receiving high fines following any OSHA compliance inspection. In the last issue of MR I began discussing the MRCA Elite Contractor Program. This program will be useful to any contractor because it will demonstrate a commitment to several aspects that will enhance

the professional standing of any contractor. Among these are continuing education and safety. Both are important programs to make you a better contractor. Safety is an ever changing area. You must stay up with those changes as well as any technical changes that may confront our industry. Yes, you need to be using the best materials and installation techniques available and you need to be producing the highest quality product possible, but all of that will not do you any good if you are not able to get past the pre-qual phase of the bid process because of an unacceptable safety record. You need ALL of the components set out in the preceding paragraph to have a complete and compliant safety program and to avoid significant fines in the case of an OSHA compliance inspection.

In the next issue I will begin to address the preceding shopping list of safety MUST HAVES to make you a safety complaint employer!

Take advantage of a great MRCA member benefit-complimentary legal advice on OSHA-related issues from MRCA Legal Counsel Gary Auman. Contact Gary at GWA@dmfdayton.com.



We Want To Help You Build Your Business and Assist In Your Success!

We Don't grow unless **YOU** grow.



Discover the Gulfeagle Difference

- Triple Check System for Accurate Delivery
- Inventory of all Major Brands
- Take-Off Services
- New Monitored Fleet
- Financing Options
- Online Bill Pay
- Marketing Programs Designed to Increase Your Back Log

Are you ready to **Jump Aboard** this year?
Ask us about our *new customer program!*

Visit us at www.gulfeaglesupply.com



**Serving Up
the Industry's
Best Classified Ads
Since 2002**

Order One Today!

☕ ROOFERS
= C O F F E E S H O P =

www.rooferscoffeeshop.com

\$10,000.00 Raised for Children's Charity

The Wisconsin Roofing Contractors Association (WRCA) rose to the challenge at their Annual Christmas Party, held Saturday, December 5 at the Potawatomi Hotel & Casino (Milwaukee, WI). \$5,000.00 was raised by guests at the event and that amount was matched by Spec Products, bringing the total to \$10,000.00 for the evening.

Rick Leitel, President of the WRCA said, "We knew the event was going to be a success because we had the attendance and sponsorship numbers, but I don't think any of us saw this coming." Just a few days ahead of the event, the WRCA received a call from Clay Van Gomple, President of Spec Products, which represents Firestone Building Products in Wisconsin, and he laid out the offer.

"It was pretty easy to say 'Yes' to this idea," said Leitel. "Spec Products would match whatever we could raise at the Party, up to \$5,000.00, and the money would go to St. Jude's Children's Research Hospital. It was an amazingly generous offer and a great opportunity for the industry to rise to the occasion."

Andrew Weisensel, also of Spec Products, had

a chance to talk about St. Jude's at the event and he told the group, "People in our industry work hard and play hard, but there's more. They have a willingness to give. Sometimes it's a project where they donate some materials, sometimes it's volunteering for a board or committee, and sometimes - hopefully tonight - it's making a donation."

Leitel said that, "It was fun to provide updates throughout the evening. Each time we inched a little closer to our goal, we'd get another donation form. One group went so far as to guarantee that they would make up any difference between what we had collected and whatever it took to reach our goal. That was really generous."

Asked if the numbers surprised him, Van Gomple said they didn't. "We knew when we put a challenge out there that these guys would make it happen. They're a good and generous bunch. I'm happy this worked out, especially for the kids."



Wisconsin Roofing Contractors Association
P.O. 833 Germantown, WI 53022
P - 888/782-6815 F - 888/287-4116
www.wrcaonline.org

The Wisconsin Roofing Contractors Association and Spec Products combined to raise \$10,000.00 for St. Jude's Children's Research Hospital at the association's Annual Christmas Party on December 5. Pictured with the WRCA's \$5,000.00 donation check and the \$5,000.00 matching donation from Spec Products are (L to R): Andrew Weisensel (Spec Products), Rick Leitel (Carlson Racine Roofing & WRCA President), Clay Van Gomple (Spec Products), Erik Van Gomple (Spec Products) and Dan Witzlib (Spec Products).

NTRCA Upcoming Events

Become a Licensed Roofer

Wednesday, Feb 24 **Residential Workshop** 1:00pm - 3:00 pm.

Become a Licensed Roofer Testing Date:

Saturday, Feb 27 8:00 am - 12:00 pm

To find out more information or sign up for the test or class, send an email to Ronnie@ntrca.com

No Feb Lunch & Learn

Next NTRCA Lunch & Learn - March 9, 2016

NTRCA hosts a monthly Lunch and Learn on the 2nd Wednesday of each month (except December and February)

Wednesday, March 9, 2016 11:30am - 1pm

Topic - Effective Interview and Hiring Processes

International Bowling Museum Arlington

621 Six Flags Dr. Arlington, TX 76011

Register Here: <https://goo.gl/9qXZm2>



International Leak Detection and Progeo Monitoring Launch Smartex® MX in North America

Intelligent Flat Roof Monitoring System Detects Leaks in Real Time

Toronto, Canada (October 5, 2015)... International Leak Detection (ILD) and PROGEO Monitoring GmbH today announced their strategic alliance to deliver the Smartex® MX system to the North American roofing and waterproofing market.

Smartex® is an intelligent flat roof monitoring system that tracks the integrity of waterproofing systems 24 hours a day. When a rupture occurs, Smartex® immediately detects it and issues an alert. The system also pinpoints the location of the leak, eliminating the need for a search and allowing for quick repair.



Chris Eichhorn
President & CEO
of ILD

“With the demand for smart buildings, the roofing and waterproofing market has been searching for a system that can truly provide 24-hour, on-demand access to their roofing and waterproofing assets,” says Chris Eichhorn, President & CEO of ILD. “Smartex® is the system we’ve been waiting for.”

Developed by PROGEO Monitoring in Berlin, Germany, Smartex® is the only product of its kind on the market. Robust and durable sensors, designed to meet the demands of the construction environment, are combined with high-performance cloud solutions to produce secure and reliable information. Clients can easily access this information using a PC, tablet or smart phone.



Andreas Rödel
Founder & CEO
of PROGEO
Monitoring Gmhb

Smartex® also has the benefit of monitoring in all weather conditions. In the case of an extreme weather event, clients no longer have to worry about whether or not the integrity of their flat roof was compromised. Smartex® will provide instant, up-to-date information.

“Smartex® can reduce long-term flat roof maintenance costs by up to 70 percent,” says Andreas Rödel, founder and CEO of PROGEO Monitoring Gmhb. “It is a well-known fact that flat roofs will leak at some point. PROGEO’s intelligent monitoring technology will detect issues large or small and allow you to respond. It puts the control in your hands.”

Applications for Smartex® include:

- Flat roofs, exposed membrane or ballasted
- Vegetated/green roofs
- Parking decks
- Underground garages
- Sprinkler tanks
- Swimming pools
- Bathroom and kitchen floors
- Wooden constructions
- Waterproofing systems against ground water
- Special constructions
- Hospitals, data centers, art galleries, museums and any building where moisture intrusion could impact critical operations or valuable assets

Smartex® is available through ILD in the USA and Canada beginning October 1, 2015. ILD has created a technical service department to install Smartex® and service existing PROGEO Monitoring systems using its trained technicians.

“PROGEO is the leader in the research and development of membrane monitoring systems. We are proud to be aligned with them. Our clients now have the choice of our standard EFVM® integrity testing or the state-of-the-art Smartex® system for their roof or waterproofing assets,” says Eichhorn.

“This partnership teams up the monitoring market leader in Europe with the leak detection market leader in North America. Both ILD and PROGEO have a reputation for customer-centric business activities and trustworthiness. We are pleased to be working with ILD to deliver Smartex® in the United States and Canada,” says Rödel.

For more information, please contact ILD at 1-866-282-LEAK (5325) (toll-free across North America), info@leak-detection.com or visit leak-detection.com.



CUSTOM TAILORED LEGAL SOLUTIONS

for Your Business

In some areas of the law, off the rack won't do! Let our experienced attorneys provide you with effective legal solutions.

- OSHA
- Workers' Comp Defense
- Labor & Employment Law
- Construction Law



Gary W. Auman

*WE ARE A PERFECT FIT,
NO MATTER THE SIZE*

**Dunlevey
Mahan + Furry**
ATTORNEYS

ARE YOU?



ELITE ROOFING CONTRACTOR PROGRAM

FIND OUT IF YOU QUALIFY APPLY TODAY!
CONTACT VALERIE DAHLBERG AT VDAHLBERG@MRCA.ORG



Exploring Technological Innovations

Randy Adams, T&R Chair

2016 is here, and the pace of change continues to accelerate. It is the MRCA's intention to explore a variety of technological innovations, from the products we install to software that impacts and facilitates our business operations. The goal is to build and communicate a database of information, anticipating our focus on Technology at our annual Conference, being held at the Greater Columbus Convention Center, Columbus, OH, October 31 to November 2, 2016.

Technology and software create efficiencies within our businesses, and enhance communication of project goals from the office to the field. We understand many of our older field employees may be uncomfortable with hardware and software usage. Identifying and implementing user friendly, effective software is the goal we each have. Tablets and phones provide a unique opportunity to transfer information from the office to the field that was not available to us as recently as 10 years ago. Choosing software that efficiently integrates with contractor needs is a challenge we all face.

Many times in our construction world (occupied and shared by General Contractor's, Architects, Engineers, Consultants and Owners) we are required to find ways to integrate our software with systems used by the companies we contract with. Understanding the unique needs of each of our businesses and finding the appropriate software to fulfill those needs is a challenge. Many times, we end up with different pieces of software that rarely communicate or integrate with another, and may be unique to one jobsite.

Our customers expect us to be efficient users of software. We realize effective communication occurs around verbal contact, but there are

many ways to carry and use large amounts of information today. Daily project reports, job hazard analysis, project information such as drawings, specifications, SDS information is available at a key stroke, and impacts job site efficiency and productivity.

During 2016, this column, will explore software and its place within our companies and workforce. We will attempt to explore several different types of software, permitting us to be effective communicators with our customers and leadership teams. Good business practice requires nothing less of us.

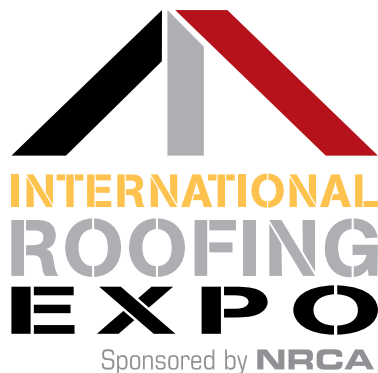
Our best wishes for a successful 2016!

Randy Adams
R. Adams Roofing Co., Inc.
randy_a@radamsroofing.com

REACHING NEW HORIZONS IN ROOFING

Quality learning. Improved skill sets. Problem-solving solutions. Cost-saving resources. Career networking. Register today to attend the **2016 International Roofing Expo® [IRE]** featuring an exceptional educational program where you will learn roofing strategies, best practices, tactics and techniques designed to stimulate your thinking, sharpen your skills and grow every aspect of your business.

- 44 targeted sessions
- 40 new topics
- 65+ high-profile speakers
- 1,000+ booths, 450 companies
- Maximizing Your Exposure with Houzz
- Department of Defense's Hero2Hired (H2H)
- Residential Roofing Replacement Market Outlook
- Keynote Address by Dr. Beck Weathers
- The Roofing Institute
- CEUs from DBPR + RCI, Inc.
- Spouse Program
- NRCA Educational Classes



Official Show Sponsor:



Official Show Publication:



Exhibits & Conference: **February 17-19, 2016**

Orange County Convention Center, West Hall A
Orlando, Florida USA

Register at www.TheRoofingExpo.com
to receive **FREE** Expo Only admission.

During the online registration process, enter **ADC** when prompted to enter a discount code.

Discounts apply to new registrations only. Discounts not applicable to MA or NEM registrations. No refunds issued for pre-existing registrations.

800.684.5761 | 972.536.6415



Course for Presidents

RUN YOUR BUSINESS, DON'T LET IT RUN YOU



As the owner, CEO, or president of an organization, it's your job to ensure the organization is adaptable, efficient, sustainable, and profitable. That's easier said than done.

Many business owners get so involved in the day-to-day operations of the business, they never have time to focus on what's really important: Growing the business and preparing for the future. This day-to-day approach can be dangerous because when business leaders are too focused on the short term they can't see or plan for what is out in front of them, such as changes in the business environment, until it's too late.

What's the answer? Professional management

Professional management is a proven system that enables business owners to focus on:

- Establishing and influencing the future Direction of the organization by clarifying the strategic direction and ensuring your own leadership meets the future needs of the organization.
- Aligning the Operations to that future desired state. It involves the continuous alignment of the business structure and developing people so they can help drive toward the desired future state.
- And establishing the Controls through a strong culture and performance management that allow your organization to hold each other accountable to the vision, values and objectives.

Aileron's flagship two-day Course for Presidents program focuses on the fundamentals of Professional management, including Aileron's DOC (Direction, Operation, and Control) structure.

Focusing on these areas can help you simplify and control your business, gain operational clarity, and organizational discipline. It will also help position your company for long-term success, reduce your stress, and create more free time.

During the program, you'll also interact with business owners, CEOs, and presidents who are facing the same issues and challenges that you face. You will also participate in a self-assessment to help you understand your company's strong and weak areas. This will help you develop your action plan.

After completing the program, you'll be able to apply new knowledge of the Professional Management System to identify areas of improvement in yourself and your organization.



Aileron's Professional Management System



Course for Presidents

RUN YOUR BUSINESS, DON'T LET IT RUN YOU

Individualized Support

- Customized Assessment Review & Action Plan with a Business Advisor (1 per organization)
- Up to 8 hours of guidance from an experienced Business Advisor within the first year after attending the program
- Ongoing support from the Client Development team
- Resource Identification

March 30 - 31, 2016 (2 days)
8:00 am - 4:00 pm
Aileron Campus, Dayton, OH

May 3 - 4, 2016 (2 days)
8:00 am - 5:00 pm
Aileron Campus, Dayton, OH

WHO SHOULD REGISTER?

This program is exclusively for business owners, presidents, and CEOs of privately held organizations. Typically, participants have 10 or more employees and are between \$1-20 million in sales.



For more information, visit our website at www.aileron.org or contact Valerie Dahlberg at (800) 497-6722 or vdahlberg@mrca.org



General Manager Michael Katrosh, left, and Owner Larry Stock are leading QCR's upward revenue trend that totaled \$8 million last year.

© SBJ photo by WES HAMILTON

Roof Runners

Eighty-five years into business, Queen City Roofing steps into new professional territory

by Eric Olson • eolson@sbj.net

Reprinted with permission, © Springfield Business Journal

Roofing work is risky business.

According to the U.S. Bureau of Labor Statistics, roofers are three times more likely to experience fatalities on the job than those in other construction trades. And falls account for 75 percent of work-related deaths in the roofing industry.

To that end, Queen City Roofing & Contracting Co. officials have emphasized safety standards and training. They've backed up the talk with over \$250,000 invested in safety equipment the last few years, says owner Larry Stock.

"It helps distinguish our company," he says.

Stock points to Queen City Roofing's recent run without a major accident and its quality score in determining workers' compensation insurance rates. The National Council of Compensation Insurers calculates an experience modification rating for insured companies, and he says QCR is well below an at-risk score above 1.

"There aren't a whole lot of roofers with a 0.69 modification factor," Stock says.

Employee Brian Draper is on board. Stock charged him with leading the team in safety education and other professional development matters.

Two years later, Draper on Nov. 1 became the National Roofing Contractors Association's first certified ProForeman.

"We're an old-line company. We haven't had a lot of guys be the first in the country on anything," Stock says.

NRCA University Vice President Amy Staska says Draper remains the lone certificate holder, but other foremen are getting close to completing the 80-hour leadership program.

"Without the training, all the money spent on safety equipment won't help you at all. You might buy all this stuff, and it might sit in the corner," says Draper, a foreman who Stock promoted to superintendent during his studies.

The work, including webinars and traveling classes, is



Brian Draper recently become the only industry-certified ProForeman.

designed to shift foremen's perspectives from serving as roofing installation managers to company leaders. The six areas emphasized are general education, roofing technology, construction/business practices, leadership, safety and training others.

"It fits right in to what we're trying to do here," Stock says of the \$4,000 program. "We see long-term value in that."

Reputation matters

Stock has seen it all in the industry. He began working for QCR as a laborer in 1979 and bought the business 20 years later.

When he started, there were no computers, no fax machines and only a handful of roofing systems on the market. Now, there's upwards of 100 systems, with such names as thermoplastic membrane, synthetic rubber and modified bitumen.

With industry advancements in materials and technologies has come a change in reputation.

"There has been a movement to try to upgrade the professionalism in roofing companies," says Stock, who has aligned his company with a half-dozen construction trade associations. "You used to say, 'I'm just a roofer.' Today, it's more complicated. We're in business to help people solve problems."

The new complexities factor in to increasing employment

Queen City Roofing & Contracting Co.

Owner: Larry Stock

Founded: 1930

Address: 3131 W. Chestnut Expressway, Springfield, MO 65802

Phone: (417) 869-7202

Fax: (417) 865-2973

Web: QCRoofing.com

Email: lstock@qcroofing.com

Services/Products: Commercial roofing and repair

2015 Revenue: \$8 million

Employees: 40

interests. The BLS projects 13 percent growth in roofing jobs by 2024, a faster pace than the average industry. For jobs that require no formal education and moderate on-the-job training, the median annual pay was \$35,760 last year.

QCR General Manager Michael Katrosh says

project work is a 60-40 split between new construction and roofing repairs.

Projects range from a \$5,000 flashing repair to a \$2 million metal panel new construction. Of the 75 jobs completed last year, QCR finished with \$8 million in revenue, including sheet metal division work.

Two large jobs on the outskirts of its 90-mile coverage area wrapped up in Kansas and Arkansas. QCR crews installed the membrane roofing, sheet metal and exterior metal panel on the Pittsburg State University performing arts center and finished work on Fayetteville High School that was phased over three years.

"That was a unique project," Katrosh says. "They've kind of rebuilt the entire campus."

Around town, QCR has covered buildings for 3M,

Evangel University, Bill Beal Co. and the Springfield Cardinals.

“People tend to have their cars looked at frequently, but once the roof is on, they tend to ignore it,”

—Larry Stock
Queen City Roofing

Revenue trajectory

While 2015 revenue was up 7.5 percent on paper, QCR officials say the year was within striking distance of the company's record \$8.9 million in 2012 sales. Of course, that was the year following Joplin's tornado, and QCR was chosen for work on Mercy's temporary hospital, on top of the uptick in rebuilding jobs.

Work in 2013 dipped by a double-digit percentage to more normal levels. "We've been trending up in '14 and '15," Stock says.

On the repair side, Stock says the company last year performed over \$1 million in reroofing projects on work that wasn't even 3 years old. He says that's a caution to the industry and to consumers.

"There are no barriers to entry in the roofing business. A lot of people are hit and run, if you will," Stock says. "That results in a bad deal for a potential client."

Stock says repairs are due to poor design, aging, standing water or infiltration and other issues with windows or walls. He says it just takes a watchful eye to catch problems before it's too late.

"People tend to have their cars looked at frequently, but once the roof is on, they tend to ignore it," he says



Steve Arnold, sheet metal superintendent, shears material for projects in the company's 90-mile coverage area.

©SBJ photo by WES HAMILTON

Reprinted with permission, © Springfield Business Journal
visit: sbj.net



Workers' Comp Insurance for
Working People



AMERISAFE

For more information, call: 800-897-9719
www.amerisafe.com



Understanding Start-up Technology for Roofing

Heidi J. Ellsworth • hje@ellsworth.us
HJE Consulting Group

Everyday contractors are exposed to promotions from start-up technology companies. Whether it is emails announcing a new way of marketing using technology, ads in publications or the large numbers of new exhibitors at roofing tradeshow, the explosion of new technologies for roofing contractors can be overwhelming.

According to The Kauffman Index Startup Activity National Trends Report, www.kauffman.org, the Startup Activity Index rose in 2015, reversing a downward trend that started in 2010 in the middle of the Great Recession. The access of progressive technology and cloud based storage has made a number of new businesses focused on providing technology tools to help automate traditionally manual activities.

Early technologies in the roofing industry were focused on how to make manual practices like measuring a roof or creating estimates easier for contractors, and they succeeded. Many early adopters of these technologies were able to find a competitive advantage that has propelled the success of their roofing business. Now companies specializing in weather, customer relations management and data management are taking a forefront in the industry.

“Roofing contractors are known for being skeptical of new technology for good reason.”

Roofing contractors are known for being skeptical of new technology and many times for good reason. Not only have contractors seen failures with technology but also have witnessed product failures that were touted as the newest technology for the rooftop. As an industry, roofing tends to be more about “prove it” than earlier adopters. In this column, I would like to highlight some new technologies that may be the next roof measurement or estimating technology and may just offer something that can differentiate your business.

As a disclaimer, it is critical to always do your research and ask for referrals. With google, there is always a way to research new companies or technologies before diving in and spending a large amount of money. It is also important to ask other contractors if they have tried these new offerings. Roofing associations are a great place to do research along with trade publications. There are also several online sources or forums where you can ask other contractors for their opinion. Any company you are working with should be able to offer referrals with names and phone numbers. Although many of the following concepts may seem interesting, research is always necessary.

Sometimes start-ups are not about new technologies but about how to use older technology in a new way. One company that was started in 2014

by roofing contractors, has taken a different approach to website development. Roofing Brand (www.roofingbrand.com) provides an easy and affordable website leasing option for roofing contractors. Yes, lease a website. For new contractors or contractors who just are not happy with their website, instead of spending money on web development, this start-up company offers easy set-up and maintenance for the same cost every month.

Once the website is created, usually within 48 hours, the company also updates directories and social media in order to create strong search engine optimization. There are several web development, social media and search optimizations companies out there, so be sure to take the time to evaluate what you need. You may not always need the whole package of services but if a new website is in your future, it is something to check out.

Along the same lines of websites with a new twist, a company out of Pennsylvania is offering online training. The twist is the company works with industry experts to provide strong content and then develop training courses that roofing companies can use for their crews. Construct-Ed (www.construct-ed.com) was also the brain child of a roofing contractor who was looking for ways to offer ongoing training to his employees. The site specializes in all types of construction trades and has made learning fun and easy. They are consistently looking for industry experts share their knowledge.

Construct-Ed was created as a place for members of the construction industry to share their knowledge, skills and abilities. It is a resource where skilled workers who make their



continued on page 22

CALENDAR OF EVENTS

IRE – International Roofing Expo

February 17-19, 2016

Orange County Convention Center

Orlando, FL

www.theroofingexpo.com



ORCA – Ohio Roofing Contractors Association

2016 Working Tradeshow

March 1, 2016

Ohio Building - Ohio Expo Center

Columbus, OH

www.ohioroofing.com



NRCA CERTA Train-the-Trainer Authorization

May 19, 2016

Rosemont, IL

www.nrca.net/store/detail/certa-train-the-trainer-authorization/1383



Certified Roofing Torch Applicator Program

February 27, 2016

Cost: \$250 for FRSA Members, \$300 for non-members.

7071 University Blvd

Winter Park, FL 32792

www.floridarooft.com/events/view/42/



RCI – Roof Consultants Institute

31st International Convention & Trade Show

March 10-15, 2016

Orlando, Florida

www.rci-online.org



NRCA CERTA Train-the-Trainer Authorization

March 24, 2016

Rosemont, IL

www.nrca.net/store/detail/certa-train-the-trainer-authorization/1382

authorization/1382



NERCA – North/East Roofing Contractors Association

90th Annual Convention & Trade Show

March 30-31, 2016

Fox Tower – Foxwood Resort Casino

Mashantucket, CT

www.nerca.org





WSRCA – Western States Roofing Contractors Association

WRE - Western Roofing Expo

June 12-14, 2016

Paris Casino
Las Vegas, NV

www.wsrca.com



ARCA – Arizona Roofing Contractors Association
46th Annual Convention & Trade Show

October 6-8, 2016

Tucson Casino Del Sol
Tucson, AZ

www.azroofing.org



FRSA – Florida Roofing and Sheet Metal Contractors Association

94th Annual Convention and the Florida Roofing & Sheet Metal Expo

June 16-18, 2016

Hyatt Regency Orlando & Orange County
Convention Center, Orlando, FL
Orlando FL 32819

www.floridarooft.com/convention



RCAT – Roofing Contractors Association of Texas
41st Annual Conference & Trade Show

October 12 - 14, 2016

Gaylord Texan Resort & Conference Center
Grapevine, TX

<http://roofingcontractors-texas.com/tradeshow/>



MetalCon

October 26-28, 2016

Baltimore, Maryland

www.metalcon.com



MRCA – Midwest Roofing Contractors Association
67th Annual Conference & Expo

October 31-November 2, 2016

Greater Columbus Convention Center
Columbus, OH

www.mrca.org



Understanding Start-up Technology for Roofing

Heidi J. Ellsworth
continued from page 19

living working with both their minds and their hands can go and receive on-demand training to enhance their skill sets. It is also creating opportunity for employers to participate in coaching their employees on the type of training they should participate in as well as design the curriculum of training that the employee needs in order to advance within their company. The mission of Construct-Ed is very straight forward but the technology that it uses is a leading edge web platform with adult learning expertise to deliver the age old need for training in a new way.

For many of us, the next start-up offers help for an ongoing struggle, data storage. Not just any data but the very important storage and organization of photos. Yes, we have our iPhones and cloud servers but a new company started in 2015 by the children of a roofing contractor, strives to solve the problem of having the right photos in the right place for all roofing projects.

CompanyCam (www.companycam.com) is a location-based camera app that automatically stores your company's photos under the address where they are taken. The goal is to easily document photos and notes while at the job. When the photo is taken, it goes straight to the cloud and instantly streams to computers in the office. Photos can be documented providing essential ongoing information about the roofing project. By automatically storing the photos under the address where they

are taken they are easily retrieved down the road. The company knows who took the photo, when it was taken and where it was taken. It's provable. If there is a discrepancy with an employee or a customer it can easily be resolved.

As we are talking about these new ideas and start-up companies, it is important not to forget that there are amazing technologies for contractors that have been in the industry for many years. From estimating to customer relations to the strongest marketing tools; technology is an important aspect of any business. Take the time to go to your local, regional and national tradeshows to visit with these new companies.

With the International Roofing Expo in Orlando, Florida this year, it is the perfect time to meet with these new companies along with long-term technology providers, manufacturers, distributors and media to see what is new. Many websites and associations are offering important online services for classified ads to help find labor, trade, online training and marketing services. One of the most important things a roofing company can do is to talk to their network of vendors, associations and media sources to find out what is happening with new companies and technologies. It will make a big difference for everyday business and profitability.



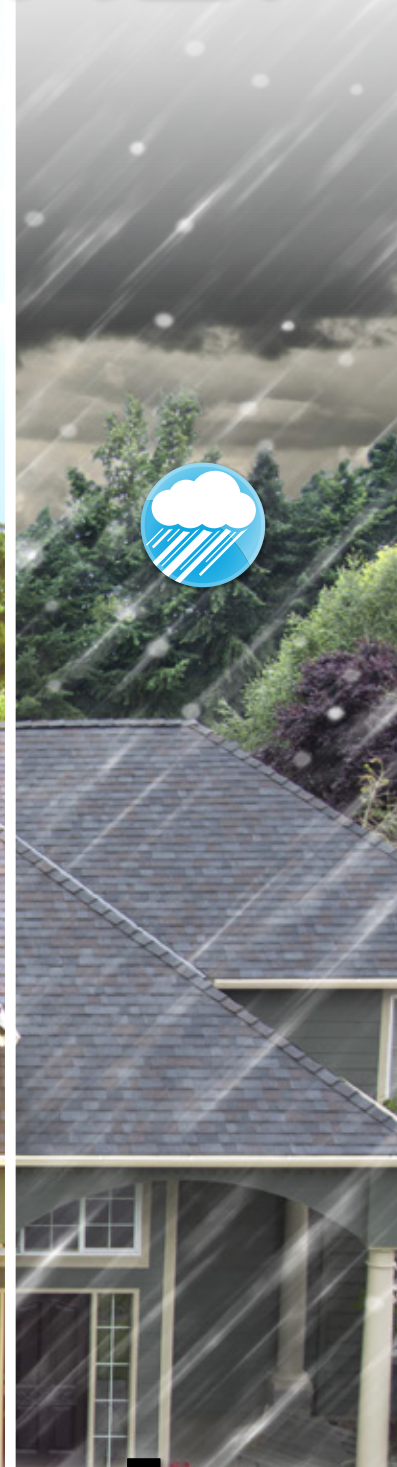
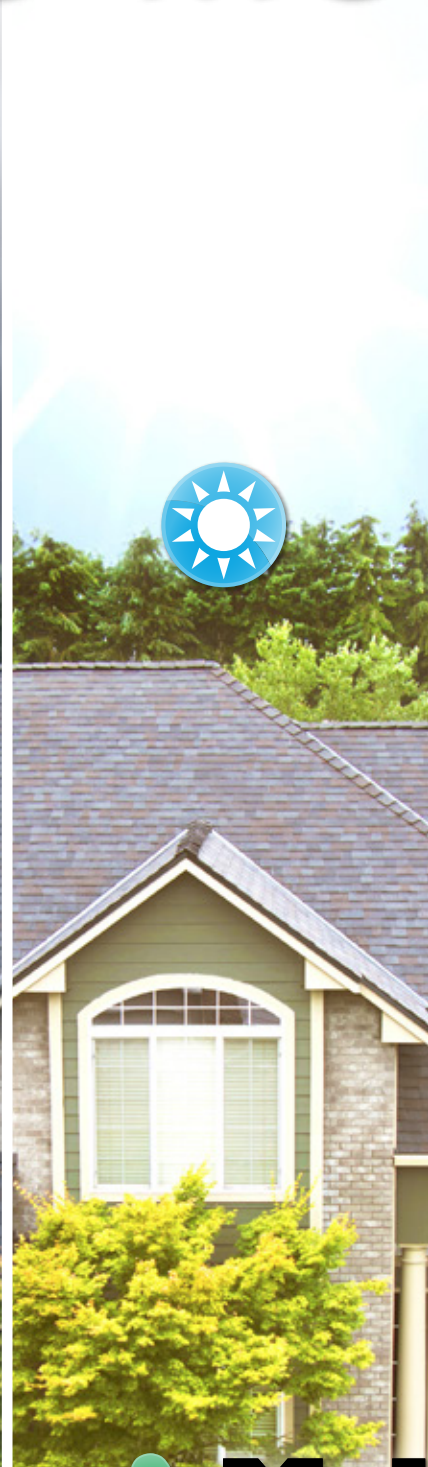
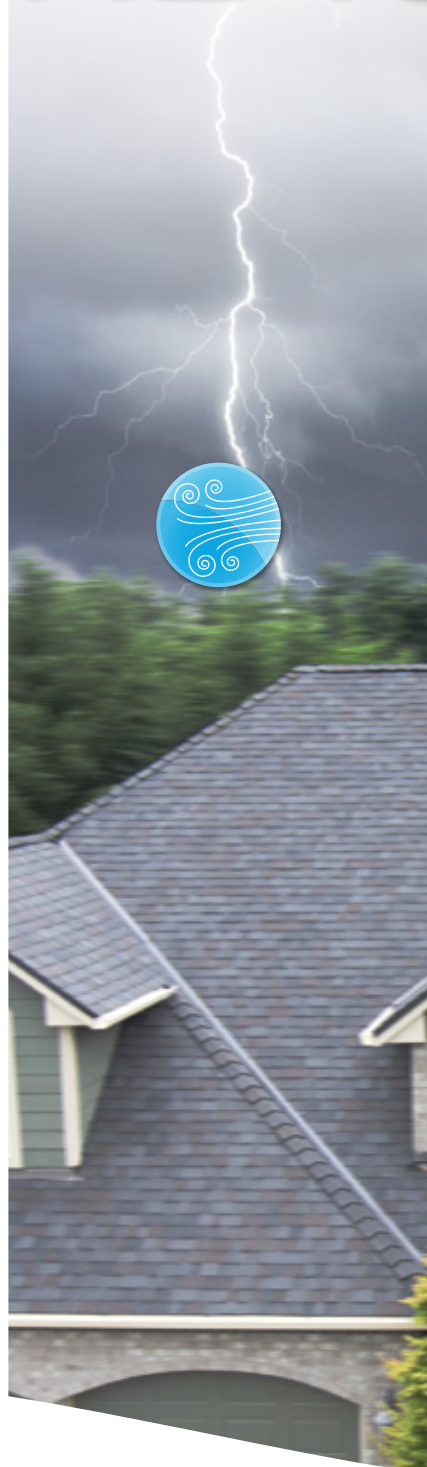
SAVE THE DATE

67TH ANNUAL CONFERENCE & EXPO



COLUMBUS OHIO OCT 31 - NOV 2, 2016

MORE IS MORE.



Flexor™ SBS polymer modified asphalt provides flexibility and superior granule adhesion, allowing shingles to withstand even extreme weather cycles. **More** flexibility provides **more** resilience in all weather conditions.

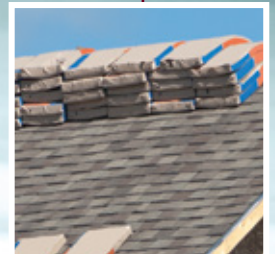
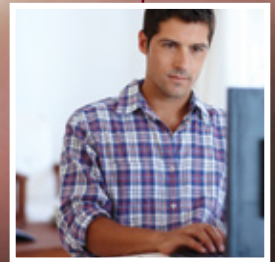
 **Malarkey**
Roofing Products®

Learn more about Malarkey Roofing Products® at:
WWW.MALARKEYROOFING.COM



Midwest Roofing
Contractors Association®
2077 Embury Park Road
Dayton, OH 45414
www.mrca.org

PRESORT STD
US POSTAGE
PAID
PERMIT NO. 966
DAYTON, OH



↑ shift

Your Business with **CONSTRUCT™**

An easy-to-use, cloud-based solution that is accessed through My EagleView, Construct™ provides contractors with the ability to combine highly accurate EagleView measurements with custom pricing to create the most important documents needed for exterior contracting businesses and enables online material ordering from their local distribution branch 24 hours a day, seven days a week.*

To learn more 866.659.8439 or visit www.eagleview.com/construct.



*Currently available at  ABC Supply Co. Inc.

© Copyright 2015 EagleView Technologies