

MR

MIDWEST ROOFER

Midwest Roofing Contractors Association

AUG 2017

ANNUAL
REPORT
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PAYMENT
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ROOF ROT:
IGNORANCE
IS AN EASY
WAY TO
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T&R UPDATE
THE REAL
DIRT ON
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INSIDE: 2017 MRCA CONFERENCE & EXPO **PREVIEW**

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Midwest
Roofing
Contractors
Association

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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





President's Message

TOOLS AND RESOURCES TO HELP US

Mark Langer, MRCA President

I don't have to tell you, especially in the middle of another hectic summer, but time flies by! I'm on the homestretch of my year as President of the MRCA and I couldn't be more proud of what our committees and councils have accomplished.

We just completed the last live committee meeting session of the year at Lake Geneva in Wisconsin and I want to thank everyone for the time and effort they gave to participate. It was truly a pleasure to show all of you my beautiful state. The committees put the final touches on our Conference and Expo plans and began to look towards new programs launching this winter.

This issue features our Annual Report and I encourage you to really read through it to understand the many benefits MRCA offers. I think all too often we move so fast that we tend to forget that there are many association tools and resources to help us. I hope you'll continue to get the most out of your membership and utilize our staff too to help point you in the right direction!

I look forward to seeing you again in St. Louis in October!

Sincerely,
Mark E. Langer
2017 MRCA President
Langer Roofing & Sheet Metal Inc.
mlanger@langer-roofing.com

CORRECTION: In an Electronic Bulletin titled "Moisture in New Concrete Roof Decks" which was sent out to the MRCA Membership on May 17, 2017, the author was incorrectly stated and collaborative partners were inadvertently omitted. Research Sponsors for this study included the National Roofing Contractors Association (NRCA), the Chicago Roofing Contractors Association (CRCA), the Canadian Roofing Contractors Association (CRCA), GAF and Soprema."

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Schedule AT A GLANCE

Monday OCTOBER 16

8:00 am–4:00 pm

Exhibitor Registration and Move In

8:00 am–4:00 pm

Attendee Registration Open and
Foundation Auction Pre-Registration

8:00 am–4:00 pm

● Program on Paid Negotiations
provided by GAF (Separate
Registration Required)

10:00 am–11:00 am

MRCA Incoming Board
Director Orientation (Executive
Session)

11:00 am–1:00 pm

MRCA Board of Directors
Meeting (Executive Session)

1:00 pm–3:00 pm

MRCA Women in Roofing
(WinR) Roundtables

4:00 pm–5:00 pm

Special Presentation on
Understanding Your Overhead
presented by Larry Stock
from Queen City Roofing
(Included in Full Contractor
Registration & Arrowhead Steep
Slope University Registration)

5:00 pm–7:00 pm

● Arrowhead Steep Slope
University – Ventilation
Program presented by AirVent
(Separate Registration Required)

5:00 pm–5:30 pm

New Member / 1st Time
Attendee Welcome and
Introduction

5:30 pm–7:30 pm

Presidents' Reception and
Dinner (By Invitation Only)

7:30 pm–9:30 pm

● Young Contractors Council
(YCC) Charity Fundraiser
Outing (Separate Registration
Required)

Tuesday OCTOBER 17

7:00 am–10:00 am

Exhibitor Registration,
Foundation Auction Pre-
Registration and Move In

7:00 am–4:00 pm

Attendee Registration
Open and Foundation
Auction Pre-Registration

7:00 am–6:00 pm

● CERTA Train-The-Trainer
New Authorizations
(Separate Registration
Required)

7:00 am–2:00 pm

● CERTA Train-The-Trainer
Re-Authorizations (Separate
Registration Required)

6:30 am–8:00 am

Deluxe Continental
Breakfast (all attendees
welcome)

8:00 am–8:15 am

Attendees take their seats

8:15 am–8:30 am

President's Welcome

8:30 am–9:30 am

Keynote Speaker

9:30 am–10:15 am

Awards Ceremony, MRCA
Membership Meeting,
Passing of the Gavel

10:15 am–12:15 am

Educational Sessions

- 10:15 am– 11:15 am
Psychological Selling –
Knowing your pitch to the
Dove, the Eagle, the Owl, or
the Parrot
- 11:15 am– 12:15 pm
YCC/PPC Hosted Round
table Session – Around the
Roof

Reasons to Attend

The 68th Annual MRCA Conference and Expo will be held October 16 – 18, 2017 in St. Louis, Missouri. This event will be held at the America's Center Convention Complex located in the heart of a revitalized downtown St. Louis. Current city renovations through the \$380 million CityArchRiver Project and an additional \$5 billion investment has transformed the Gateway Arch grounds to seamlessly connect it to the Mississippi River. Named PCMA's "Most Walkable City" and APA's Top Ten "Great Streets", St. Louis has something for everyone including more free world-class attractions than any city outside of Washington D.C. Within 5 blocks of the America's Center Complex and MRCA's Conference Hotels, there are over 100 restaurants where attendees can enjoy a variety of dining options from quick and casual to the most upscale nouveau cuisine.

Don't miss the great new Conference format, the excitement of the Expo floor, and all the MRCA tradition and camaraderie that you've come to know and love! St. Louis is a vibrant, growing city and MRCA will be your guide to celebrating the Pride in our Profession as we discover St. Louis at this year's event! We can't wait to see you in Missouri!

Register today and bring your whole crew to the MRCA 67th Annual Conference and EXPO!

Who Will Benefit?

- Commercial and Residential Contractors
- Safety Consultants
- Superintendents and Foremen
- Project Managers
- Facility Managers
- Specifiers
- Code Officials
- Insurance Agents
- Manufacturers
- Engineers
- Suppliers
- Architects

10:00 am–12:30 pm

● Arrowhead Steep Slope University – on the Expo Floor (Separate Registration Required)

● 10:15 am– 11:15 am
Reading Financial Statements and Understanding Your Overhead

● 11:30 am– 12:15 pm
OSHA for Steep Slope

12:15 pm–12:30 pm

Trade Show Opening Ceremony

12:30 pm–4:30 pm

Trade Show Open – Lunch on the Floor and Foundation Auction Items Display
T&R Pull Test Demo and Presentation

5:30 pm–8:30 pm

MRCA Welcome Reception & Foundation Auction (7:30 pm - Live Auction)

Wednesday OCTOBER 18

7:00 am–4:00 pm

Attendee Registration Open

7:30 am–11:30 am

● CERTA Applicator Course Classroom Portion (Separate Registration Required)

7:30 am–9:00 am

Deluxe Continental Breakfast (all attendees welcome)

8:00 am–12:00 pm

Educational Sessions

- 8:00 – 9:30 am
President's Panel
- 9:45 – 10:45 am
Balancing Act – Subcontracting in Roofing (Panel Discussion)
- 11:00 – 12:30 pm
T&R Lunch and Learn

9:00 am–11:15 am

● Arrowhead Steep Slope University – on the Expo Floor (Separate Registration Required)

● 9:00 am– 10:00 am
Dealing with Insurance Companies

● 10:15 am– 11:15pm

Crew Leadership & Customer Communication Workshop

9:30 am–10:30 pm

Roofing & Siding Contractors Alliance of St. Louis (RSCA) Board Meeting (Executive Session)

12:00 pm–4:00 pm

Trade Show Open (Lunch Stations on the Tradeshow Floor)

12:30 pm –1:30 pm

Malarkey Shingle Race Qualifying Rounds

1:00 pm–5:00 pm

● CERTA Applicator Course Hands-On Portion (Separate Registration Required)

2:00 pm–3:00 pm

YCC Hosted Panel Discussion – War of the Words (On the Tradeshow Floor)

3:00 pm–4:00 pm

Malarkey Shingle Race Finals

4:00 pm

Trade Show Closes

4:00 pm–7:00 pm

Exhibitor Move-Out

● Separate Registration Fee



#MRCA2017



Now is your chance to **sign up** to be a part of our YCC Peer Group Communities!

Our Peer Groups are small discussion groups limited in size and focused in scope to allow you to look deeper into meaningful industry issues and learn alongside other young roofing professionals.

Each group is led by a dynamic YCC leader, and will meet approximately once every other month via Video Conferencing at a time decided by the group. [Continue reading to learn more about each Peer Group leader.](#)

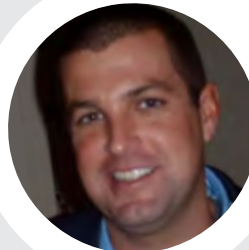
We promise you:

meeting regularly with a small group of other young contractors will be one of the best investments you can make in yourself and your goals. We've selected the topics and we even have conversation starters for the first few Video Conference Sessions. All you have to do is join, learn, and grow.



Debbie Ocken
Sales/Estimating
Sprague Roofing
Company, Lincoln, NE

Going into my 7th year with the company, I feel like I'm finally hitting my stride and I look forward to pushing onward to further my growth and knowledge base. Having held positions from Office Manager to Marketing Director, the Service Department and now Estimating and Sales, I've had a pretty well-rounded set of experiences working towards my goal of learning every aspect of the business. I look forward to getting to know new faces in the industry and having the opportunity to learn about others' experiences in roofing.



Chris Daly
Service Manager
Kaw Roofing and Sheet
Metal, Kansas City, MO

In my 14th year and 4th generation of a 94-year-old, union, roofing and sheet metal business, I now run the service department. I started on the roofs and moved into the office in 2011. The YCC has given me the opportunity to develop lasting and invaluable relationships. Before moving to my current position as Service Manager, I was able to visit a fellow YCC members company. The knowledge gained from this opportunity has helped my business tremendously. Being heavily involved with local chapters and associations, the MRCA and its YCC stand out as the most valuable investment due to the commitment and diversity of its members.

Jenna Kramer
Project Coordinator
Wm. Kramer & Sons,
Cleves, OH



I began at Wm. Kramer & Son, Inc., well pretty much straight out of the womb! I am fifth generation to a line of active family owner/operators celebrating 110 years! I worked for three years in the warehouse/deliveries/trucking/rigging and now going on my fourth year as Project Coordinator and also Co-manager of the service department along with a number of other tasks; wherever I can help! After all, my last name is Kramer. Never "off the clock" I have had a lot of first hand experience and involvement in a number of tasks on an owner's level, which has expanded my knowledge and professionalism in the roofing industry.



Brian Cook
VP Sales
Dataforma, Austin, TX

I've been in the roofing industry since I graduated college and was excited when I heard of the YCC a few years ago. I finally found a group of industry professionals that shared my perspective and experiences. No more stories about 'how we did it in the old days,' but instead a group of successful peers who could help me grow as a person and a professional.

Rachel Garcia
Marketing Event Coordinator
Malarkey Roofing Products,
Portland, OR



I can't tell you how important networking groups have been to my success. The past year with the YCC has introduced me to so many new people and I have learned so much. For the past five years, I have been with Malarkey Roofing Products as their Marketing Coordinator, with emphasis in Event Marketing. I like to consider myself an educator; I'm constantly researching best practices and what's new, and successful in the field. Every day is a learning experience for most of us. I'm excited to bring the future of roofing together so we can build connections and continue to learn from each other!



David Maxwell
Operations Manager
Maxwell Roofing &
Sheet Metal, Nashville, TN

I am currently acting as the Operations Manager within our third-generation family commercial roofing business. Although I am involved in a family business, I am still relatively new to the professional roofing industry after making a career change. Since that moment I have tried to immerse myself in education, trade associations, and networking opportunities. My involvement with the YCC has introduced me to many talented individuals that have assisted me in my personal and professional growth. The YCC represents the next generation of the roofing industry and we should champion the value and importance of our trade and its relevance today.

Sign up via email to mmiller@mrca.org and you will receive a short questionnaire to help us get to know you a little better and find out what kind of topics you would like to see discussed. Once groups are formed, look for an email from your group leader as to meeting times and topics. We hope you will take advantage of this awesome opportunity to grow with, learn from and be supported by your fellow YCC members.

Thanks,

The YCC Team
MRCA | Young Contractors Council



Helping young roofing professionals establish contacts and develop leadership skills to succeed within the roofing industry.



TekCollect

Discover Your Solution

TekCollect specializes in early intervention on delinquent accounts. Their persistence, professionalism and pricing are unparalleled and it is completely Web-based for the most convenient, accessible, real-time account management solution available.

They cater specifically to small and medium-sized businesses, enabling them to establish long-term relationships, provide personalized service and generate aggressive results. They successfully manage a portfolio of 30,000 clients around the country and recovery ratios are three times the national average.

MRCA Member Benefits

All MRCA members receive key account status. A designated TekCollect Account Manager will contact you on a monthly basis to review the status of your accounts receivable, implement custom solutions, and provide ongoing personal attention and support.

MONTHLY SERVICES INCLUDE

- Ensuring consistent account placements
- Evaluating skips and running them through databases free of charge
- Examining the monthly contact ratio to determine if additional phone campaigns are necessary

TekCollect also offers MRCA members additional advantages:

- Account recovery specialists
- Discount pricing per account
- Secure, Web-based account placement, updates, audits and reports
- Prompt online verification of debtor payments to preserve ongoing customer relations
- Secondary Contingent Recovery Division for hard-to-collect accounts
- FREE Accounts Receivable Analysis at no cost and no obligation

For all MRCA members, TekCollect's custom program includes two phases of aggressive collection efforts. The Primary Phase involves a series of professional contacts beginning with an Audit/Balance Verification notice. They follow up with strategic telephone campaigns, plus up to six high-impact written contacts, the final being an Attorney Demand. All delinquent accounts are reported to the credit bureaus, and for any debtors they are unable to contact, TekCollect will conduct electronic database skip tracing. Payment is directed to the MRCA member for immediate account reconciliation to help preserve and maintain the customer relationship.

Please contact Diane Schumm directly to get started:

Diane Schumm, Vice President Corporate Services
TekCollect Debt Collection Service

(866) 652-6500
Diane.Schumm@tekcollect.com
tekcollect.com

TekCollect

ON DECK with Morgan



MRCA EXECUTIVE DIRECTOR



www.mrca.org

FOLLOW US

7 THINGS ABOUT BOB POPE OF MIDWEST ROOFING CONTRACTORS ASSOCIATION

- Bob Pope is an Ohio native that grew up in Columbus, OH and attended The Ohio State University. He began his career in association management in 1973. It wasn't until 1979, Pope and his wife, Judi, moved to Dayton, OH.
- The Pope's own an old farmhouse with 3.5 acres in Anlo, OH, population two. They have a "ferocious" 8 lb. white hunting dog, named Layla, (pictured below.)
- Pope has three beautiful grandchildren, Nora age 10, Cloe age 11 and Carl age 13. "They are great kids, but they get me into trouble with their mothers all the time!"
- In his free time, Pope enjoys bicycling, old cars and motorcycles, taking care of landscaping, and has a pretty severe donut habit. This year Pope and his wife will celebrate 45 years of marriage with a trip to South Carolina.
- Over the last 20 years, Pope has been a loyal supporter of the United Way of Greater Dayton. "The United Way has a long tradition of helping others and is an important support for social organizations that don't have the resources to effectively raise funds."
- Pope's daughters, Valerie Dahlberg and Megan Miller, also work for the MRCA as Deputy Director and Accounts Manager respectively. "It has been a wonderful experience, working with my daughters, and watching them grow and succeed professionally."
- In this, Pope's third year as Executive Director of the MRCA, Pope thinks "it's an exciting time to be a part of the MRCA, and holding this position has been the pinnacle of my career. The MRCA has an enthusiastic membership, and is such a respected organization with deep heritage within the construction industry. It thrills me to say that MRCA has a long and strong future."



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

Aug. 1 - 2, 2017

8:00 am - 5:00 pm
Goering Center - Cincinnati, OH

Sep. 12 - 13, 2017

8:00 am - 5:00 pm
Aileron Campus, Dayton, OH

Oct 3-4, 2017

8:00 am - 5:00 pm
Aileron Campus, Dayton, OH

Nov 7-8, 2017

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.

MRCA is Partnering with Aileron to Offer this New Member Benefit!



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

Roof Rot: Ignorance Is an Easy Way to Damage Low-slope Residential Roofs

By Thomas W. Hutchinson, AIA, FRCI, RRC, CSI, RRP

Change often brings with it unintended consequences, and the issue of reflective roof surfaces in North America is no exception. In the late 1990s, U.S. cities in northern climates started to mandate the use of reflective roof—more for politics, feel-good, pseudo-environmental reasons than sustainable, resilient and durable reasons. In my estimation, cool roofs often did more to lower the quality of buildings than enhance them. Furthermore, code and standard changes were made with no understanding of the result and no education to the architects of America.

Although the resulting unintended consequences affected commercial and residential buildings, it was the often-catastrophic results on low-slope residential buildings that went untold and left homeowners with tens of thousands of dollars of corrective work on basically new residences.

Following is a summary of how these concerns evolved in wood-framed residential construction. I've included case studies of failures, potential solutions and lessons learned.

HISTORY

During the industrialization of America's large cities throughout the 1800s, the need for labor caused populations to explode. To house the labor migration, row houses (3- to 4-story structures, often with a garden level and four or more narrow units) were constructed approximately 3-feet apart, block after block, creating medium-sized apartment blocks. Most of these row houses were wood-framed, masonry veneer with low-slope roof structures. The interior walls and ceilings were finished in cementitious plaster, which provided a durable, fire-resistive finish. The plaster also performed as an effective air and vapor barrier, preventing interior conditioned air from penetrating into the non-insulated walls and ceilings where it could condense within the walls and roof on cold days.

Heating costs were low, so little—if any—insulation was installed in the walls and roof. Roofs were composed of built-up asphalt and coal tar, both smooth and aggregate surfaced. Attic spaces often 4 to 6 feet in height were vented via static vents. Any conditioned air that passed to the attic was able to dissipate through these static vents. This method of construction performed without significant attic condensation, and the roof systems and roof structure served these buildings for decades.

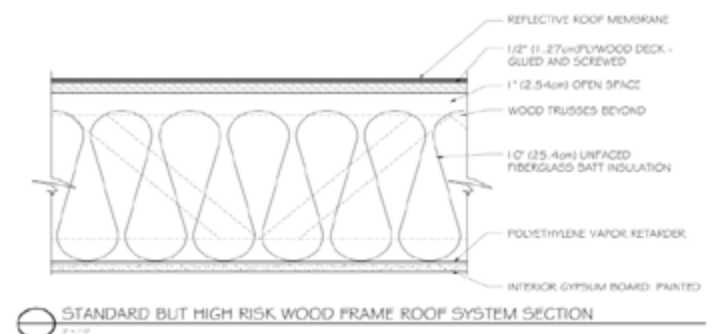
In the mid 1990s, researchers (theoretical researchers with no architectural, engineering, roofing, construction or practical building technology experience or knowledge) at research institutes conducted studies into the effects of minimizing solar gain through the roof via a reflective surface. Based on the researchers' algorithmic findings and recommendations (regardless of their validity), environmental groups used the concept to promote change. Large cities started introducing new energy codes with reflective roofing requirements and prescribed reflectance values. These new codes contained greater insulation requirements, which was a benefit. However, in this one code adoption, roof systems, such as coal-tar pitch, that had performed for centuries were no longer permitted. Consequently, roofing contractors went out of business and so did some roofing material manufacturers because of unproven and suspect research.

Article originally published by Roofing in March/April 2017 Vol. 8 Issue 2

Photos and Details: Hutchinson Design Group Ltd.

About Roofing

Roofing is a national publication that unravels, investigates and analyzes how to properly design, install and maintain a roof system. Through the voices of professionals in the field, Roofing's editorial provides a unique perspective.



BEST of SUCCESS

SAVE THE DATE

SEPTEMBER 18–19, 2017

JW Marriott Tucson Starr Pass
Resort & Spa

TUCSON, AZ

**JOIN US IN 2017 FOR THE 13TH ANNUAL
BEST OF SUCCESS CONFERENCE**

Plan early and mark your calendars now!
We are looking forward to seeing you next
year in Tucson!

WWW.BESTOFSUCCESSCONFERENCE.COM

ARE YOU?



ELITE ROOFING CONTRACTOR PROGRAM

FIND OUT IF YOU QUALIFY APPLY TODAY!
CONTACT VALERIE DAHLBERG AT VDahlberg@MRCA.org

MRCA is Partnering with Beeline Purchasing LLC to Offer a New Member Benefit!

The Midwest Roofing Contractors Association has launched a Safety Marketplace through the Beeline Purchasing Program. MRCA members can buy safety products directly from manufacturers at considerable discounts - **up to 30% savings!**

To browse the catalog, go to <http://www.beelinepurchasing.com/store/categorylist.cfm>

To make a purchase, please contact Kevin Holden at Beeline Purchasing, 513-607-5955 or email him at kevin@beelinepurchasing.com

Benefits include:

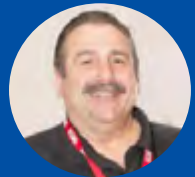
- 10-30% savings over traditional methods of purchasing
- Multiply the buying power of the entire group (MRCA) for additional discounts
- First hand technical assistance and support from factory reps
- Independent and unbiased brokers
- Reduce middleman expenses
- Pass on manufacturer promotions



Over the past 5 years, I have saved thousands of dollars by purchasing my safety products from Beeline. They offer everything from hard hats and safety glasses to fall protection and other safety equipment that is shipped quickly and directly to my warehouse. In addition to being cost effective and convenient, Beeline provides you with your own personal broker, something you would not get dealing with a large distributor!”

Fred Horner
President/CEO

Advanced Industrial Roofing, Inc.



beeline
Specialized Purchasing Brokers





MRCA YOUNG CONTRACTORS COUNCIL PRESENTS

BOWL-O-RAMA

MONDAY, 16TH OCTOBER

FUN STARTS AT 7:30 PM

FUNDRAISER

OPEN BAR & FOOD

PRIVATE ROOM

PRIZES

REGISTRATION INCLUDES **UNLIMITED** APPETIZERS, PIZZA, AND AN **OPEN BAR**. WE WILL ALSO HAVE SPECIAL SIDE GAMES WHERE YOU CAN **SWEEP UP** SOME **STRIKING PRIZES** BECAUSE THAT'S HOW WE **ROLL!**

THE FUNDS RAISED IN REGISTRATION FEES WILL GO TOWARDS AN MRCA FOUNDATION SCHOLARSHIP FOR ADVANCED EDUCATION WITHIN THE ROOFING INDUSTRY. SO USE YOUR **SPARE** TIME MONDAY NIGHT TO HAVE FUN AND SUPPORT ROOFING INDUSTRY EDUCATION!

Flamingo Bowl 1117 Washington Ave. St. Louis, MO



• PLEASE
PRINT

REGISTRATION FORM

WALK INS WELCOME

\$40

Name: _____

Company Name: _____

Company Address: _____

Mobile Phone: _____ Email: _____

Make checks payable to MRCA or Fill out the credit card information below:

☐ Visa ☐ Mastercard ☐ Amex ☐ Discover

Credit Card Number _____ Expiration Date _____

Signature _____ Billing Zip _____

QUESTIONS? CALL OR TEXT MEGAN AT 937-367-9126 OR EMAIL MMILLER@MRCA.ORG



ANNUAL REPORT

2017

Midwest Roofing Contractors Association



As President

of the MRCA, I am happy to report that we are continuing to grow as an association and our membership numbers are increasing in every category. The many volunteer leaders that guide the MRCA through our committees and councils have been hard at work overseeing our many beneficial programs and innovative new services like peer groups and on-demand web-based education.

This past year we had another successful Conference and Expo in Columbus, Ohio and we are looking forward to our next event in St. Louis. The St. Louis Conference will feature a strong program of contractor-focused education, CERTA Train the Trainer and Applicator Training, a special three-part program for Steep Slope Contractors called the Arrowhead Steep Slope University, and a fully operational Tennsmith Sheet Metal Shop. Favorites such as the Welcome Reception, Foundation Auction, President's Panel, and the Young Contractors Council Panel will be back to both entertain and enlighten us all.

I encourage you to look through this Annual Report to see more details on what the MRCA is doing for you every day. The financial return on your dues investment is about \$16 for every dollar you spend. The technical and legal services alone could save you much more if you ask early to prevent a small issue from getting out of control. MRCA has been the Contractors Advocate since 1947 and we're still finding new and innovative ways to serve our members and the industry. Thank you for your ongoing support of the MRCA and the MRCA Foundation. Together we're making the industry a better place for all of us!



*Thank you for allowing me
to serve as President of this
prestigious organization*

Mark Langer
2017 MRCA President

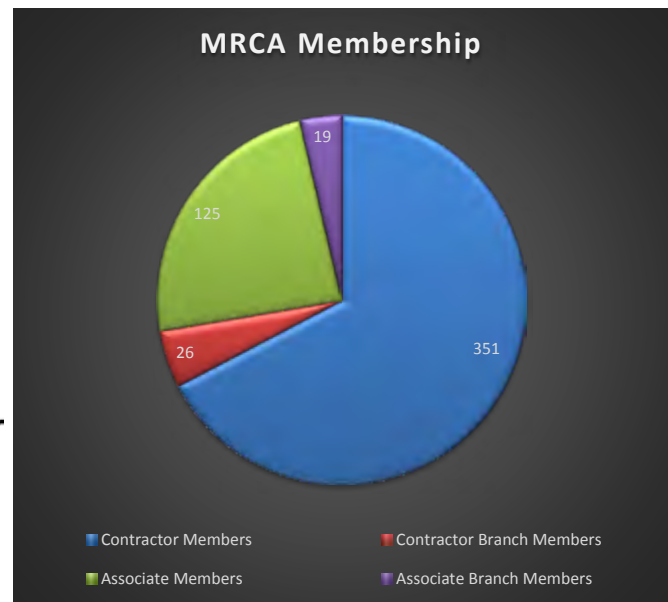
Mark L. Langer

Cash Basis Midwest Roofing Contractors Association, Inc. Balance Sheet As of June 30, 2017

	Jun 30, 17
ASSETS	
Current Assets	
Checking/Savings	
PNC 3398	165,689.66
Total Checking/Savings	165,689.66
Other Current Assets	
Charles Schwab Money Market	5,991.80
Charles Schwab Investment Account	404,890.87
Total Other Current Assets	410,882.67
Total Current Assets	576,572.33
TOTAL ASSETS	576,572.33
LIABILITIES & EQUITY	
Liabilities	0.00
Total Liabilities	0.00
Equity	
Unrealized Gain (Loss) Invest.	45,219.96
Unrestricted Net Assets	550,705.56
Net Income	-19,353.19
Total Equity	576,572.33
TOTAL LIABILITIES & EQUITY	576,572.33

MRCA Current Membership

Contractor Members	351
Contractor Branch Members	26
Associate Members	125
Associate Branch Members	19





MRCA Mission Statement

The Midwest Roofing Contractors Association (MRCA) is organized to help members succeed by providing advocacy; education; networking opportunities; and being an active resource for members with technical, business management, safety, and legal advice.

January of 2017, the MRCA Board of Directors went through an abbreviated strategic planning process to update the Association's original strategic plan that was created in January of 2015 as most of it had been completed by the MRCA volunteers and staff. The session was facilitated by Jack Lohbeck of Aileron, a national center for entrepreneurs and MRCA partner. This process resulted in a fresh timeline-based project by project plan

for the association that will cover the operations of the Association for another 24 months. As the Strategic Plan is meant to be a working document, the MRCA Board has decided to update the strategic planning process every two years in January with a new President and a fresh set of eyes and ears with the incoming Directors. Your MRCA volunteer leaders have given

MRCA volunteer leaders have given and continue to give countless hours working to help the association succeed.

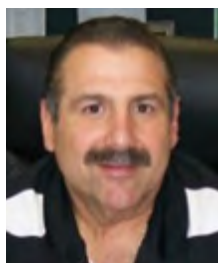
and continue to give countless hours working to help the association succeed and each MRCA Member find value and benefit in their membership investment. This summary is a brief description of all the work being done by the association on your behalf.

Advisory Council and Conference & Expo Promotion Ad Hoc Committee



Chairperson: Greg Bloom, Allied Building Products - East Rutherford, New Jersey

Purpose: The Advisory Council provides industry suppliers and manufacturers a voice in the planning of the Annual MRCA Conference & Expo. This Council's goal is to increase the revenue opportunities for the MRCA through the Annual Conference, Sponsorship and Advertising and to increase MRCA contractor membership.



Chairperson: Fred Horner, Advanced Industrial Roofing, Inc. - Massillon, Ohio

Purpose: The Conference & Expo Ad Hoc Committee's purpose is to drive exhibit sponsorship sales as well as conference attendance. They also help plan the promotional schedule and plan of action for the Conference & Expo.

Projects: In 2017 the Advisory Council and the Conference & Expo Ad Hoc

Committee decided to join forces to make the show in St. Louis this year one for the records. They have been hard at work in St. Louis and the surrounding states in preparation for the upcoming Conference. Chairman, Fred Horner, along with MRCA President, Mark Langer, visited St. Louis this past March to meet up with local distributors, manufacturers and contractors to get their opinions and advice for hosting a successful show in their town. This visit led up to a Roofing Industry Happy Hour in St. Louis that took place during the Spring MRCA Board and Committee Meetings in April. Dozens of local roofing professionals joined MRCA volunteers for an evening of networking, food, drinks and camaraderie. The two groups are also working together to continue innovating the Expo experience for the upcoming industry-focused Conference and Expo that has appropriately been titled "Pride in our Professionalism" and is scheduled for October 16th - 18th at the America's Center Convention Center. Keep an eye out for new sessions both on and off the tradeshow floor as well as even more product demonstrations, contests, hands-on experiences and enhanced technology-based interaction with the popular Product Peep Shows and Mobile Conference App.



Architectural Sheet Metal & Steep Committee



Chairperson: Jim Peterson, Peterson Roofing, Inc. - Mt. Prospect, Illinois

Purpose: The purpose of this Committee is to enhance the services that MRCA provides to provide a home within the MRCA for Steep Slope and Architectural Sheet Metal Contractors and their industry equipment and material suppliers. This Committee is charged with: identifying potential members in these industry segments; recommending new services,

training, or resources needed by the industry; recommending tailored marketing of existing member services to this segment; and incorporating this segment into the 2017 Expo in St. Louis, Missouri.

Projects: This Committee has been working hard to provide resources for both Steep Slope and Architectural Metal contractors. This year at the Expo they will launch the Tennsmith/Roper Whitney Sheet Metal Shop, a fully functional live demo shop, and the Arrowhead Steep Slope University. The Steep Slope program will offer three flexible half-days of education plus two half-days of hands-on programming. All sessions will be followed up with webinars this winter. The committee is also working on written content to help these contractor segments work more effectively with their customers and creating peer groups for contractors across the region to connect.



Business Management Committee



Chairperson: Miguel Arzola CIM Roofing, Inc., Arlington, Texas

Purpose: The purpose of this Committee is to develop tools and programs to assist MRCA members in the successful operation of their businesses. This committee also provides input to the conference committee on seminar topics for the annual conference.

Projects: In addition to overseeing the Applicator Agreements and Business Forms programs on the MRCA Members Only website, the Committee has been hard at work launching the MRCA ELITE Roofing Contractor Program, which is now in conjunction with the Safety Awards Program. More members have applied for these programs than ever before! This committee is also working on a series of on-demand contractor education programs for the MRCA Website that archive live sessions as well as providing new content for members.





CERTA Taskforce

Chairperson: Mark Gwaltney, Diamond-Everley Roofing Contractors – Perry, Kansas

Purpose: The purpose of this Taskforce is to oversee the administrative and marketing aspects of the MRCA/NRCA CERTA Torch Applicator Training Program.

Projects: MRCA continues to recognize the importance to the industry of the Certified Roofing Torch Applicator Program (CERTA). MRCA CERTA Taskforce Chairman, Mark Gwaltney, has carried on and added to the aggressive marketing program for CERTA that had its origins with the previous CERTA Task Force Chairman, Greg Sprague. Listed below are Task Force accomplishments over this past year:

- MRCA has staffed the CERTA Booth at several industry tradeshows that have included the Chicago Roofing Contractors Association; IRE; Ohio Roofing Contractors Association; and the Ohio Valley RCI Annual Meeting.
- MRCA has met with several of the Partnering Associations concerning CERTA. MRCA assisted and sponsored applicator classes in conjunction with the Iowa Roofing Contractors Association; Ohio Roofing Contractors Association; and in the planning stages for a large applicator class to be held in conjunction with the North Texas Roofing Contractors Association.
- MRCA has assisted several Joint Apprenticeship Programs across the Midwest in offering Applicator Classes. In addition and an industry first, MRCA has purchased the sole sponsorship of the Mid States Roofers Apprentice Competition, for the purpose of promoting CERTA. CERTA standards will be a part of the actual competition.
- MRCA developed a new CERTA Brochure "Making The Process Easy". This brochure outlines how MRCA can assist individual contractors and partnering associations to hold a CERTA applicator class(es). This assistance ranges from handling the certification paperwork and up to sponsoring the class itself.
- MRCA is in the planning stages to promote the inclusion of CERTA Standards as a part of municipal building codes. The CERTA language that has already been adopted in several cities around the Midwest, will be used as a template to be offered to other cities for adoption. The planned approach is to conduct seminars on CERTA in conjunction with State Building Officials conferences.
- MRCA sponsored a Roofing Contractor Reception in St. Louis this past March. The reception was well attended, and the CERTA program was outlined as a part of the program. MRCA is going to offer both an Applicator and a Train-the-Trainer class in conjunction with the 2017 MRCA Conference and EXPO schedule for St. Louis in October of this year.

CERTA Task Force Chairman, Mark Gwaltney, reported at the MRCA Summer Board Meeting some pretty impressive goals that he has established for CERTA. He has not only established definitive goals, but a detailed program on how to meet those goal. At the Summer Board Meeting Mark enlisted the entire Board membership in assisting him in the promotion of CERTA.





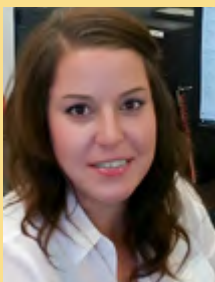
Membership and Marketing Committee

Chairperson: Laurie Moore, Kreiling Roofing Company – Peoria, Illinois

Purpose: This Committee is charged with developing plans for membership recruitment and retention; reviewing current membership qualifications as needed; and developing membership campaigns and promotional programs. The membership committee also identifies and recommends to the board potential member benefit programs.

Projects: The Committee has completed their study of the MRCA Dues Return on Investment and determined a 16:1 ROI on every dues dollar spent. This figure, combined with the intangible value of region/wide networking makes an ever-stronger case for continued association involvement. Membership numbers are UP in every category and still growing! The Committee has surveyed the members to get a better demographic picture of MRCA to aid all the committees in their decision making. They are also working closely with the Convention Promotion Committee to oversee the membership outreach program in St. Louis in anticipation of the 2017 Conference and Expo and have updated the membership recruitment materials. The Membership Committee is developing a session for the MRCA Women in Roofing (WinR) for Conference that will be designed specifically to address the issues challenging contractors.

Young Contractors Council



Chairperson: Debbie Ocken, Sprague Roofing Co. – Lincoln Nebraska

Purpose: The Young Contractors Council (YCC) is a resource for young roofing professionals that allows them to establish contacts and develop leadership skills. It also provides a forum for exchanging practices, successes, and failures among peers. The YCC is designed for roofing professionals 40 and under looking for valuable education and networking opportunities.

Projects: The YCC has launched a new series of peer group discussions. These discussions are an opportunity for YCC Members to exchange ideas on specific topics with others who experience daily challenges similar to their own. They YCC also hosts an annual service project in conjunction with the MRCA Conference and Expo. A highlight of MRCA's activities this year in St. Louis will be the Bowl-O-Rama fundraiser for the MRCA Foundation. Other YCC contributions to this year's Conference include a round-table style session featuring YCC members and a Past Presidents at each table's discussion. On day two of the trade show, you can also participate in the rousing panel session that gives a first-hand look at traditional views and methods versus today's new approaches and styles of doing business.



Operations and Safety Committee



Chairperson: Tracey Donels, KPost Company – Dallas, Texas

Purpose: The purpose of this Committee is to provide current and relevant information to MRCA members regarding the health and safety of their staff. This Committee monitors



OSHA regulations and communicates findings to the membership as required. They are also responsible for management of the SHARP program and for updating materials as need. The committee provides input on seminar topics for the annual conference as well.

Projects: This year the Committee has introduced a new online format to the Safety Awards Program. This program has now been combined with the ELITE Contractor Program. They are also releasing a new edition of the MRCA SHARP Employee Orientation Safety Training Video. The video will have up to date safety information and will cover additional areas of safety that are essential to day-to-day operations. There are also new Toolbox Safety Talks available through the SHARP mobile safety app in both English and Spanish. This year's other primary target is supporting the silica exposure study that is being conducted by NRCA.

Chairs Committee

Chairperson: Mark Langer, Langer Roofing & Sheet Metal, Inc. – Milwaukee, Wisconsin

Purpose: The Chairs committee enhances communication between the Executive Committee and the standing committee structure. The Chairs committee is comprised of the Executive Committee and the Chair of each Committee, Ad Hoc



Committee or Council.

Projects: In addition to providing transparency and a collaborative environment for MRCA's committee work, this Committee also works closely with the Advisory Council and the Conference & Expo Promotion Ad Hoc Committee to build a stellar educational lineup for the MRCA Conference. Each Committee brings their best ideas to the table to create a diverse offering of timely industry topics. Most recently, the Chairs Committee has also been asked to act as an Editorial Board offering suggestions on and approval of MR Magazine content.



Technical and Research Committee

Chairperson: Randy Adams, R. Adams Roofing, Inc. – Indianapolis, Indiana

Purpose: The T&R Committee's primary purpose is to perform the investigation and analysis of any and all roofing materials, systems and products which are or may be applied or used by the Association's members as determined by the Technical & Research

Committee.

PROJECTS

Reflectivity Study: This study was completed and was presented and published through the American Society of Heating and Ventilating Engineers (ASHRAE) at their Annual Conference this past January. The study will be made available to MRCA members in written form at the St. Louis Conference and EXPO.

Fastener Pull Out Study: This study is in the planning stages. The purpose of the study will be to determine the effect of placement location on fastener pull-out with steel roof deck. The time line is to release the study results at the upcoming MRCA Conference and EXPO, and to actually replicate the pull testing process on the tradeshow floor.

Polyisocyanurate Tolerance Consistency: The Committee is looking into reports being received by MRCA Members regarding 'Knit Lines', and subsequently dimensional tolerances of Polyisocyanurate Insulation. Currently, the Committee is trying to determine the extent of the problem and how to address it.

Expanding T&R Committee Research: The T&R Committee continues to work even closer in conjunction with the MRCA Foundation to expand its research efforts.

ASTM: The T&R Committee has renewed its ASTM membership because of that group's direct influence on our industry. Expressing the interests of the Roofing Contractor at the ASTM level has been identified as something that is beneficial to MRCA Members.

CERTA: The T&R Committee is the support system behind the CERTA Task Force and the marketing program for CERTA.

Best Practices: The Committee has just began to publish Best Practices Bulletins and plans to continue these bulletins in the future.



Past Presidents Council



Chairperson: Bob Schenkel, C.L. Schust Company, Inc. – Fort Wayne, Indiana

Purpose: The purpose of the Council is to recognize the contributions made to the Association by those who have served the Association as its President and recognizing that those individuals still have much they can contribute to the future successes of the Association. The Council creates a forum to assist the Association as it grows and moves forward.

History of MRCA Volume II: The Council continues its efforts to write Volume II in a fashion that captures all of the rich history of MRCA and its members. Obviously, this is a big task and much care is being taken to present this in a manner that is accurate and fun to read.

Annual Past Presidents' Dinner: This has been a great success entering its third year. Again this year, the Past Presidents' Council Dinner will be held in conjunction with the St. Louis MRCA Conference and EXPO. All MRCA Past Presidents are encouraged to attend. This year the PPC also wishes to extend this dinner invitation to all past McCawley award recipients as well.

Post-Convention Trip: The Council is looking into the possibility of bringing back the MRCA Post Convention Trip. This is a service that has not been offered in several years, but with all of the great memories from past post-convention trips, it was felt that now might be the time to bring this back and offer it again. Initial planning is looking toward 2018 in conjunction with the Omaha Conference and EXPO.

Council Meeting Schedule: The Past Presidents' Council have their meetings scheduled in conjunction with the MRCA Board and Committee Meetings held throughout the year, in addition to the Annual Dinner. I would encourage Past Presidents to attend the PPC meetings whenever the Board of Directors is meeting within a 2 – 3 hour drive of their home office and especially if the MRCA is meeting in your home town. There is still great fellowship and friendships to be enjoyed!



MRCA Foundation



The MRCA Foundation has announced their 2017-2018 Pledge Campaign. With a goal of \$600,000, the Foundation hopes to generate a solid reserve base that will enable them to properly pursue research opportunities and grow their scholarship program. Donating is easy and many have taken advantage of the new monthly contribution option that is available at mrca.org.

The MRCA Foundation is continuously investing in roofing industry research. A special feature of the MRCA Conference and Expo is a presentation of the most current technical and product information resulting from these Foundation-funded research studies.

Providing direct student aid via scholarships to MRCA Members and their families is another primary concern of the Foundation. Those who maintain an overall "B" average and pursue industry-related education at a college, university or trade school are eligible to apply.

This year's Fundraiser Auction will be held October 17, 2017 at the Marriott St. Louis Grand. Can't make it to the event – no problem! The Foundation silent auction is now online and anyone can bid from anywhere. Be a part of the action and do your part for the roofing industry from the comfort of your own home.

All activities conducted by the MRCA Foundation are for the purposes of raising awareness and improving the industry by supporting educational programming, industry research, and industry-related academic scholarships. The MRCA Foundation is a 501(c)(3) and contributions are tax deductible.

Greatfully,

Larry Marshall,
2016-17 Foundation Chairman
2015 MRCA President

Cash Basis

MRCA Foundation Balance Sheet As of June 30, 2017

	Jun 30, 17
ASSETS	
Current Assets	
Checking/Savings	
PNC - 3312	97,230.60
Total Checking/Savings	97,230.60
Other Current Assets	
Marketable Securities	
Charles Schwab	3,666.44
Charles Schwab - Investments	382,152.24
Total Marketable Securities	385,818.68
Total Other Current Assets	385,818.68
Total Current Assets	483,049.28
TOTAL ASSETS	483,049.28
LIABILITIES & EQUITY	
Equity	
Unrealized Gain (Loss) Invest.	43,047.56
Unrestricted Net Assets	429,037.56
Net Income	10,964.16
Total Equity	483,049.28
TOTAL LIABILITIES & EQUITY	483,049.28

SCHOLARSHIPS

We are pleased to announce our 2016 MRCA Foundation Scholarship Recipients:

Mackenzie Beldon – Beldon Roofing Company – San Antonio, TX

Marshall Beldon – Beldon Roofing Company – San Antonio, TX

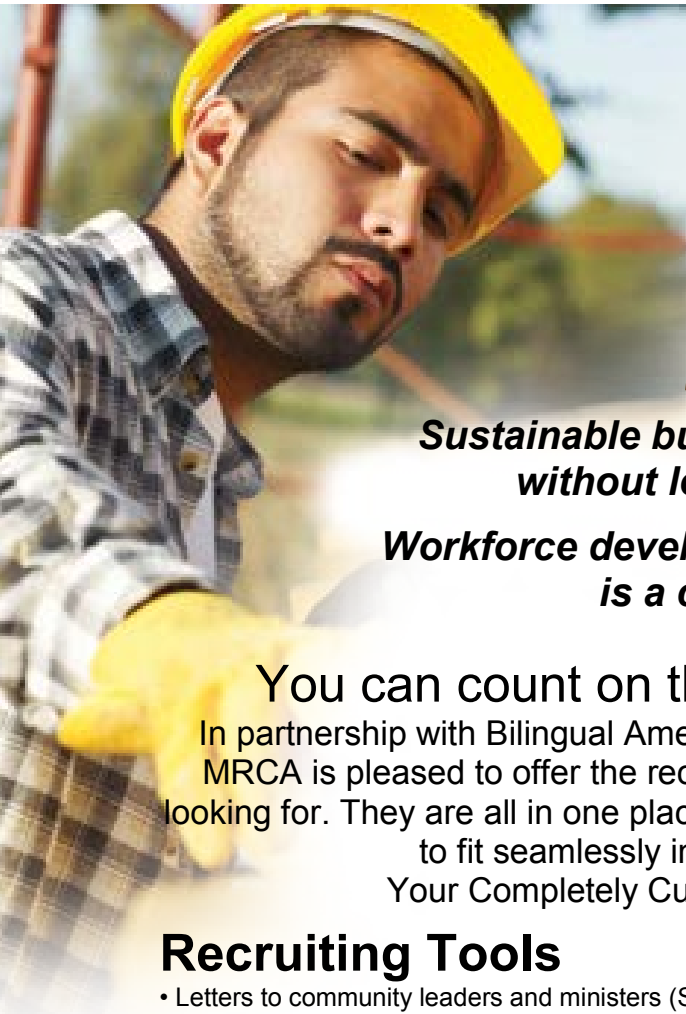
Benjamin Krimpelbein – HNI Risk Services – New Berlin, WI

Sophia McGuire – AAA Roofing Company – Indianapolis, IN

Jennifer Scheidecker – D.H. Mayou Roofing & Supply Co. – Ottawa, IL

Andrew Skelton – Manchester Roofing, Inc. – Toledo, OH

Nathaniel Stein – AccuLynx – Beloit, WI



HISPANICTM HIRING KIT

***Sustainable business growth is impossible
without long-term labor stability.***

***Workforce development in the roofing industry
is a constant challenge.***

You can count on the **Hispanic Hiring Kit** to help:

In partnership with Bilingual America, the industry's foremost subject matter expert, MRCA is pleased to offer the recruiting, hiring, and development tools you've been looking for. They are all in one place and ***totally customized*** in just days with your logo to fit seamlessly into your existing business materials!

Your Completely Customized Hispanic Hiring Kit includes:

Recruiting Tools

- Letters to community leaders and ministers (Spanish and English)
- Postcards for mailing (two art versions in Spanish)
- Posters promoting work opportunity (two art versions in Spanish)
- Poster in English to recruit English dominant Hispanics (Spanish)
- Newspaper and magazine ads (3 sizes, Color and BW, English and Spanish.)
- Poster to encourage employees to recruit others
- Social Media training session with Ricardo González online (up to five people)

Hiring Tools (All hiring tools are in both Spanish and English.)

- Applications
- Interview Questions
- Assessment for Entry Level Employees
- Assessment for Potential Leaders
- Letter of Welcome
- Letter of Reprimand
- Guide to Work Visas for Foreign Nationals
- Guide to Legal and Illegal Interview Questions
- Opportunity Axis Power Point Slides and Teaching

Onboard Process (Completely in Spanish and the HHK includes access for 5 people.)

- Cómo Tener ÉxitoTM course.
- 20 day continuity program to internalize teaching of course.
- Teaches how to succeed personally and in your company.

“ Since incorporating the Hispanic Hiring Kit into our recruiting program this Spring, we've successfully utilized several pieces of the kit to include the English/Spanish applications, interview questions and entry-level assessments in conjunction with commissioning a billboard displaying the hiring ad provided by the kit. Ricardo's team has been very efficient, and a pleasure to work with.

Greg Sprague
President/Owner
Sprague Roofing Company



If you're employing Hispanics, or want to, the Hispanic Hiring Kit is a must-have suite of culturally relevant and professional grade tools.

It provides you with everything you need, and more,
to attract AND retain Hispanic employees.

Go to: www.bilingualamerica.com/mrca
for your fully customized kit today!



Safety a Top Concern for Bade Roofing on 1,200-Foot-Long, Elevated Pedestrian Connector Project

St. Louis, MO, May 2, 2017

Bade Roofing Company reported zero injuries on a challenging project that required its workers to scale a 1,200-foot-long, 13-foot-wide elevated pedestrian skywalk through one of the busiest medical campuses in St. Louis, MO.

The East-West Connector project on the BJC HealthCare/Washington University Medical Center campus was completed in March 2017, following 8.5 months of construction. The massive concrete, glass and steel structure reaches heights of 40 feet above street level and travels nearly a quarter of a mile to connect four parking garages and various buildings throughout the busy campus.

Bade crews installed a tapered roof system - a Firestone induction-welded white TPO membrane with R20 insulation and a 1/2" cover board - over the entire length of the pedestrian bridge. The roofing project was broken into seven areas and each area had to be installed separately and not in order, so this meant Bade's workers had to mobilize and demobilize frequently and splice newly installed roof areas to ones installed sometimes months before.

A crew of 3-4 workers took three months to complete the complex roofing project. In a single, 15-hour day, two workers roofed a 120-foot span of the bridge. Given the logistics and safety concerns, this was an amazing feat, said Bade Roofing CEO David Bade.

"Work was done around heavy traffic areas and functioning parking garages. Certain work areas had to be shut down and gated off, but other areas could only be worked on during a short timeframe when traffic was light," said Bade. "There was a section of the connector that crossed Taylor Ave that was particularly difficult from a coordination stand point. This strip of road is the main thoroughfare on the campus, and shut down of the entire road was a nearly impossible request, however, during one weekend the road was allowed to be shut down. Due to the fact that five different trades all needed to complete their work over the road in this two-day time slot, crowding

in this relatively small area was definitely an issue. The roof had to be installed before other trades could do their portion of work, so our two-day time slot turned into one day."

Bade crews utilized a lifeline stanchion system, installed every 30 feet along the top of the skywalk. The stanchions had to be clamped to the structural I-beams, which required cutting through 18-gauge metal decking to get to them.

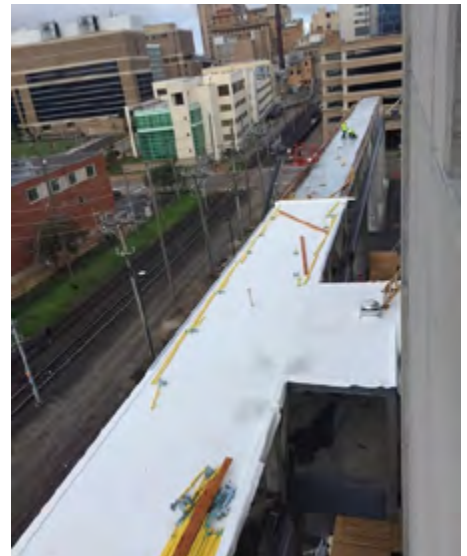
"Safety on the project had to be handled much like a road bridge," said Bade. "It made roofing very slow and tedious, but safety was a major concern and the project was completed with no incidents."

The massive connector is constructed of 14 concrete piers (2,500 cubic yards of total concrete), more than 500 sections of glass panels and pre-fabricated steel truss sections weighing a total of 380 tons.

KAI Design & Build, in a joint venture with Paric Corporation, served as the architect and general contractor on the project.

About Bade Roofing Company, Inc.

Founded in 1954, Bade Roofing Company, Inc. is one of St. Louis, Missouri's premier family-owned and operated commercial and industrial roofing specialists. Bade Roofing uses a highly-trained and skilled union workforce to install the highest quality roofing systems on major retail centers, grocery stores, hospitals, schools, warehouses and office buildings. Working directly with facility managers and building owners, and in partnership with local architects, designers and roofing consultants, Bade Roofing also provides comprehensive roof inspections and survey reports, leak finding and repair services, green roof installation, and licensed asbestos roofing removal and abatement. For more information about Bade Roofing, call 314-892-1331 or visit www.baderroofing.com.





LEGAL SERVICES PLAN



WHAT IS IT?

The Midwest Roofing Contractors Association has entered into an agreement with the law firm of Auman, Mahan, and Furry to provide the MRCA membership with this unique service.

HOW DO I USE THE PLAN?

Auman, Mahan, and Furry specializes in labor and employment law, discrimination, wage-hour, prevailing wage, workers' compensation, unemployment compensation, construction law, construction claims disputes, government contract disputes, occupational safety and health, pensions, fringe benefits, collective bargaining, litigation, and business law; including taxes and securities. The firm represents numerous business clients and various associations throughout the Midwest, including MRCA.

WHAT IF I NEED ADDITIONAL HELP?

Additional legal services will be offered to members at a preferred hourly basis. Court costs, filing fees, and miscellaneous disbursements would be paid for by the member, and itemized by the firm.

WHAT DOES IT COVER?

The primary purpose of this service is to provide MRCA members the opportunity to discuss and identify legal problems, and to resolve general questions and concerns quickly through convenient access to specialized and qualified legal counsel. Each MRCA member is entitled to one 30 minute consultation per month either by telephone, email, or office conference, at no charge. It is understood that these consultations and conferences will be based on existing knowledge of the attorney without further research and analysis. When calling Dunlevy, Mahan, and Furry, please ask for Gary Auman and identify yourself as a MRCA Member calling under the Legal Services Plan.

HOW DO I CONTACT AUMAN, MAHAN, & FURRY?

**Auman
Mahan + Furry**
ATTORNEYS

Gary Auman

110 North Main Street Suite 1000
Dayton, OH 45402-1738
(937) 223-6003
gwa@amfdayton.com

Midwest Roofing Contractors Association

📍 2077 Embury Park Rd.

Dayton, OH 45414

🌐 www.mrca.org

☎ 800-497-6722

📞 937-278-0317

✉ info@mrca.org

📘 facebook.com/mymrca



2017 MIDWEST ROOFING CONTRACTORS ASSOCIATION 68th Annual Conference & Expo America's Center in St. Louis, MO

COMPANY INFORMATION:

This Representative will be contacted for all program details, finalizing of booth personnel and for decorator/electrical needs. Please print or type.

Company Name (Exactly as you wish it to appear in Printed Materials and on Exhibit Sign) _____

Address: _____

City, State, Zip: _____

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READ BEFORE SIGNING: Exhibitor's signature on this contract indicates acceptance of the Rules and Regulations provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the exhibitor has the authority to do so and is responsible for employees' adherence to the Rules and Regulations.
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Company and/or Product Description (Will be included on MRCA Website & Expo Mobile App (Can also be emailed to rpinkus@mrca.org))

PAYMENT INFORMATION:

Applications will be accepted as long as space is available. A signed contract is considered an agreement to pay the total amount due. To qualify for the Member Rate, the exhibiting firm needs to be an active member in good standing at the time of conference. If membership dues are not current, you will be billed at the higher rate.

Payment Schedule: 25% of the booth fee is due with the Exhibitor Contract if submitted before January 31, 2017. 50% of the booth fee must be submitted by April 30th and 100% is due by September 15th. Booth space must be paid in full before being permitted to set-up exhibit.

Space Cancellation: The space cancellation deadline is September 15, 2017, after which no refund will be made for space reserved and not used.

EXHIBIT FEES:

	Member Rate	Non-Member Rate
10x10 Booth	\$1,850 each	\$2,350 each
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Please list companies that you prefer not to be near:

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Please make checks payable to Midwest Roofing Contractors Association and send check along with this completed agreement to:

Attn: Rachel Pinkus
MRCA Exhibits
2077 Embury Park Rd.
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You may also send your completed agreement to:
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rpinkus@mrca.org

Tri-State Roofing & Sheet Metal Company earned two safety awards

The Parkersburg News and Sentinel

Parkersburg News and Sentinel – Business Section

PARKERSBURG, — Tri-State Roofing & Sheet Metal Company earned two safety awards from Contractors Association of West Virginia.

The Contractors Association of West Virginia (CAWV) recognized Tri-State Roofing and Sheet Metal Company for safety excellence in the workplace.

The Parkersburg location received the “CAWV 2016 Safety Award – Specialty Contractor Division.”

The Charleston division of Tri-State received the “CAWV 2016 Safety Award — Industrial Division.”

The association presented the awards to Tri-State at the 2017 CAWV State Meeting held in conjunction with the West Virginia Construction and Design EXPO held recently at the Charleston Civic Center.

CAWV scores contractors participating in the program on their documented safety policies and procedures, commitment and approach to safety and health, and recorded statistical data for the year. Special attention is given to the quality of safety training provided to employees and members who demand active employee involvement in their safety process.

Tri-State Roofing and Sheet Metal Company is a full-service commercial and industrial roofing, sheet metal, heating, ventilation and air conditioning business, supplying area businesses, industrial plants and institutions with on-site and on-call services. The company marks its 94th anniversary this year.



A Tri-State Roofing & Sheet Metal Company training session focused on hoist safety. When evaluating contractors for safety awards, the CAWV stated that special attention was given to the quality of each company's safety training. Moving large, heavy loads safely is crucial to the roofing and specialty construction industry.

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Passing of Stan Miller of CMS Roofing

CMS Roofing, Inc. is with great sadness that we announce the passing of Stan Miller. Stan was the founder of CMS Roofing in Fort Wayne, IN and also served on the MRCA Board of Directors. Stan was President of the MRCA in 1983.

Stanley was 86 years old and passed away peacefully at his home on Saturday, June 10, 2017 in Fort Wayne with his loving wife by his side. He was a member of Emmanuel Lutheran Church. Surviving are his wife of 64 years, Joanne Miller of Fort Wayne; daughter, Catherine (Frederick) Peterson of Fort Wayne; sons, Scott (Kevin Heck) Miller of Fort Myers, FL, Bradley (Angela) Miller of Fort Wayne, Phillip (Patricia) Miller of Fort Wayne; 9 grandchildren; and 1 great-grandson. Stanley was preceded in death by his parents, George and Stella Miller; and brothers, George Miller Jr. and K. James Miller. Memorials may be made to Emmanuel Lutheran Church 917 W Jefferson Blvd. Ft. Wayne, IN. To sign the online guest book, go to www.domccombandsons.com.



Stan Miller
founder of CMS Roofing

T&R UPDATE THE REAL DIRT ON REFLECTIVE ROOFS

Single-Ply Membranes and Reflectivity Reality



by Mathew Dupuis, PhD, PE

In increasing regularity, roofing contractors are finding their projects subject to the solar reflectance requirements. These requirements are provided in model building codes. In addition, local codes and ordinances have been adopted or enacted in a number of jurisdictions.

The codified requirements reference solar reflectance ratings provided by the ENERGY STAR® Roof Products Program and the Cool Roof Rating Council's Products Rating Program. When these solar reflectivity requirements first appeared, solar reflectivity compliance could be substantiated on the basis of reflectivity measurements for new materials (initial values) or for materials exposed to three years of weathering (three-year-aged values). The three-year-aged values developed in accordance with the CRRC-S100 standard have come to represent a proxy for in-service performance. However, most

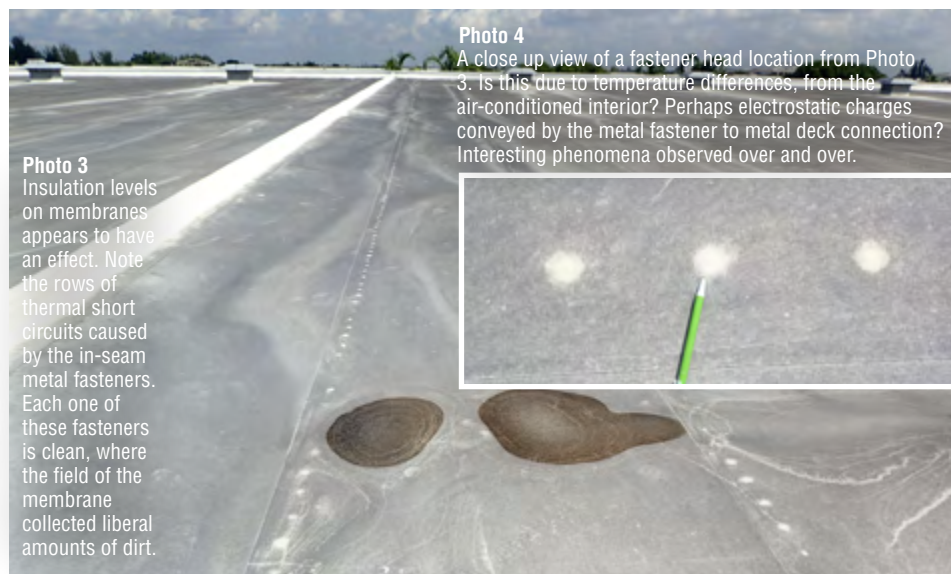


Photo 3
Insulation levels on membranes appears to have an effect. Note the rows of thermal short circuits caused by the in-seam metal fasteners. Each one of these fasteners is clean, where the field of the membrane collected liberal amounts of dirt.

Photo 4
A close up view of a fastener head location from Photo 3. Is this due to temperature differences, from the air-conditioned interior? Perhaps electrostatic charges conveyed by the metal fastener to metal deck connection? Interesting phenomena observed over and over.

in the roofing industry recognizes roof membranes can get very dirty in-service, and have questioned how accurate a predictor the three-year-aged values for reflectivity are.

Previous studies on the subject of in-service reflectivity have produced interesting results. The MRCA undertook a study of in-service reflective polymer-modified bitumen roofs in Texas during the summer

of 2013 and the NRCA conducted a 5-year study of numerous roofs in the Chicago area, ending in 2015. However, these studies were geographically limited; looking only at roofs in a single geographic area. To better explore this fundamental issue of in-service long-term solar reflectance, the MRCA undertook a field study solar reflectivity for single ply roof membranes in 2015.

Photo 2
Biological growth (mildew) on the surface of Single-ply membranes in hot humid southern climates, markedly decreases solar reflectivity.



Photo 1
Biological growth has impeded full drainage. Reflectivity typically suffers in these areas

The Cool Roof Rating Council-S100 standard is the one which roofing manufacturers almost universally use and report as their initial solar reflectivity value and three-year-aged solar reflectivity value. In this standard, manufacturer submitted specimens are prepared and mounted outdoors on sloped racks. These racks are positioned in three climates around the United States. These climates, per the CRRC-S100 standard, include Hot/Humid climate, Cold/Temperate climate and a Hot/Dry climate. Once the samples have been exposed for three years they are measured for their solar reflectance.

Given the prescribed aging locations in the CRRC standard, it was obvious that this current study should utilize these same climates. The CRRC standard gives examples of cities that meet the prescribed climates. This study utilized examples cited in this standard; for a Hot/Humid climate, Miami, Florida, for a Cold/Dry climate, Chicago, Illinois and a Hot/Dry climate, Phoenix, AZ was used.

Incorporated by reference into the CRRC-S100 standard is ASTM C1549 - 09(2014) Standard Test Method for Determination of Solar Reflectance Near Ambient Temperature Using a Portable Solar Reflectometer. The portable solar reflectometer that is described in the ASTM C1549 standard is the Solar Spectrum Reflectometer (SSR) from Devices and Services Company, Dallas, TX. This reflectometer has been in use for decades and is the basis for almost all published data on roof membrane solar reflectivity. The NRCA provided the MRCA with their SSR and an operator, for this study. Immediately prior to the testing program the SSR unit had been returned from the manufacturer for calibration and updates.

Single-Ply roof membranes currently dominate the United States low slope roofing market. The three membranes that are the current predominate choices are TPO, PVC and EPDM. This dominance in the low-slope roofing market made these single-ply membranes the obvious choice for this

study. Member roofing contractors of the CRCA, FRSA and or WSRCA provided all of the subject roofs utilized in this study. A strict distribution of roof membrane types or building occupancies were not prescribed to these contractors. These contractors were only asked to provide highly reflective single ply membranes, i.e. White TPO, White PVC and White EPDM. From this directive, these contractors merely provided a sampling of their local roof membrane



population. Table 1 details the distribution of membrane types in each climate zone for this study.

Inventory				
	Chicago	Miami	Phoenix	Totals
TPO	20	28	19	67
PVC	4	2	10	16
White EPDM	6	0	0	6
Other	0	0	1	1
Total	30	30	30	90

Table 1. Inventory of Single-Ply Roof Membranes Measured

It would be preferred to measure in-service roofs that exactly match the three years of exposure that is specified on product data sheets. However, this constraint is impractical when discussing the in-service population of

roofs, as a whole. However, the MRCA did request a target age of three years from the participating contractors in each climate. Figure 1 is a histogram of the ages for all the measured roofs, in all climates.

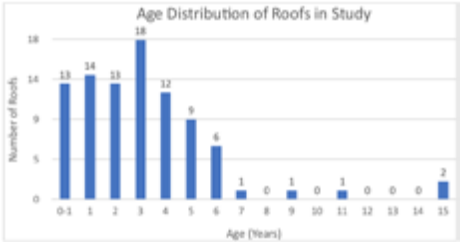


Figure 1 Histogram of all roofs measured in this study. Ages are truncated to the year.

On each of these 90 roofs, 30 random readings were taken with the SSR reflectometer. An important aspect of this research was the random nature of these readings. The majority of these randomly selected areas may fall in the field of the roof, but could also be near drains, near wall flashings, around roof top ventilators, or around any other roof top feature. In essence, no horizontal (low-slope) area of the actual roof membrane surface was considered out of bounds for random sampling. Vertical surfaces covered in roof membrane, such as parapet walls and equipment curbs, were not sampled.

For each roof, the 30 random readings were averaged to give the sample mean. In Figure 2 the sample means

THE REAL DIRT ON REFLECTIVE ROOFS

for all 90 roofs are displayed. The information in Figure 2 should generally impress, in that the current in-service inventory of roofs is returning respectable numbers. The average reflectivity of all roofs and all readings for this study was 63.6%. Consider that from the 1980's through 2010 the dominant roof membrane in the United States was black EPDM; which will return a solar reflectivity between 7-10%.

Figure 2 Plot of sample means of fractional solar reflectivity for all roof membranes in this study, against their reported age.

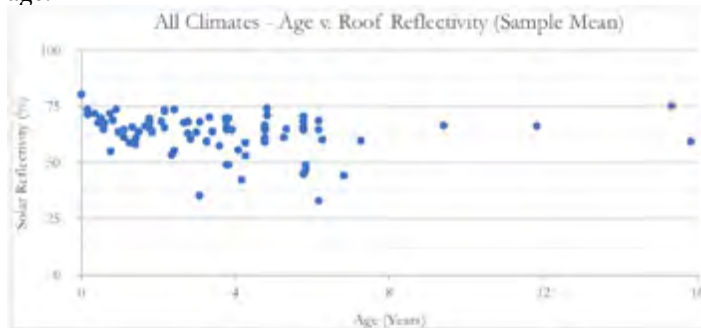


Figure 2 represents the measured sample mean reflectivity for each roof sampled. All but one membrane in this study has a CRRC three-year-aged solar reflectivity recorded in their publicly accessible database. If we take the difference between the three-year-aged value recorded in the CRRC database and the sample mean, from this study, for each of these membranes, we arrive at Figure 3.

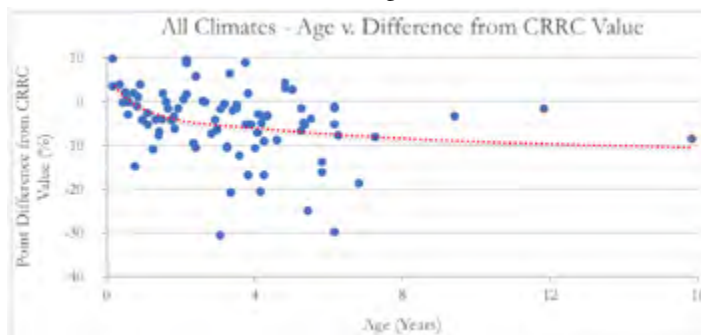


Figure 3 Plot of normalized fractional difference between roof sample mean and CRRC database reported three-year-aged value.

The pattern produced by the data in Figure 3 is enlightening. The most basic observation that should be made is that the solar reflectivity value returned by the CRRC-S100 test method appears to not to correctly predict actual in-service roof reflectivity. If it did, trend line would at least pass through "0" as a differential at three years. It does not. Statistical measures of this data confirms the visual observation of Figure 3, that the CRRC-S100 roof membrane aging methodology does not match in-service roofs.

If we break the data down further, say into membrane versus

Normalized Difference from CRRC Aged (SSR)				
	Chicago	Miami	Phoenix	Totals
TPO	-6.4	-3.5	-1.3	-3.7
PVC	-9.7	-4.6	-14.4	-12.0
White EPDM	5.6	-	-	5.6
Average	-4.4	-3.6	-5.8	-4.6

climate zone, we arrive at Table 2.

Table 2. A break down of Membrane Class versus Climate Zone

The CRRC-S100 test is in the author's opinion an idealized aging test. The membrane samples are aged outdoors, but under ideal conditions. These samples are not challenged by numerous deleterious conditions found on any common in-service roof. These deleterious conditions include, but are not limited to:

1. Climate zone
2. Drainage Impediment
3. Roof Slope
4. Predominant Wind Currents
5. Aerodynamics of Building
6. Building Occupancy
7. Local Pollutants
8. Membrane Surface Condition
9. Biological Growth
10. Place of Manufacture
11. Insulation Amount
12. Air Handling Unit Exhaust
13. Overhanging Foliage
14. Dust Storms

Any or all of these conditions may be present on a roof. The effect of climate zones is apparent in Table 2. The buildup of dirt and organic matter in poorly drained roof areas, Drainage Impediment, can easily be seen from satellite imagery as easily as on the roof level. The impact of Roof Slope has been investigated by the NRCA. The Place of Manufacture was seen on several roofs in this study. In one case the same roof membrane, from the same manufacturer, but manufactured at two separate plants produced a differential of 0.04 between two adjacent membrane sheets on the same roof, installed at the same time. Of the most interesting issues was the Dust Storms that local contractors in Phoenix, AZ referred to as a "Haboob". The dust brought to the roof by the Haboob was evident on the PVC roofs and generally not present on the TPO roofs, in Phoenix.



“What this means to roofing professionals is that they need to be careful not to convey, promise or guarantee to a building owner that the 3-year aged value from CRRC testing will be accurate.”

Photo 6

Chemicals from manufacturing operations under the roof are ejected onto the roof by the vent stack. Solar reflectivity in this area was severely lowered.

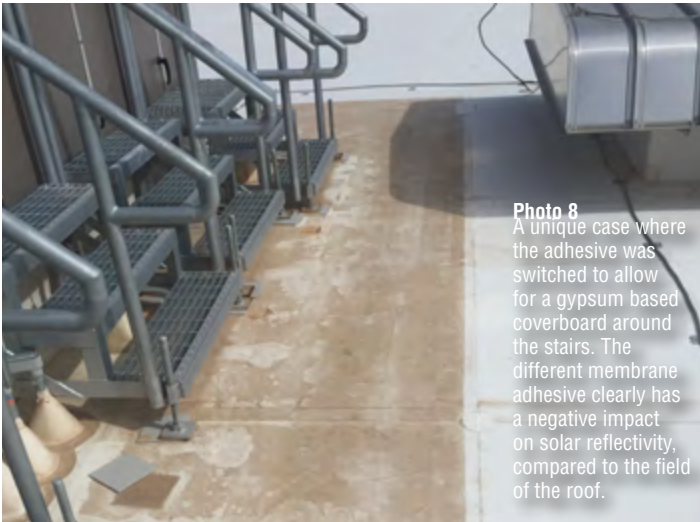


Photo 8

A unique case where the adhesive was switched to allow for a gypsum based coverboard around the stairs. The different membrane adhesive clearly has a negative impact on solar reflectivity, compared to the field of the roof.

Photos 1 – 10 show these various deleterious conditions that the author observed during this study. These same conditions roofing professionals observe every day.

Therefore, based on the observations made during this field study, the author with combined decades of experience and thousands of roofs observed believes that deleterious conditions such as these combine in almost infinite combinations on our in-service roofs. As such a prescribed aging test, does not adequately capture these effects.

What this means to roofing professionals is that they need to be careful not to convey, promise or guarantee to a

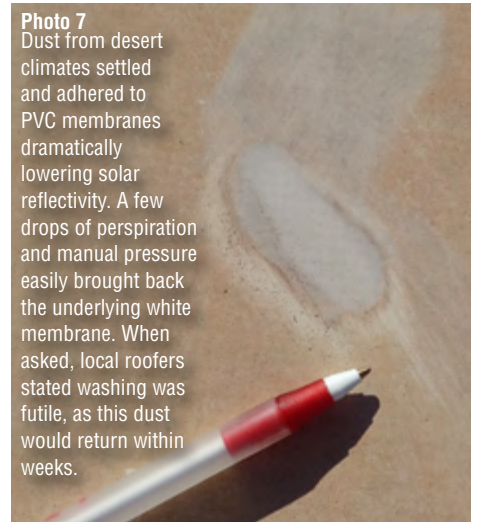
building owner that the 3-year aged value from CRRC testing will be accurate. This research and others like it show that not to be the case.

The reflectivity data manufacturers provide, from the CRRC-S100 test protocol remains a good metric for roof membrane comparisons and

meeting prescriptive building code requirements. More specifically it allows consumers and specifiers to make educated comparisons about the long term solar reflectivity performance between different roof membranes; as they were tested under the same conditions. Ergo, one could compare the aged reflectivity of three different single-ply sheets, perhaps of the same polymer type, perhaps not, and make educated comparisons about their aged reflectivity performance. But alas, each membrane may soil differently when it is installed and be subject to the numerous variables above.

Photo 7

Dust from desert climates settled and adhered to PVC membranes dramatically lowering solar reflectivity. A few drops of perspiration and manual pressure easily brought back the underlying white membrane. When asked, local roofers stated washing was futile, as this dust would return within weeks.



Payment Processing Security

—It makes Sense and Cents for your Organization



by Natalie Dunleavy
President, Enterprise PCI

It's a beautiful Monday morning and you are a business owner or an executive director of a non-profit or a city manager of a mid-sized city and the first phone call that you take when you arrive at the office is one of the card companies informing you that your payment processing solution has been breached. Customers, donors and tax payers' financial data are now on the "Dark Web" for sale to the highest bidder. Do you think that your business is worth more or less than it was before the breach? Do you think that you will have more or less donations to your non-profit? Do you think the breach will sit well with tax payers? Do you wish you had taken security measures with respect to your payment processing more seriously?

Unfortunately, many organizations come to security maturity in the worst possible way—a breach of their customers' data. Breaches can occur with all types of data within an organization and most security measures include strengthening firewalls and updating passwords frequently. Payment Processing—the acceptance of credit, debit, prepaid and purchase cards—requires its own unique, multi-layered security and compliance solution.

Organizations now have the ability to take payments in a myriad of methods including:

- eCommerce—Performed via an online payment portal. Sometimes referred to as a "virtual terminal"
- Point of Sale System—Today's version of a cash register. Typically utilized with a cash drawer and separate printer
- Terminal—Typically a counter- or desk-top device that accepts card payments at the point of purchase. The printer is embedded within the device and produces merchant and customer copies. Some have attached pin pads for EMV card acceptance; others have the EMV slot within the device. Certain pin pads also have NFC (Near Field Communication) to accept Apple Pay, Google Wallet, Android Pay and other virtual cards.
- Mobile Payments—Card readers are attached to a smart phone or tablet and have the functionality to take payments anywhere. Typically a cloud-based app is available with the solution as well
- Recurring Payments—Customers enter their card information into a data base and agree to monthly, quarterly or annual payments. Similar to a subscription service.



With the many types of payment options available to merchants, implementation of a robust security solution absolutely has to occur because the referenced applications cut across many mediums. In addition to a well-maintained firewall and tightly monitored policy and procedure program with respect to handling of the public's card information, the minimum security solutions must be employed:

- EMV protocols—Europay-MasterCard-VISA compliance which is typically referred to as the "chip" card. This technology employs a microprocessor chip in place of utilization of the magnetized strip on the back of a debit or credit card
- PCI compliance—Payment Card Industry compliance which outlines protocols for card acceptance and an annual survey which is completed depending on the manner in which a card is processed by the merchant
- P2P Encryption and Tokenization—Truncating of card numbers and assigning specific tokens to each transaction provides an exceptionally secure transaction that even if compromised is deemed worthless by a cyber thief

Finally, even with scrupulous attention to payment processing security, breaches may occur. Implementing a payment processing security program does not insure that a breach doesn't occur but it DOES make your organization much less of a target. Cyber criminals are by-and-large lazy. They are on the hunt for the lowest hanging fruit to steal and convert into easy money. Once your system is identified as having implemented a highly secure payment processing solution, these thieves will move on to a less secure victim.

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Referred by: Name _____

Safety Manager Contact _____ E-mail _____

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Name _____ Title _____ E-mail _____

Name _____ Title _____ E-mail _____

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