

MR

MIDWEST ROOFER

October 2018

**REGISTER
NOW!**
WWW.MRCA.ORG

**YCC
FUNDRAISER**

**FOUNDATION
AUCTION**

**PRODUCT
PEEP SHOW**

EXHIBITORS

EDUCATION

**HANDS ON
DEMOS**

CONTRACTORS

CONTESTS

TRAINING

**EVERYTHING
UNDER
ONE
ROOF!**

69TH ANNUAL *Expo & Conference*

OCTOBER 24-26, 2018 • OMAHA • NEBRASKA

SILENT
AUCTION
5PM-7PM



LIVE
AUCTION
7PM-8PM

GATEWAY TO THE WILD WEST

WELCOME RECEPTION & AUCTION

sponsored by



THURSDAY 5PM-8PM

25TH OCTOBER

HILTON OMAHA

BID ONLINE!



MAKE YOUR DONATIONS BY

10.02.18



TO DONATE

LIVE MUSIC BY THE BEL AIRS

GO TO MRCA.ORG'S FOUNDATION AUCTION TAB AND COMPLETE THE ONLINE FORM

PHONE IN TO MEGAN MILLER AT 800-497-6722

SEND AN EMAIL TO MEGAN AT MMILLER@MRCA.ORG

NOTE: THE MRCA FOUNDATION IS A 501(C)(3) AND YOUR CONTRIBUTIONS AT THE AUCTION ARE TAX DEDUCTIBLE



October 2018

Contents

Columns

President's Message: In The Deed of Glory! 4

MRCA Presents the 2018 Conference & Expo 2, 5-23, 44

Reception & Auction 2 | EXPO APP 5 | Schedule 6-7 | Special Events 8-9 | YCC Fundraiser 10
 BEACON Steep Slope University 11, 16 | Educational Sessions 12-14 | Product Peep Show 15
 Sponsors 17 | Women in Roofing 18, 44 | Special Programs 19 | Contractor Registration 20 |
 Registration Information 21 | Exhibitors Registration 22 | Exhibitors 23

On Deck with Morgan: Bill Seibert..... 24

Calendar of Events.....26-27

Women in Roofing: Diverse Knowledge28

MRCA LEGAL SERVICES PLAN INCLUDES LABOR RELATIONS ISSUES.....29

MRCA New Members!29

Operations and Safety: Distracted Driving and Working.....32-34

MRCA Road Trip 2018.....36-37

Business Management: The Employer's Tool Bucket.....40-41

Ad Index

ABC Supply Co. Inc.....25

Aileron Course for Presidents30-31

ACT Metal Deck Supply34

HailPost.....35

Amerisafe.....38

Triangle Fastener Corporation.....39

Auman Mahan + Furry41

Malarkey Roofing Products42

Roofing Contractor43



Midwest
Roofing
Contractors
Association

MRCA Leadership Directory

Officers/Executive Committee
President
Gregory Sprague
 Sprague Roofing Co.
 gmsprague@spraguerroofing.com

First Vice President
Kevin Gwaltney
 Diamond Roofing
 kevin@diamond-roofing.com

Second Vice President/Treasurer
Fred Horner
 Advanced Industrial Roofing
 fred_horner@airoofing.com

Secretary
Kelly Lea
 Texas Roof Management Inc.
 kellylea@texasroof.com

Chairman of the Board
Nominating Committee Chair
Past President's Council Chair
Mark Langer
 Langer Roofing
 mlanger@langer-roofing.com

Foundation President
Bob Schenkel
 CL Shust Company
 rschenkel@clschust.com

Directors
John Kalkreuth
 Kalkreuth Roofing & Sheet Metal, Inc.
 johnk@krsm.net

Jim Peterson
Steep Slope Chair
 Peterson Roofing, Inc.
 jim@petersonroofinginc.com

Chris Daly
YCC Chair
 Kaw Roofing & Sheet Metal Inc
 cdaly@kawroofandmetal.com

David Maxwell
 Maxwell Roofing & Sheet Metal, Inc.
 david@maxwellroofing.com

Tracey Donels
 K Post Company
 tracey.donels@kpostcompany.com

Miguel Arzola
 CIM Roofing
 marzola@cimroofing.com

Laurie Moore
Women in Roofing Chair
 Kreiling Roofing Co
 lmoore@kreiling.com

James Boland
Business Management Chair
 The Quality Roofing Company
 james@thequalityroofingco.com

Robert Poutre
Operations & Safety Chair
 Roof Tech, Inc
 bob@rooftech.com

Ronnie McGlothlin
Membership & Marketing Chair
 Empire Roofing Ltd.
 ronnie@empireroofing.com

Bill Seibert
Conference Promotion Chair
 Fisher Roofing of Kearney
 bill@callfisher.com

Sean Marshall
 L. Marshall Roofing & Sheet Metal
 seanmarshall@lmarshallroofing.com

Brett Tesson
 Tesson Roofing & Exteriors
 btesson@tessonroofing.com

Luke Haines
 RoofMasters Roofing & Sheet Metal Co.
 lhaines@roofmasters-rfg.com

Council / Committee Chairs
Greg Bloom
Advisory Council Chair
 Allied Building Products
 greg.bloom@alliedbuilding.com

Steve Weinert
T&R Chairman
 Crafts, Inc.
 srw@craftsroofing.com

CERTA Chairman
 Randy Adams
 R Adams Roofing Inc.
 randy_a@radamsroofing.com

Legal Counsel
Gary Auman
 gwa@amfd Dayton.com

Staff
Bob Pope
Executive Director
 bpope@mrca.org

Valerie Pope
Deputy Director
 vpope@mrca.org

Rachel Pinkus
Managing Director & MR Editor
 rpinkus@mrca.org

Megan Miller
Accounts Manager & Foundation
 mmiller@mrca.org

Joe Williams
Graphic Designer
 jwilliams@mrca.org

Morgan Arwood
Membership Director
 marwood@mrca.org

MRCA Headquarters

2077 Embury Park Rd. | Dayton, OH 45414
 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





President's Message

IN THE DEED THE GLORY!

Greg Sprague, MRCA President

I have to admit, I have been and will continue to be an avid and un-shameable, University of Nebraska college football fan. In other words, I'm a Cornhusker, and for good or bad, I am also the 2018 MRCA President. It's not easy being a Cornhusker football fan and the MRCA President at the same time, particularly when you have Kansas State, Ohio State, Wisconsin, Iowa, Illinois, Purdue, Indiana, Northwestern, Minnesota, Kentucky, Tennessee, Missouri and Texas fans that sit on the MRCA Board of Directors. When Nebraska gets beat, it can be a tough board meeting!

Earlier this fall I was licking my wounds as I left Memorial Stadium after a Nebraska home football game loss. I happened to look up and I reflected upon the words that are inscribed above the west entrance to Memorial Stadium. I thought, these words apply to many of the men and women who are members of the Midwest Roofing Contractors Association. The inscription on the west side of Memorial Stadium reads:

**NOT THE VICTORY BUT THE ACTION! NOT THE GOAL BUT THE GAME!
IN THE DEED THE GLORY!**

The MRCA strives to raise the level of professionalism of the roofing contractor in this industry by providing benefits and services to its members. It may never be entirely **victorious**, nor totally achieve that lofty **goal**, but through the MRCA's **actions** and through its participation in the roofing contractor **game, in the deed the glory!**

I am incredibly excited about the 2018 MRCA Conference & Expo this coming October 24th through the 26th in Omaha, Nebraska. I hope everyone will attend and have the opportunity to listen to the Keynote Speaker, former University of Nebraska Football Coach and Three Time National College Football Champion, Athletic Director and U.S Congressman, Dr. Tom Osborne. The conference will also feature over 16 hours of educational programming, an action-packed tradeshow floor, an update on the political situation in Washington DC, a welcome party and foundation reception and auction. If you are not at the show, whether you work for, or are a roofing contractor, roofing material manufacturer, roofing distributor or a roofing service provider, you are missing out on one of the premier roofing industry events of the year!

Leading the MRCA during 2018 has been a life experience that I will not soon forget. What has made it worthwhile has been the opportunity to interact with and meet people who serve the MRCA because they want to improve the image and professional standing of the roofing contractor in this industry. They give large amounts of their time and treasure to this association. They strive to make the MRCA the great roofing contractor association that it is and they do not expect financial compensation, nor financial gain or personal career advancement, in return for their generous contributions. Unfortunately, during my tenure as MRCA President, I have also met those who do not hold such goals or share that same value system. In their deeds, there is no glory.

I leave you with these final thoughts. **The MRCA was, is and will continue to be, the roofing contractors advocate.**

See you at the 2018 MRCA Conference & Expo in Omaha!

Greg Sprague
2018 MRCA President

Sprague Roofing
gmsprague@spragueroofing.com





NAVIGATING JUST GOT EASIER.

GET CONFERENCE SCHEDULES | LOCATE SESSIONS | BUILD YOUR PERSONALIZED SCHEDULE | CONNECTS TO YOUR SOCIAL MEDIA | FIND OUT WHO'S ATTENDING WITH MESSAGING FEATURE | EXPO MAP | EXHIBITOR INFORMATION | PRESENTER INFORMATION WITH DOWNLOADABLE HANDOUTS | FIND LOCAL INFORMATION ALONG WITH HOTEL AND CONVENTION CENTER | DOWNLOAD BEFORE YOU GO - NO WIFI NEEDED!



INTRODUCING THE 2018 CONFERENCE & EXPO APP

search for
"MRCA EXPO"

Download on any
device or computer



sponsored by



Schedule AT A GLANCE

Wednesday OCTOBER 24

8:00 am–4:00 pm

Exhibitor Registration and Move In

9:30 am–5:30 pm

Attendee Registration Open and
Foundation Auction Pre-Registration

10:00 am–11:00 am

Foundation Meeting
(closed meeting)

11:00 am–1:00 pm

MRCA Board of Directors
Meeting (Closed Meeting)

11:00 am–1:00 pm

MRCA Women in Roofing
Luncheon (WinR)

1:00 pm–6:00 pm

● CERTA Train-the-Trainer
Course (Part 1)
(separate registration)

3:00 pm–7:00 pm

● **Steep Slope University**
(Separate Registration)

- 3:00 pm “What the Hail!?!”: A Panel Discussion on Roofing Industry Issues Still Lingered After the Extensive Regional Hail Damage – Moderated by Bill Seibert of Fisher Roofing of Kearney featuring Gary Auman of Auman, Mahan & Furry, and a Panel of Local Contractors
- 4:00 pm Insurance Issues: How to Deal with: Adjusters; Xactimate; Insurance Proceed Agreements; and Scope of Work with Lindsey Douglass of The Disaster Advocates
- 6:00 pm – Ventilation Program with Paul Scelsi of Air Vent, Inc.

1:00 pm–3:00 pm

Young Contractors Council
Roundtable Session (Open
to all Registered Attendees)

3:00 pm–5:00 pm

Software Driving You Nuts?
Hosted by MRCA Women in
Roofing

5:00 pm–5:30 pm

First-Timer and New
Member Reception

6:00 pm–8:00 pm

Past President’s Dinner at
Nosh Restaurant & Wine
Lounge (By Invitation Only)

7:30 pm–10:00 pm

● Young Contractors Council
Fundraiser Welcome Party
at “The Matt” (Separate
Registration)

Thursday OCTOBER 25

6:30 am–8:30 am

Breakfast Buffet for
Thursday 1-Day Conference
Registration and Full
Registration Attendees

6:30 am–4:00 pm

Attendee Registration
Open and Foundation
Auction Pre-Registration

7:00 am–10:00 am

Exhibitor Set-up

7:00 am–12:00 pm

● OSHA 10 Hour Training
Course (Part 1)
(Separate Registration)

9:00 am–2:00 pm

● CERTA Train-the-Trainer
Course (Part 2) (Separate
Registration)

7:30 am–11:30 am

● CERTA Applicator
Training (Part 1) (Separate
Registration)

MR
CA

69TH
ANNUAL
CONFERENCE
& EXPO

• OMAHA, NEBRASKA •

SAVE
the
DATE!

OCTOBER
24-26
2018

8:15 am

Welcome and Introductions

8:30 am–9:00 am

Keynote: US Senator Benjamin Sasse *

9:00 am–9:30 am

Politics as Unusual!
An Overview of the Legislative and Regulatory Issues Vexing the Roofing Industry
McKay Daniels, NRCA COO
Duane Musser, NRCA VP of Government Relations

9:30 am–10:30 am

Membership Meeting and McCawley Award Presentation

10:30 am–11:30 am

Keynote Speaker - Nebraska's Own: Tom Osborne

11:45 am

EXPO Opening Ceremony

12:00 pm–12:45 pm

VIP Suite with Tom Osborne (By Invitation Only)

12:00 pm–4:00 pm

EXPO OPEN

EXPO FLOOR CLASSROOM SPONSORED BY GAF

- 1:00 pm– GAF Sponsored Session: Welding Thermoplastic Membranes with Helene Hardy Pierce
- 2:00 pm How to Develop a Maintenance Department
- 3:00 pm Succession Planning options

5:00 pm–8:00 pm

MRCA Reception and Foundation Auction featuring the Bel Airs

6:45 pm

Foundation Scholarship Award Winner Recognition

7:00 pm

Live Auction

Friday OCTOBER 26

6:30 am–8:30 am

Breakfast Buffet for Friday 1-Day Conference Registration and Full Registration Attendees

7:00 am–12:00 pm

● OSHA 10 Hour Training Course (Part 2) (Separate Registration)

7:30 am–11:30 am

● CERTA Applicator Training Course (Part 2) (Separate Registration)

8:00 am

Welcome and Introductions

8:00 am–9:00 pm

Technical Update with Mark Graham of NRCA

9:00 am–9:30 am

Recognition of Safety Awards and ELITE Contractors

9:30 am–10:30 am

10 Employment Pitfalls for Roofing Contractors with Philip Siegel of Hendrick, Philips, Salzman & Siegel

10:30 am–11:00 am

Recognition of Impact Awards and Innovation Awards

11:00 am–12:00 pm

Developing Sales Proposals & Closing Skills with Mark Hinterlong of Malarkey Roofing Products

12:00 pm –3:00 pm

Expo Open and Roofing Olympics

EXPO FLOOR CLASSROOM SPONSORED BY GAF

- 1:00 pm– GAF Sponsored Session: Options Create Sales with Rob Ballard
- 2:00 pm Motion is Money with CNA Insurance and the DeHayes Group

● **Separate Registration Fee**

* **Invited**

Find us at...



mrca.org



facebook.com/mymrca



twitter.com/MidwestRoofer



linkedin.com/company/midwest-roofing-contractors-association



#MRCA2018

Special EVENTS

WEDNESDAY, OCTOBER 24TH

First-Timer and New Member Reception

5:00 pm–5:30 pm

Location: Omaha Convention Center -Junior Ballroom Foyer

This reception offers new MRCA members and first-time attendees to the MRCA Annual Conference & Expo the opportunity to meet the MRCA Board as well as others who are attending the conference for the first time. It is also an opportunity to receive information about MRCA, general information about the 2018 Annual Meeting, and a sneak peek at what is to come in 2019.



Reception sponsored by



Young Contractors Council (YCC) Fundraiser Welcome Party at “the Matt” - Monte Carlo Night!



7:30 pm–10:00 pm

The Old Mattress Factory Bar & Grill - 501 N 13th St., Omaha, NE 68102
(Separate Registration Required)

Registration includes food, access to our open bar, and some gambling money to get you started. It also gets you a seat at any of our game tables for Texas Hold 'Em, Black Jack, Craps, and Roulette. Game tables will be hosted by professional dealers, and there will be trivia for those of you with mind skills. The event will be held in a private room with a private outdoor area. Cash in your chips at the end of the night for chances to win big in the bucket raffle. Deal yourself a night to remember and register now! The funds raised with your registration dollars will go directly to the MRCA Foundation's Scholarship Program.

Sponsored by



THURSDAY, OCTOBER 25TH

Keynote Address, McCawley Award Presentation, MRCA Membership Meeting, and Passing of the Gavel



9:30 am –11:30 am

Location: Omaha Convention Center – Junior Ballroom

MRCA is pleased to announce that the 69th Annual Conference & Expo scheduled for October 24-26, 2018 in Omaha, NE, will be kicked off by former American football player, coach, college athletics administrator, politician, and Nebraska icon, Tom Osborne. Tom served as the head football coach of the University of Nebraska football team for 25 years from 1973 to 1997. Osborne was one of the most successful coaches in American college football history, with a career record of 255-49-03, 13 conference championships, and three national championships. He was inducted into the College Football Hall of Fame as a coach in 1999. Osborne was later elected U.S. Representative from Nebraska's 3rd Congressional District as a Republican. He served three terms from 2001 to 2007. In 2007, he returned to the University of Nebraska as athletic director (AD) retiring in January 2013. You won't want to miss this once-in-a-lifetime chance to hear Tom speak about his life and experiences both on and off the field.



Prior to the Keynote, the Membership Meeting will feature the election of new Board Members and the Annual Passing of the Gavel Ceremony. Then we will recognize and celebrate the recipients of the prestigious James Q. McCawley Award.

All registered Attendees and Exhibitors are invited to attend.

Keynote Sponsored by:



THURSDAY, OCTOBER 25TH



**THE GATEWAY TO THE WILD WEST
MRCA RECEPTION & FOUNDATION
AUCTION (7:00PM LIVE AUCTION)**

5:00 pm–8:00 pm

Hilton

(Grand Central Ballroom)

1001 Cass Street, Omaha, NE 68102

Looking to maximize your Conference experience? Make sure you are one of the hundreds of attendees living it up at this Annual Conference celebration! The Reception and Auction are always a highlight of conference activity, and this event IS FREE TO ALL REGISTERED ATTENDEES AND EXHIBITORS. Enjoy the food, drinks, and online bidding while you see the faces you've looked forward to seeing since last year. The event finale will be the heart-pumping Live Auction. Big items, big dollars, and big smiles all to benefit the research and education efforts of the MRCA Foundation.

LIVE MUSIC performed by the Bel Airs!

sponsored by



FRIDAY, OCTOBER 26TH

Omaha's Henry Doorly Zoo and Aquarium (Spouse and Guest Outing)

10:00 am–2:00 pm

3701 S 10th St, Omaha, NE 68107 (Separate Registration Required)

Consistently ranked one of the world's best zoos, Omaha's Henry Doorly Zoo and Aquarium is the ultimate interactive zoo experience and a biological park leading the nation's conservation efforts.

The Omaha zoo redefines the term "zoo" by dedicating resources to saving and protecting species around the world. Each guest through the gate means another conservation story continues, and all 130-acres means families run wild so animals across the globe can run free.

Outside of a world-renowned conservation program, Omaha's Zoo offers a variety of travel-worthy experiences. Walk through the world's largest indoor desert and the largest indoor rainforest in North America. Explore exotic locations and underground caves to see thousands of animals from across the globe in their natural habitat. With more than 7 acres of indoor exhibits, Omaha's Zoo is a year-round must-do.

Details about times and transportation for this outing can be found at www.mrca.org under the "Conference" tab and Special Events.



**Unleash your sense of wonder among
160 acres of plants, animals and
unique habitats from around the world**

#MRCA2018

501 N 13th St, Omaha, NE 68102

WELCOME PARTY AT



MRCA YOUNG CONTRACTORS COUNCIL PRESENTS

Monte Carlo

NIGHT

FUNDRAISER

WEDNESDAY, 24TH OCTOBER

FUN STARTS AT 7:30 PM

JUST \$40 PER PERSON
REGISTER ONLINE TODAY AT WWW.MRCA.ORG

LOOK FOR THIS POKER CHIP IN A FUTURE CONFERENCE MAILING AND BRING IT TO THE EVENT FOR BONUS GAMING MONEY AND A CHANCE TO WIN A SPECIAL PRIZE DONATED BY PREMIER CLAIMS.



OPEN BAR & FOOD ♦ PRIZES ♠ PRIVATE ROOM CASINO COSTUMES ENCOURAGED!

SPONSORED BY



Registration includes food, access to our open bar, and some gambling money to get you started. It also gets you a seat at any of our game tables for Texas Hold 'Em, Black Jack, Craps, and Roulette. Game tables will be hosted by professional dealers, and there will be trivia for those of you with mind skills. The event will be held in a private room with a private outdoor area. Cash in your chips at the end of the night for chances to win big in the bucket raffle. Deal yourself a night to remember and register now! The funds raised with your registration dollars will go directly to the MRCA Foundation's Scholarship Program.

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

NAILING CONTEST

Wanted

*Fastest Shingler
In the Midwest*

FRIDAY, OCTOBER 26TH

★ 1:00 PM – 2:30 PM ★

OMAHA CONVENTION CENTER – EXPO FLOOR

SPONSORED BY:



NAIL GUNS DONATED BY:



PRIZE MONEY

1 st Place	2 nd Place	3 rd Place
\$500	\$300	\$100

EACH WINNER WILL RECEIVE A
HITACHI NV45AB2 NAIL GUN

SIGN UP AT:

MALARKEY'S BOOTH #501

LIMITED SPACE AVAILABLE

Educational SESSIONS

WEDNESDAY, OCTOBER 24TH

1:00 pm–3:00 pm

Omaha Convention Center – Room 205

Young Contractors Council Video Series LIVE

(Open to All Registered Attendees)



Over the last year, the YCC Video series has been a platform for young and old to come together in a live video conference call to discuss issues in the roofing industry. A LIVE version of this video series can be found at the MRCA Conference.

The direct correlation to young professionals and service departments is evident in almost every company. This is due to the technical aspect of managing a service department with many different types of software. Given the assignment to modernize from paper to digital work orders, streamline operations from initial call to invoicing, provide faster and more cosmetic proposals, track and manage operations with GPS, create customer transparency with client portals and many more reasons are why you should trust your service department's development to a tech savvy young professional. We want to discuss the speed bumps we've encountered and the ways we have found success.

How long did it take to reach our service department improvement goals? What road blocks did we run into? What worked best? How did our service crews respond? How did we motivate others to see the change as positive and cost conscious?

sponsored by:



Beacon Roofing Supply

3:00 pm–5:00 pm

Omaha Convention Center – Room 205

Software Driving You Nuts?

Hosted by the MRCA Women in Roofing

(Open to All Registered Attendees)

This MRCA WinR Sponsored session will include a panel of Representatives from popular Roofing Industry software firms and fellow Roofing Contractors. Get your questions answered about capabilities, compatibilities, and learn more about the tools available that are made to simplify the life of a Roofing Contractor. Discussion will also include venting of software frustrations and ideas for handling software-related issues. The struggle is real, so be sure to take advantage of this session's value and accessibility.

sponsored by:



THURSDAY, OCTOBER 25TH

8:30 am–9:30 am

Omaha Convention Center – Junior Ballroom

Senator Benjamin Sasse (R-NE)*



Politics as Unusual!! An Overview of the Legislative and Regulatory Issues Vexing the Roofing Industry

Panelists:

McKay Daniels, Chief Operating Officer, NRCA, and Duane Musser, Vice President of Government Relations, NRCA

Many important issues are facing the roofing industry: Workforce Development; Immigration Policy; Regulatory Reform; and more but trying to understand what's REALLY going on in our nation's capital right now is quite a challenge! MRCA was a sponsor of and participated in Roofing Day in DC this spring where many members were inspired by their personal advocacy experience on Capitol Hill. To support this new wave of activism and encourage participation in the 2019 Roofing Day in DC we are pleased to host: keynote speaker United States Senator Benjamin Sasse of Nebraska; and panelists McKay Daniels, former Chief of Staff to Congressman Reid Ribble who has recently become NRCA's new Chief Operating Officer and Duane Musser, NRCA's Vice President of Government Relations for an insider's look at current federal activities impacting your business and an update on how NRCA is changing the dialog about the roofing industry in Congress. Don't miss this opportunity to hear directly from one of America's most respected Senators at a critical time in our nation's history. *Invited

Sponsored by:



1:00 pm –2:00 pm

Omaha Convention Center – Expo Floor in the GAF Sponsored Classroom (The Fishbowl)

Welding Thermoplastic Membranes

Speaker: Helene Hardy Pierce of GAF



Today, TPO roofing systems represent the largest single segment of the low slope roofing market and manufacturers are continuing to invest in manufacturing capacity and product

development. There have also been significant advancements in how these systems can be installed, which provides roofing contractors with many options not available even just a few years ago. This session will focus on the products themselves, installation options that provide flexibility and enlarge the roofing season, and installation pit-falls to avoid.

continued (next page)

- Gain an understanding of key performance attributes of TPO membranes
- Learn about the various installation methods that can be used to install these membranes
- Learn the key principles critical to proper welding and how to determine when achieved

Sponsored by:



2:00 pm–3:00 pm

Omaha Convention Center – Expo Floor in the GAF

Sponsored Classroom (The Fishbowl)

How to Start (or Grow) a True Service Department



Speaker: Greg Hayne of Roof Management
Even when the intent is there, most roofers do not make the progress they could when trying to grow their service departments because their approach is fundamentally flawed. This presentation will focus on highlighting the true challenges a company faces, not those they think they face, in starting or growing a true service department.

3:00 pm–4:00 pm

Omaha Convention Center – Expo Floor in the GAF

Sponsored Classroom (The Fishbowl)

Succession Planning Options - Selling Your Roofing Company to Your Family, Managers or Employees Without Being Clobbered by Taxes: Different Paths, Values and Taxes



Speakers: Kevin Kennedy & Joe Bazzano with BEACON Exit Planning

Kevin Kennedy will take attendees through his journey of buying and

selling a 200-employee roofing business and combine it with his training and certification in exit planning. After the exit, Kevin discovered that the company, the buyers and the sellers overspent millions in unnecessary taxes. Joe Bazzano, a CPA, Certified Valuation Analyst, tax specialist and Certified Business Exit Consultant, will communicate the risk and the technical side dealing with the exit process including monetizing exit strategies, taxes, value building opportunities and risk management.

This session pulls the moving parts together in a manner that will help the owner understand the exit planning process in simple, non-technical terms and demonstrate tools and strategies used by the affluent to reduce their financial risk during the exit.

FRIDAY, OCTOBER 26TH

8:00 am –9:00 am

Omaha Convention Center – Junior Ballroom

Update on Roofing Industry Technical Issues



Speaker: Mark Graham, Vice President of Technical Services for NRCA

Mark S. Graham will provide an overview of current roofing industry technical issues. Issues to be discussed include moisture-related problems associated with concrete roof decks, FM Global's new VSH (very severe hail) classification and requirements, ASCE 7-16 and its impact in wind design, and terminology concerns with adhered roof systems.

Sponsored by:



9:30 am –10:30 am

Omaha Convention Center – Junior Ballroom

10 Employment Pitfalls for Roofing Contractors



Speaker: Philip Siegal of Hendrick, Philips, Salzman & Siegel.

This presentation will address the top employment law mistakes made by roofing contractors. Attendees will learn steps they can take to minimize potential liability for employment law

matters. Attendees will learn how best to ensure a former employee is prohibited from bringing claims against the company, and how to avoid other common traps in the employment law arena. Issues to be addressed include, but are not limited to, proper classification of independent contractors, severance pay, documenting disciplinary actions, the importance of written job descriptions, the importance of a discrimination and harassment policy, the unforeseeable employee misconduct defense to an OSHA citation, and common wage and hour mistakes such as those made regarding travel pay.

continued (next page)



#MRCA2018

Educational SESSIONS

FRIDAY, OCTOBER 26TH

11:00 am–12:00 pm

Omaha Convention Center – Junior Ballroom

Developing Sales Proposals & Closing Skills



Speaker: Mark Hinterlong of Malarkey Roofing Products

“When I’m consulting and training roofing contractors about the sales process, I will often ask, ‘how do you differentiate yourself from your competitors’ or ‘... what do you sell on?’ Most contractors I

speak to say, ‘I sell on our quality...’, ‘quality of installation’, ‘quality of service’, ‘quality of project management’... But... if every contractor sells on quality... What is the biggest mistake a customer can make? Paying too much!

Learn ways to differentiate yourself in your market, develop your sales proposals, and refine your closing skills. Whether you are a commercial contractor, residential contractor or a contractor that performs insurance work, learn ways to increase your value and close more sales.

1:00 pm –2:00 pm

Omaha Convention Center – Expo Floor in the GAF

Sponsored Classroom (The Fishbowl)

Options Create Sales



Speaker: Rob Ballard of GAF

Choices = More Sales = More \$\$\$

How often do we as Sales people think we know what our customer wants? How often do we sell our customers only what we know? Come learn how giving your customer CHOICES will make you more

of an expert, in your customer’s eyes, and you will have a better advantage on closing the deal.

Sponsored by:



2:00 pm –3:00 pm

Omaha Convention Center – Expo Floor in the GAF

Sponsored Classroom (The Fishbowl)

Motion is Money



Speaker: A Representative with CNA

Insurance and Jeff Pikel with the DeHayes Group

We can show you more.”

With the onset of the aging workforce and the changing demographics in the work environment, soft tissue injuries are the leading frequency and severity loss drivers in the construction industry. Motion is Money is a focused process designed to address the risk factors driving these losses while positively affecting the production, efficiency, and quality of operations. This presentation will give you strategies, methods and ideas to enhance your workers’ productivity and reduce job site injury, making your operation safer and more profitable.



STEP RIGHT UP!
STEP RIGHT UP!

MIDWEST ROOFING
CONTRACTORS ASSOCIATION

Presents

**PRODUCT
PEEP SHOW**

HAPCO INC



Malarkey
Roofing Products®



ABC
Supply Co. inc.

JM
Johns Manville



Dataforma
INCORPORATED



Beacon Roofing Supply

See it all at the



69TH ANNUAL
Expo & Conference
OMAHA • NEBRASKA

THE CONTRACTORS ADVOCATE.
OCTOBER 24-26, 2018



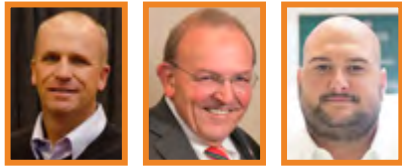
Steep Slope University SESSIONS

Separate Registration Required

WEDNESDAY, OCTOBER 24TH

3:00 pm–7:00 pm

**Location: Omaha Convention Center – Junior Ballroom
Beacon 101 3:00PM - “What the Hail!?” A Panel Discussion on Roofing Industry Issues Still Lingering After the Extensive Regional Hail Damage**



Panel: Moderated by Bill Seibert of Fisher Roofing of Kearney with Brett Tesson, MRCA Legal Counsel, Gary Auman, and Local Area Contractors

Nothing gets things started, in a roofer’s world, like a panel discussion regarding issues after a massive hail storm. Whether it be new contractors coming to town, lack of workforce, “know it all” Insurance companies and adjusters, or hard-to-work-with homeowners, all topics (with the exception of pricing) are on the table for our panel discussion appropriately titled, “What the Hail!?” Bring your questions and concerns for our contractor panel and the MRCA will provide experienced, qualified contractors who have been there and done that to help answer questions and give ideas on some of the problems attributed to hail storms and their lingering effect on the roofing contractor.

Beacon 102 4:00PM - Insurance Issues: How to deal with adjusters; Exacto-mate Estimates; Insurance Proceed Agreements; and How to Read a Scope



Speaker: Lindsey Douglas of The Disaster Advocates

This course guides residential and commercial contractors through the insurance process during a property insurance claim. As a result of attending this session, the contractor will be able to identify and address common issues that arise during the claim process.

The session topics include:

- Properly identifying and documenting storm damage,
- Effective communication with adjusters,
- Pitfalls of insurance proceed agreements and
- General contractor’s overhead and profit on storm claims.

Beacon 103 6:00PM - Ventilation Program



Speaker: Paul Scelsci of AirVent

This is a technical overview of the various benefits of a balanced attic ventilation system and how to properly specify and install it. The focus is on best practices in residential attic ventilation.

Graduation - 7:30PM (Wednesday)

Location: The Old Mattress Factory



Beacon University Graduation Party in conjunction with the YCC Fundraiser Welcome Party at “The Matt” The Old Mattress Factory 501 N. 13th St. Omaha, NE 68102

THURSDAY, OCTOBER 25TH

10:30 am–4:00 pm

Keynote 10:30AM - 11:30AM

Location: Convention Center Junior Ballroom



Speaker: Tom Osborne

The 69th Annual Conference & Expo in Omaha, NE, will be kicked off by former American football player, coach, college athletics administrator, politician, and Nebraska icon, Tom Osborne. You won’t want to miss this once-in-a-lifetime chance to hear Tom speak about his life and experiences both on and off the field.

Beacon 201 12:00PM-4:00PM

Location: Steep Slope Area of the Expo Floor
Field Training and lunch.

FRIDAY, OCTOBER 26TH

Beacon 202 12:00PM-3:00PM

Location: Steep Slope Area of the Expo Floor
Field Training and lunch.



SPONSORS



Beacon Roofing Supply



JOIN MRCA **WOMEN IN ROOFING**

FOR THESE EXCITING
CONFERENCE EVENTS

OCTOBER 24TH, 2018

Come to connect with other Women Roofing Professionals and stick around to attend the Conference Panel Session, "Software Driving You Nuts?"

11AM – 1PM

**WinR
Luncheon
(by invitation only)**

Join us for this lunch event to strengthen your network by connecting with other like-minded women in the management and operations of roofing companies.

Sponsored By:



3PM - 5PM

**WinR Panel Session:
"Software Driving
you Nuts?"**

Software is driving a lot of roofing contractors nuts! This session is open to all registered attendees. We will connect with providers of industry specific softwares that are used in the daily operation of roofing businesses to provide a user-friendly and hopefully somewhat entertaining analysis.

Sponsored By:



**DON'T FORGET TO BRING
YOUR BUSINESS CARDS!**

To register, please visit: www.MRCA.org or contact Megan Miller mmiller@mrca.org



MIDWEST ROOFING CONTRACTORS ASSOCIATION

**CONFERENCE & EXPO
OMAHA 2018**
OCTOBER 24-26 2018

69TH ANNUAL CONFERENCE & EXPO • OMAHA CONVENTION CENTER OMAHA NEBRASKA

Special PROGRAMS

Location: Omaha Convention Center - 455 N 10th St. - Omaha, NE 68102
(Separate Registration required)

Certified Roofing Torch Applicator and Train-the-Trainer (CERTA) Classes

(Separate Registration Fee)

The CERTA training program is ideal for contractors whose work involves torch applications. These programs train experienced roof system installers on the safe use of roofing torches used to apply polymer-modified bitumen roofing products. CERTA training shows how proper roof system configuration design and application techniques can result in fire-safe installations. These sessions include all meals and access to the Exhibit Hall.

CERTA Train-the-Trainer Authorizations and Re-Authorizations

Wednesday, October 24th

- 1:00 pm – 6:00 pm - Part 1

Thursday, October 25th

- 9:00 am – 2:00 pm - Part 2

CERTA Applicator Course

Thursday, October 25th

- 7:30 am – 11:30 am - Part 1

Friday, October 26th

- 7:30 am – 11:30 am - Part 2



Sponsored by

EXCELLENCE SINCE 1912



L. Marshall

ROOFING & SHEET METAL INC.



beeline marketplace

Sponsored Roofing Broker



OSHA 10 Hour Training Course

(Separate Registration Fee)

The OSHA 10-hour course is intended to provide information needed to help foremen, supervisors, managers, superintendents, competent persons, safety staff, safety committee members, safety managers, and other employees be more aware of health and safety hazards so they can be avoided. The OSHA 10 hour training course also includes a brief overview of how the Occupational Safety and Health Administration (OSHA) functions and the rights of employers and employees. There are no prerequisites required to take the 10-hour training course.

OSHA 10 Hour Training Course

Thursday, October 25th

- 7:00 am – 12:00 pm - Part 1

Friday, October 26th

- 7:00 am – 12:00 pm - Part 2



Sponsored by



#MRCA2018



MRCA 69th ANNUAL CONFERENCE & EXPO

October 24 - 26, 2018

CONTRACTOR REGISTRATION FORM

(Online Registration available at www.mrca.org)

Company Name _____

Full Name for Name Badge #1 _____ Email (required) _____

Full Name for Name Badge #2 _____ Email (required) _____

Full Name for Name Badge #3 _____ Email (required) _____

Full Name for Name Badge #4 _____ Email (required) _____

Company Address _____

City _____ State _____ Zip _____ Work Phone _____

Member FULL Registration: Includes MRCA Reception, Foundation Auction, Keynote Address, MRCA Membership Meeting, Educational Sessions, Meals and Access to Exhibit Hall for all days. (Excludes activities requiring separate registration fees below.)

A

Member Full Registration \$350

Additional Member Full Registration* \$125

*Discount is available only if registrants are from the same company. Also available to spouses or guests of the Member attending. Name badges will have same company name. The MRCA Member price is also being extended to Iowa Roofing Contractor Association Members.

Non-Member Individual Full Registration \$550

Join and Register Option for Contractors

Become an MRCA Member today and receive Silver Level Membership for 2018 - 2019 and 1 complimentary FULL registration.

Join and Register \$795

Additional New Member Registration \$125

1-Day of Conference Registration: Includes 1 day of General Educational Sessions and Access to the Exhibit Hall. (Excludes activities requiring separate registration fees below.)

1-Day Member Individual Registration \$175

1-Day Non-Member Individual Registration \$275

Check the day you will attend: Wednesday Thursday Friday

Exhibit Hall Access ONLY Registration:

Contractors, Consultants, Specifiers, Code Officials, FREE

Engineers, Architects, Insurance Agents: \$550 per person

Non-Exhibiting Suppliers:

Subtotal Box A: \$ _____

Activities Requiring Separate Registration Fee:

Steep Slope University for Contractors

(Includes Steep Slope Education, YCC Welcome Party, Keynote & Access to Exhibit Hall)

\$55 per person

Young Contractors Council Fundraiser Welcome Party at "The Matt"

Wednesday October 24th 7:30 pm - The Old Mattress Factory

\$40 per person

CERTA Train-the-Trainer Course for NEW Trainers and Reauthorization

(Includes Meals & Access to Exhibit Hall)

\$375 per person for MRCA, NRCA and IRCA (Iowa) Members

\$495 per person for Non-Members

CERTA Applicator Course

(Includes Meals & Access to Exhibit Hall)

\$325 per person for MRCA, NRCA and IRCA (Iowa) Members

\$475 per person for Non-Members

OSHA 10 Hour Training

(Includes Meals & Access to Exhibit Hall)

\$195 per person for MRCA, NRCA and IRCA (Iowa) Members

\$300 per person for Non-Members

Optional Excursion in Omaha

Friday, October 26th - Explore the world-renowned Omaha Zoo and Aquarium

_____ No. of Tickets x \$125.00 each = _____

Subtotal Box B: _____

B

Special Notes/Requests

- This is my First MRCA Conference & Expo
- I require special assistance onsite. Please contact me.
- I have a dietary preference for meals. Please specify:

Total Payment Due: Box A + Box B \$ _____

Check to MRCA Visa MC AmExp Discover

Card # _____

Exp. Date _____ Billing Zip Code _____

Name on Card _____

Cancellation Policy: All cancellations must be received in writing. A \$15 processing fee applies to all cancellations. No refunds will be given after October 1, 2018. All refunds will be processed after the conference.

Registration INFORMATION

SHOW LOCATION AND HOTEL

The 69th Annual MRCA Conference and Expo will be held at the Omaha Convention Center (formerly the CenturyLink Center).

Omaha Convention Center

455 N. 10th Street
Omaha, Nebraska 68102
<http://www.centurylinkcenteromaha.com/>

Hilton Omaha

1001 Cass Street
Omaha, NE 68102

The MRCA room block at the Hilton Omaha is Sold Out as well as the Hotel itself. If you still need a hotel room, please try the Marriott next door. MRCA does not have a room block at this hotel or any other hotel in the vicinity.

**Omaha Marriott Downtown at the Capitol District
222 N 10th St, Omaha, NE 68102
Phone: (402) 807-8000**

Parking

Surface street parking is \$8
At the hotel Self parking in the Garage is \$15.00 Valet parking \$21.00
Convention Center Garage parking (when available) \$12

Airport

Eppley Airfield International Airport OMA
4501 Abbott Dr.
Omaha, NE 68110
www.flyoma.com

Transportation

Distance from Airport to Hotel: 3 mi.
Drive Time: 10 min
The Hilton Omaha does have an Airport Shuttle which runs at regular intervals. If the Shuttle is not at the airport when you arrive, dial TEL: +1-402-998-3400 and choose option #2.
Taxi Service is approximately \$11.00 USD.

CONFERENCE REGISTRATION

MRCA Member Companies pay \$350 for the first registration and \$125 per additional attendee from the same company. Every registration includes entry to the exhibit hall as well as the MRCA Reception, Foundation Auction and Keynote Address. Additional Education is also available and priced separately on the Registration Form.

HOW DO I REGISTER?

Phone 800.497.6722 Get personalized support to register all company employees at one time.

Fax 937.278.0317 Fax a separate registration form for each employee and send all forms together.

Mail Complete a separate registration form for each employee and mail them together.
MRCA
2077 Embury Park Rd.
Dayton, OH 45414

Online www.mrca.org

Exhibit Hall Only

Access to the exhibit hall is FREE for Contractors, Consultants, Specifiers, Code Officials, Engineers, Architects & Insurance Agents ONLY. Non-Member Suppliers, Manufacturers, Distributors, and Service Providers can enter the exhibit hall for a nominal fee of \$550 per person.

Four Easy Ways to Register

Online: www.mrca.org

Phone: 800.497.6722

Fax: 937.278.0317

Mail: MRCA, 2077 Embury Park Rd.,
Dayton, OH 45414

Program Changes and Cancellations:

MRCA reserves the right to substitute speakers or to cancel and reschedule events due to any unforeseen circumstances. If MRCA must cancel a show, registrants will receive a full credit or refund of their paid registration fee. No refunds will be made for lodging, airfare, or any related expenses.

Deductibility of Expenses: Consult your tax advisor for information regarding the deductibility of registration and membership expenses.

Please feel free to contact Rachel Pinkus or Megan Miller with any questions or concerns
800-497-6722.

#MRCA2018



**MIDWEST ROOFING
CONTRACTORS ASSOCIATION**
69th Annual Conference & Expo
October 24-26, 2018
CenturyLink Center in Omaha, NE

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: _____

Country: _____

O: _____ C: _____

Email: _____

Website: _____

Full Name: _____

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.

Signature: _____

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, 2018. 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, 2018, 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
4 or more booths	\$1,600 each	\$2,100 each
Number of Booths _____ x rate per booth _____		
= Total \$ _____ % Being Paid Today: _____		

Preferred Booth Numbers:

1st Choice: _____ 2nd Choice: _____

3rd Choice: _____ 4th Choice: _____

Please list companies that you prefer not to be near:

BILLING INFORMATION:

Full Name: _____ Title: _____

Company Name: _____

IF DIFFERENT FROM ABOVE:

Address: _____

City, State, Zip: _____

Country: _____

PH: _____ FX: _____

Email: _____

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.
Dayton, Ohio 45414

You may also send your completed agreement to:
rpinkus@mrca.org or Fax: 937-278-0317



Credit Card Payment Information:

CC#: _____ Exp. Date _____

Name on Card: _____

Billing Zip Code: _____ Amount Being Charged: \$ _____

QUESTIONS? Contact Rachel Pinkus at 800-497-6722 or
rpinkus@mrca.org

Exhibitors AND EXHIBIT HALL

Visit leading industry suppliers in the exhibit hall where they will showcase their products and services during the MRCA 69th Annual Expo. The exhibit hall is designed to allow you to meet face to face with vendors, view product demonstrations, and network with your peers. Connect with each exhibiting company to learn how they can help you grow your business!



**WEDNESDAY
OCTOBER 24TH**

8:00 am–4 pm
Exhibitor Registration
and Move-In

**THURSDAY
OCTOBER 25TH**

7:00 am–10:00 am
Exhibitor Registration
and Move-In

12:00 pm–4:00 pm
Expo Open

**FRIDAY
OCTOBER 26TH**

12:00 pm–3:00 pm
Expo Open

3:00 pm–7:00 pm
Exhibitor Move-Out



This year on the Expo Floor will be the GAF Sponsored “fishbowl” Classroom, the BEACON Sponsored Steep Slope Demo Area and the Malarkey Shingler Contest. The “fishbowl” will feature special educational sessions (included in your registration fee) and the demo area will feature product demonstrations geared towards the Residential and Steep Slope Contractors. The Shingler Contest will give attendees a chance to show off their Roofing Skills and possibly go home with the \$500 Grand Prize! Also, back by popular demand, will be the Metal Shop. This area will feature a full working metal shop complete with a press break, roll machine and shear. Demonstrations in both areas will be happening throughout both days of the Expo.

2018 EXHIBITORS*

* Exhibitor list is as of September 27, 2018

A.C.T. Metal Deck Supply	Equipter	RK Hydro-Vac Inc
ABC Supply Co Inc	Franklin International	Roofers Coffee Shop
Acculynx	GAF ELK Materials Corp	ROOFGRAF
BCT Benefits	Gary Gross Trucks & Accessories	Roofing Contractor Magazine
Beacon Roofing Supply	Georgia-Pacific Gypsum	ROOFMASTER PRODUCTS COMPANY
Beeline Purchasing	Guilbert Express, Inc.	RoofSnap
Carlisle SynTec Systems	Hallmark Building Supplies, Inc.	SeamSAFE Roof Safety Anchors
Castagra Products, Inc.	HAPCO Inc	ServiceTitan
CERTA	Harness Software	SFY, LLC Solutions For You
CertainTeed - Central Ohio	Hearth	Sheffield Metals International
ChemLink	IB Roof Systems	Sika Sarnafil Inc
Cidan Machinery, Inc.	Insulfoam	Siplast
CompanyCam	IR Analyzers / Vector Mapping	SOPREMA Inc
Contractor Nation	Johns Manville	SPEC Building Materials Corp
ContractorCoachPRO	Karnak Corporation	TAMKO Building Products Inc
Cordeck	Kirby Fiberglass Inc	The DeHayes Group
CutterCroix, LLC	Leading Edge Safety	The Estimating Edge
Dataforma Inc	Malarkey Roofing Products	TuffWrap Installations
ddk marketing, inc.	McElroy Metal Inc	United Union of Roofers Waterproofer and Allied Workers
DERBIGUM Americas, Inc.	OMG Roofing Products	Versico Roofing Systems
D-MAC Industries	Owens Corning	WindSmart WindSmart Systems, Technologically Advanced Roofs
Drexel Metals Inc	Petersen Aluminum Corp	
Duro-Last Roofing Inc	Polyglass USA Inc	
Dynamic Fastener	Premier Claims	
Eagleview Technologies	Progressive Materials LLC	
EcoStar LLC	RCG Contractor Marketing	
EMI Roof Vacs	Revolution Wraps	

For more information on exhibiting, sponsoring, or advertising, please contact

RACHEL PINKUS, MRCA MANAGING DIRECTOR

800.497.6722 / rpinkus@mrca.org

#MRCA2018

ON DECK with Morgan



MRCA Board of Directors, Editorial, Conference, and Steep Slope Committees

7 THINGS ABOUT BILL SEIBERT PRESIDENT/CEO OF FISHER ROOFING OF KEARNEY • KEARNEY, NE

- "The first time I ever got on a roof was the summer before my freshman year in high school. I had a buddy whose father was a contractor and when I saw my friend making this money, I asked him to hire me too," remembered Bill. He worked summers through high school and college. At the age of 21, Bill was working on a roof when one of his friends was seriously injured. "That was a real eye-opener; the "employer" had been treating us like 1099 sub-contractors, which we did not realize, so there wasn't any protection, no insurance and no workman's comp. After that, I couldn't continue to work for him."
- Starting his own company was the next step for Bill. "I could only bid small jobs, I was truly a one-man-show." He traded his '65 Buick Skylark Gran Sport for a little '86 Chevy S10 pickup he named "Papa Smurf". He would throw a blue tarp in the bed of the truck and throw the tear-off into it, drive to the landfill and offload by hand. "I did 12 roofs like that; sometimes it took 4 or 5 trips just to finish the tear-off. I had saved enough money to purchase a 1969 International stub nose dump truck, I thought I was in roofer's heaven."
- Bill grew up in Mitchell, a small town of just under 2,000 people, nestled in the panhandle of Nebraska and attended Mitchell High School, (go Tigers!) He went on to college, first at West Nebraska Community College and then to the University of Nebraska at Kearney before leaving to start his business. "I was a rebel without a cause," chuckled Bill.
- Bill has been married to his beautiful wife, Tawney for 19 years. "She's a great person. She's easy-going and fun to be around." Together they have three children, Landon is 17 and a senior in high school, Lily is 14 and just started her freshman year, and their youngest, Olivia is 9, a fourth grader, "she is our little pistol, she's always doing whatever dad is doing!"
- "I run my business, and really my life, based on two main ideas. The first is the idea that business and life can be relatively simple if you do what's right. That philosophy has kept me out of a lot of trouble. The second is to always keep a positive mental attitude. No matter the situation there is a positive to be found, and finding the positive can bring about many good things. I am a firm believer in the power of Prayer and Positive Mental Attitude."
- In his spare time, Bill can be found "doing whatever my kids and family are doing." He has coached hockey and baseball with teams qualifying for the Little League World Series Mid-West Regional Championships and a team that placed 3rd in the Tier 2 USA Hockey National Championships. Every winter for the last 10 years he has built an ice rink in the backyard. "I use 45mil TPO as my waterproofing liner. I have re-used the same TPO for the last six years!" Bill also loves the outdoors and tournament Walleye fishing, "tournament fishing helps satisfy my competitive spirit."
- "My father-in-law introduced me to MRCA in the 90's at the MRCA Conference in Kansas City. When I first opened my business the value from MRCA was in the business forms and safety program. Now it's much more, it's the relationships I've built with all these incredible roofing contractors. The experience has been priceless."



CONTACT US

www.callfisher.com
Fisher Roofing of Kearney
2308 E Hwy 30,
Kearney, NE 68847
866-251-8360



Stop by and visit us at:
BOOTH #301

My job is to make your job easier.

Every day ABC Supply associates from over 700 locations nationwide dedicate themselves to making your job easier. It starts with 24/7 access to pricing and order placement with ABC Connect and ends with your materials delivered accurately, complete and on time, every time.

- ✓ Competitive pricing, hassle-free returns.
- ✓ Deliveries complete and on time. Every time.
- ✓ Manufacturer Rewards Support™.
- ✓ 24/7 access to products, pricing and order placement.

Experience the ABC Supply Difference.



ROOFING • SIDING • WINDOWS • TOOLS
GUTTER • ACCESSORIES • AND MORE

abcsupply.com



CALENDER OF EVENTS

ARCA Roofing Expo

Oct 4-6, 2018

Prescott Resort and Conference Center

Prescott, AZ 86301

<https://www.azroofing.org>



CRCA – Chicago Roofing Contractors Association

Annual Trade Show & Seminars

January 17-18, 2019

Drury Lane

Conference Center

Oakbrook Terrace, IL

www.crca.org



ORCA – Ohio Roofing Contractors Association

Working Tradeshow

Feb 6, 2019

Ohio Expo Center

Columbus, OH 43211

www.ohioroofing.com

RCAT – Roofing Contractors Association of Texas

43rd Annual Conference & Trade Show

October 10 - 12, 2018

Gaylord Texan Resort & Conference Center

Grapevine, TX

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



NRCA CERTA Train-the-Trainer

Feb 10, 2019

Nashville, TN

<http://www.nrca.net/store/category/certa-train-the-trainer-authorization/28>

MetalCon

October 10-12, 2018

Charlotte, NC

www.metalcon.com



NRCA – National Roofing Contractors Association

Annual Convention and IRE International Roofing Expo

Feb 11-13, 2019

Music City Center

Nashville, TN

<https://www.theroofingexpo.com>

MRCA – Midwest Roofing Contractors Association

69th Annual Conference & Expo

October 24-26, 2018

Omaha Convention Center

Omaha, NE

www.mrca.org





RCI – Roof Consultants Institute Trade Show

March 14-19, 2019

Rosen Shingle Creek Resort
Orlando, FL

www.rci-online.org



Roofing Day in D.C. 2019

April 3-4, 2019

Washington D.C.

www.nrca.net/roofingday



Trainer Authorization

NERCA ANNUAL CONVENTION & TRADE SHOW

March 20-21, 2019

Foxwoods Resort and Casino
Mashantucket, CT 06338

www.nerca.org



NRCA CERTA Train-the Trainer Authorization

April 4, 2019

Building & Fire Code Academy

Elgin, IL

www.nrca.net/store/detail/certa-train-the-trainer-authorization/1716



www.nrca.net/en/home.html

DIVERSE KNOWLEDGE



Laurie Moore – Kreiling Roofing Co, Peoria, IL

In addition to the MRCA, there are multiple associations in our industry that offer support to the contractor in different ways. Although sometimes information is repeated at different events, there is something different to be gained by attending more than one event each year. Different topics = broadened perspective; Repeated topics = ingrained knowledge.

In September this year, WinR contractors attended the National Roofing Legal Resource Center's conference in Napa, CA. Topics included Employment Law, Construction Contract Law, Technical Issues Causing Liability, Technology in the Industry and Jobsite Safety Climate along with a Best Practices Contractor Panel.

Along with the presented topics, there were many opportunities to discuss these topics and more with approximately 100 other roofing contractors from all over the country. The attendees are typically the people in the company responsible for protecting the company from liability. The communication with others in this group where common knowledge and challenges are so closely shared is uncommonly effortless and productive. These discussions can be as valuable as the formal presentations.

The notes for this conference are posted for this year and previous years at nrlrc.net. The conference generally focuses on awareness of liabilities currently impacting the roofing industry along with suggested practices that can be implemented to limit liability and increase success as we are met with daily challenges. This industry has become more complicated in recent years; Changes that impact our industry occur annually so it is essential to the health of any company in this industry to stay informed. It is also good to meet the people that can help

you when you have problems that are beyond your capabilities. It is a comfort to know there is help when you need it.



At MRCA, we focus on the current needs of roofing contractors in their struggle for increased professionalism and limited liability in the industry. In addition to the formal presentations, there are many contractors from more than 20 states with 50-100 employees who practice flat, sloped or both types of roofing. Not all, but many are family-owned businesses who work daily with family members and navigate ownership transitions in addition to all the HR, safety, technical and legal environments. We have a dynamic board that is eager to learn of your company's challenges in order to tailor the support of the association to your needs. If you are unable to attend MRCA please call the office to be directed to a board member to address your topics of concern.

The women in these companies are specifically looking to connect, so if you are interested in connecting with this group or have sighted one of these unicorns, please call the MRCA or go to the MRCA website for information.

MRCA LEGAL SERVICES PLAN INCLUDES LABOR RELATIONS ISSUES



(OVERSIGHT OF LEGAL SERVICES PLAN BY THE MRCA BUSINESS MANAGEMENT COMMITTEE)

(OVERSIGHT OF SIGNATORY CONTRACTORS CONFERENCE BY THE SIGNATORY CONTRACTORS COUNCIL)

Through the MRCA Legal Service Plan, MRCA Members are entitled to one free phone call each month for legal advice from the Legal Firm of Auman, Mahan and Furry (see Legal Services Plan details on the MRCA website). One of the specialty law areas that Auman, Mahan and Furry services is the area of Labor Law and Employment Issues.

Steve Watring, a Director with Auman, Mahan and Furry, is available to MRCA Members through the Legal Services Plan. Steve emphasize assisting businesses in labor and employment matters. He concentrates in the areas of employment laws, and thereby avoids discrimination charges, wrongful discharge lawsuits and other employment-related claims.

Steve will also be the primary presenter at the MRCA Signatory Contractors Conference scheduled to be held in early December in Chicago. The purpose of the Signatory Contractors Seminar is to assist MRCA Members that have collective bargaining agreements with the various craft unions in preparing for negotiations. The Conference will cover basic labor law principals, an exchange of information and ideas on maintaining positive labor relations with the union(s), and a review of management responsibilities as it relates to the administration of fringe fund and joint apprenticeship boards. More information on this conference will be released soon.

MRCA Membership Update

Welcome OUR NEW MEMBERS

WE'RE HERE FOR YOU

- Empire Roofing Tulsa, OK
- C and C Seamless St. Louis, MO
- Guttering, Inc.
- Omnipresence Addison, TX
- Construction
- Prate Roofing and Wauconda, IL
- Installations, LLC
- Premier Systems, Inc Sioux Falls, SD
- Empire Roofing Denver, CO
- AON Green Bay, WI
- Cidan Machinery Peachtree, GA
- CutterCroix, LLC Cleveland, OH
- Henry Company Chicago, IL
- Sofdesk Montreal, QC

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

Oct 2-3, 2018
8:00 am - 5:00 pm
Aileron Campus, Dayton, OH

Nov 6-7, 2018
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 has Partnered with Aileron to Offer this Member Benefit!



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

DISTRACTED DRIVING AND WORKING



Gary Auman, MRCA Legal Counsel

As those of you who read my “Gary’s Corner” column should understand by now, my concern with regards to safety deals primarily with the practical aspects of safety (how to keep your employees safe) and secondarily with compliance with OSHA standards. In most cases these two objectives run concurrently. That is somewhat true with regards to distracted driving.

As you may be aware, in 2012 OSHA announced that it would consider any employer that did not absolutely prohibit texting while driving to be in violation of the general duty clause. While that was the directive from OSHA, my concerns with regards to safety and distracted driving and/or working are much broader than that. But let’s first talk about distracted driving and OSHA.

In the years immediately preceding 2012, various safety focused organizations reported an increase in traffic accidents caused by the relatively new fad of texting while driving. If you drive as much as I do (and I am guessing most of you drive more than I do) you must have noticed someone driving down the road with their smart phone in their hand and their thumb feverishly tapping out a message to someone who has just sent them a text message. Most of you have probably sat behind someone at a stop sign or traffic light after the traffic light has turned green waiting for the vehicle in front to move out and then realizing that the individual behind the wheel is too busy texting to have noticed that the traffic light turned green. Typically it is the person who is texting while their vehicle is moving who causes most of the texting related traffic accidents. But even the person who is sitting longer than they should at a stop sign or fails to pull away from a traffic light when it turns green may cause an accident because they cause the frustrated driver behind them to try to pull around them thereby hitting an oncoming vehicle.

OSHA’s remedy for this is to require all employers to have a written policy that prohibits texting while driving. Remember, your policy is not sufficient if it only warns your employees of the dangers of texting while driving or suggests to your employees that they should not text while driving. Your policy must absolutely prohibit texting while driving.

Those of you who have participated in the MRCA safety recognition program have received comments from the grading committee regarding your distracted driving program which go beyond the requirements set by OSHA. In fact, when the MRCA safety recognition program question was first included in the application, it asked the applicant to identify their distracted driving and distracted working programs. The safety committee decided to put this into the safety recognition program more broadly than OSHA required, because the MRCA safety committee is concerned about the actual safety of your employees.

the MRCA safety committee is concerned about the actual safety of your employees”

If you want to do the math, a simple calculation will reveal that a vehicle traveling at 35 mph covers 51 feet in one second, 255 feet in five seconds and 510 feet and ten seconds. A vehicle traveling at 70 mph will cover 103 feet in one second, 515 feet in five seconds and 1030 feet in ten seconds. This means that if you’re traveling on an interstate at 70 mph your vehicle will travel more than three football fields in distance in just ten seconds. That is quite a distance to move if you are paying no attention to where you are going. But, you might say that you don’t drive at 50 miles an hour on most of the roads or streets you use to access a job site. So, let’s look at a few other numbers. A vehicle moving at 45 mph will cover 660 feet or the length of two football fields in ten seconds. A vehicle traveling at 55 mph will cover 810 feet in ten seconds and a vehicle traveling at 65 miles an hour, 950 feet in ten seconds. A lot of things can occur in those distances. If you’re on an interstate highway traveling at 65 or 70 mph, and you’re not looking at the traffic moving ahead of you, you can cause a serious accident if you’re not paying attention to your driving just because the traffic in front of you comes to a sudden stop.

It is the information in the preceding paragraph which is the basis for our recommendation for preventing distracted driving. Your safety program



“Your safety program should prohibit any activity for any individual driving a vehicle”

should prohibit any activity for any individual driving a vehicle (whether personal or company) during business hours or from conducting business for your company whenever they are driving any vehicle. Activities we have identified as having the potential to distract drivers from the business of driving are: eating, drinking, reading, smoking, dialing a telephone call, answering an incoming telephone call and of course, exchanging emails or texts. You may ask yourself how much time it takes to place a telephone call. Time yourself to see how long it takes for you to punch a seven digit telephone number into your smart phone. I have tried it and I have found that the fastest I can unlock my phone, get into the phone App, call up the keypad and punch in a seven digit number is nine seconds. If I were doing that in a vehicle traveling 70 miles an hour on interstate my eyes would be away from the road in front of me for 927 feet, again, more than the length of three football fields. How long would your eyes be off the road if you were eating a hamburger and dripped mustard or ketchup on your pants and moved to wipe them clean? How long would your eyes be off the road if you fumbled to find your pack of cigarettes, got a cigarette out of the pack, found your lighter and lit the cigarette? The point here is that any of these activities take your eyes off the road for a significant period of time; time enough for your vehicle to travel a great distance.

Don't forget, if your employee is driving a company vehicle and is in an accident while lighting a cigarette, placing a telephone call, etc. your company will be joined as a party defendant to any lawsuit that might arise from the accident. While you might be able to get your company dismissed from a suit arising out of an accident caused by the negligence of an employee while lighting a cigarette, you would most likely not get out of a similar suit caused by your employee while they were conducting any form of company business which distracted them from driving. So, as those who participated in the safety recognition program know, your distracted driving program should prohibit any form of distracted driving including those activities noted above. This needs to be an absolute prohibition. In fact, if you find it essential for your employees to be able to place or receive telephone calls while driving, you should permit such activity only if they have a voice activated blue tooth set up that permits them to place or receive phone calls without ever taking their eyes off the road. As many employers are also finding out, however, even talking on the phone in a blue tooth manner, takes a percentage of the driver's attention from what they are doing as they are concentrating on the telephone call.

Finally, I would like to take a few lines to discuss distracted working. I think we all are aware of the hazards that exist on any roofing project whether it

is installing a new roof, doing a tear off, or repair work. OSHA has not specifically identified distracted working as a general duty clause consideration. However, do not forget that OSHA does not need to make an announcement about distracted working as a did with regards to distracted driving to invoke the general duty clause following an accident on a job site which is attributed to distracted working. If you have an employee who was texting while working on an active jobsite and therefore, is not paying attention to their work activities and therefore is injured, OSHA may well visit the jobsite and issue a general duty clause citation claiming that texting while working on an active worksite, speaking on a cell phone while working on an active jobsite, etc. are recognized hazards within the roofing industry. Beyond this there are several other ways OSHA can establish a recognized hazard situation to invoke the general duty clause. Here, I suggest that you permit your employees to bring their smart phone or cell phones to the jobsite, but prohibit them from bringing these instruments into the active work zone. They should be permitted to keep their cell phones or smart phones in their vehicle or in a company vehicle and access them during scheduled breaks or lunch to place or return telephone calls. Another area in which we see this problem arising is with those employers who are using warning lines and safety monitors. If the safety monitor is observed using their cell phone for any purpose while inside warning lines with employees outside the warning lines, you will receive a citation for violation of the OSHA standard which requires that safety monitors shall have no other responsibilities than monitoring the activities of employees outside the warning lines.

Why is all this important to you beyond trying to ensure the safety of your employees? General duty clause violations are always classified as serious. This is done because the general duty clause requires

an employer to provide employees with a place of employment which is free of recognized hazards which is causing or likely to cause death or serious physical harm. Those last five words are the key. Citations are classified based on the severity of the injuries that could result from a violation of the safety standard or the exposure to a hazard. OSHA will not reclassify general duty clause violations. So, if you are cited for a general duty clause citation your serious violation will remain as such (the penalty can be reduced) unless you convince the OSHA attorney or the area director that there was no violation or litigate the matter and

Citations are classified based on the severity of the injuries that could result from a violation”

convince an OSHA Administrative Law Judge that there was no general duty clause violation. If you're a commercial roofer and obtain your work through the bidding process, you are aware of the requirement on many jobs for pre-qualifications and/or the use of IS net world. I am sure you are also aware that some owners and general contractors will not permit subcontractors who have received a serious OSHA citation in the preceding three years from even bidding job. If you are in this group of contractors, it is to your benefit to do all that you can to prevent the issuance of an OSHA general duty clause citation.

For the safety of your employees and for the avoidance of OSHA citations for failing to take preventable steps with regards to distracted driving and distracted working, please be sure that you implement strict policies prohibiting such activities within your company.

Largest Inventory in Stock for Immediate Use

15 Locations to Serve You

Knowledgeable Staff

Pick Up or Delivery

PROUD MEMBER
NATIONAL ASSOCIATION OF ROOFERS
MEMBER
METAL DECK SUPPLY

METAL DECK REPLACEMENT?

CALL THE EXPERTS TODAY!
800.894.7741
¡Se Habla Español!

VISIT US AT BOOTH #315

ROOF DECK

FORM DECK

CORRUGATED ROOFING

Visit www.metaldecksupply.com for online quoting

finding your new customers just got easier

While you focus on your current job, HailPost focuses on finding your *next* job. We combine HailStrike's patented storm tracking data with the power of direct mail marketing to help fill your business pipeline all year long.

We mail your most likely affected homeowners directly after a storm, or during other key critical decision dates such as 2 weeks, 30 days or 10 months.

wind and hailstorm triggered direct mail programs



Visit us at the MRCA Conference & Expo to find out more!
Booth #522

HailPost

powered by ddk marketing

312.971.2283 | hailpost.ddkmarketing.com

COLORADO

Colorado Roofing Association (CRA) Golf Tournament

August 17, Arvada, CO - MRCA Board Member, Luke Haines of Roofmasters Roofing and Sheet Metal and MRCA Member, Naomi Dupre of Kirby Fiberglass Inc. represented MRCA at the CRA Golf Tournament. "Despite a little smoke still looming over the Rockies from California fires, we had a beautiful sunny day during Colorado Roofing Association's 36th Annual Golf Tournament! After a full day of playing a good game our contractors



enjoyed a wonderful lunch at the West Wood Golf Courses new club house. Everyone was in good spirits and engaged in conversations concerning the growth and development in our Colorado market. It's been a positive and strong roofing season for all!" said Naomi.

"All eyes have been on Denver this year with the new legislation with Green Roof Ordinance and the challenges the industry has faced as a result of them. It's just another way we can learn from each other and to make progress as a highly environmentally conscientious society," said Luke.

Congratulations to MRCA Member, Rami Zarifa of B&M Roofing of Colorado on winning the MRCA Cooler at this event!



TEXAS



North Texas Roofing Contractors Association (NTRCA) Clay Shoot

August 8, Euless, TX - Congratulations to North Texas Roofing Contractors Association on a packed house for their Not So Mini Trade Show! MRCA Board Officer, Kelly Lea of Texas Roof Management, INC. was there representing MRCA. "The atmosphere at this show is great. MRCA has so much to offer both commercial and residential roofing contractors through benefits, networking, and education, it feels good to help our fellow contractors."

MRCA Membership Director, Morgan Arwood was also in Texas to represent MRCA, "This was a fantastic show, Karen Vermaire Fox (NTRCA Executive Director) and her staff should be very proud. Our relationships with other roofing associations like NTRCA only make the roofing industry stronger and louder. We each have something unique to offer roofing contractors and ultimately, we all have the same goal, which is to better the industry."

KANSAS

Kansas Roofing Association (KRA)

Annual Golf Tournament

July 12, Basehor, KS – The Kansas Roofers took over the Falcon Lakes Golf Club on a sizzling Kansas summer day.

MRCA's First Vice-President, Kevin Gwaltney of Diamond Roofing, was on hand to represent MRCA, "KRA always has a great event and this year did not disappoint. We had over 70 roofing industry professionals this year!"

The winner of the MRCA Cooler giveaway was Garrett McCullough of Centimark in Kansas City. Many thanks to Kim Swartzendruber, KRA Executive Director for her hospitality, and for hosting such a successful golf tournament.



KANSAS

Michael P Daly Memorial Foundation Scholarship Tournament

Golf Tournament

September 7, Overland Park, KS – MRCA was well represented at the Michael P Daly Memorial Foundation Scholarship Tournament primarily because the Dalys are one of the most respected and loved families in our organization. MRCA Board and/or Committee Members, Tracey Donels of KPost, Brian Cook of Dataforma, and James Boland of The Quality Roofing Co. were in attendance to support the Dalys and represent MRCA. "While the rain held us back on the golf course, we were still able to show the industry support for this great cause," said Tracey.

TEXAS



North Texas Roofing Contractors Association (NTRCA)

Clay Shoot

September 12, Dallas, TX - Tracey Donels of KPost Roofing & Waterproofing manned the MRCA station at the NTRCA's Clay Shoot. "I love getting out here and talking about MRCA and especially MRCA's Young Contractors Council (YCC) which is near and dear to me. Our members are able to get their younger employees to begin their MRCA experience through the YCC. It's a great way to develop the relationships that will last throughout their careers."

NTRCA pulled off yet another successful event selling out the available openings for the Clay Shoot. Many thanks to Karen and the entire NTRCA staff for their continued support of MRCA and the industry on the whole.

The winner of the MRCA Cooler was NTRCA Immediate Past President, Holly Greer of Brettco Roofing! Congrats Holly!





AMERISAFE

Safe Above All

800.897.9719 - amerisafe.com

YOU'VE GOT THIS

An AMERISAFE workers' comp policy says it all. You're covered. You're confident. And most importantly, you're safe. We help you limit accidents and save money through our proactive safety support. Stand tall and stare down the face of hazard.

PANEL-TITE®

METAL-TO-WOOD SCREWS



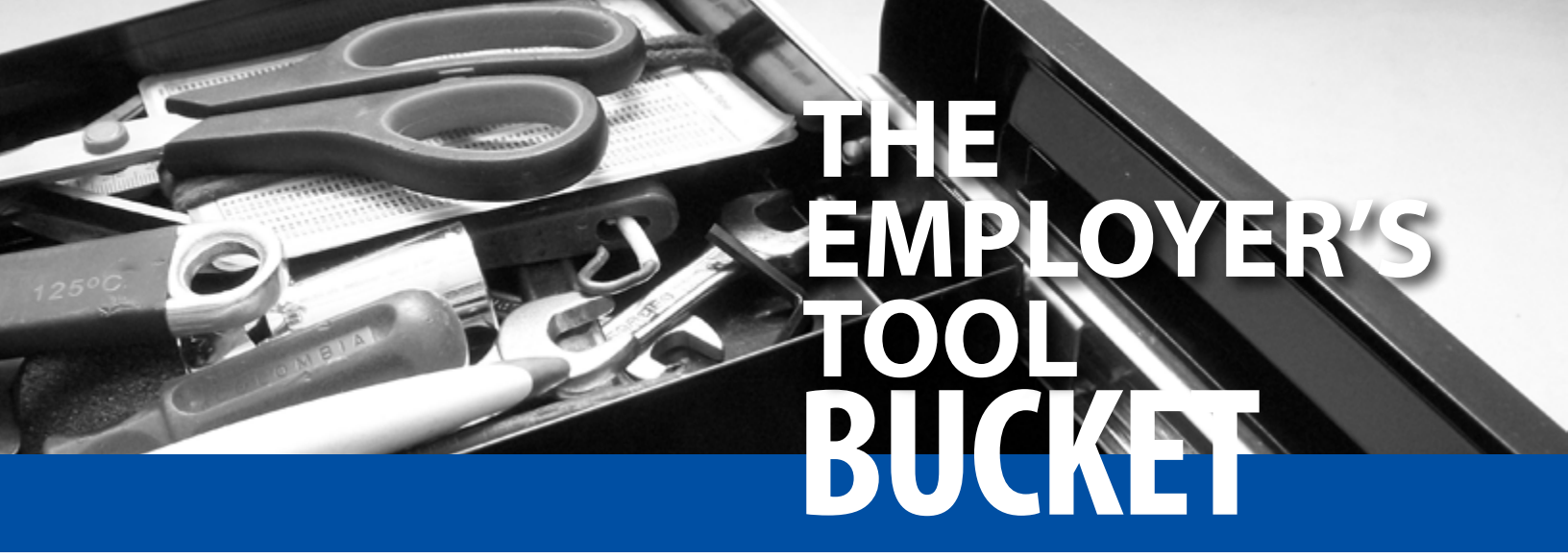
Designed for fast installation and corrosion resistant performance.

- Available in #9, #10, #12, or #14 Diameter.
- Carbon Steel, Stainless Steel, or Stainless Steel Cap Heads.
- All fasteners can be painted with our Kalida Kote™ paint finish to your exact color match.
- Available with TRI-SEAL® coating formulated for treated lumber applications.

CALL NOW!



TRIANGLE FASTENER CORPORATION
www.trianglefastener.com | 800.486.1832



THE EMPLOYER'S TOOL BUCKET



by Steve Watring, Auman, Mahan & Furry

For your workers, having the correct tools in their tool bucket helps them get the task done efficiently and professionally. Of course, the worker also needs to know which tool to use when. It is no different for you, as an employer, when the task is dealing with your employees. You need to fill your “Employer’s Tool

Bucket” with the tools that you need, and know when and how to use them. This is just one in a series discussing different tools to consider for your Employer’s Tool Bucket.

Tool #1--The Employment Application

Should I have one in my Tool Bucket? Yes

When should I use it? When you are considering hiring someone

Where do I get one? Many sources available

What should it include? Depends

This is the first tool I recommend for your Employer’s Tool Bucket. Some tools are not an essential tool for every Employer’s Tool Bucket. This one is. While it is dangerous to say “always” I cannot think of a single valid reason why any employer should not have an employment application in their Tool Bucket. It is the tape measure that you use to initially size up your applicants.

There are various ways that an applicant can express interest in employment with your company.

But ultimately, you want all applicants for the same position to answer the same questions on the same form. The application should be considered the formal start of the application process. Do not let someone apply with just a resume or an online response. You want them to answer the questions that you want answered rather than just telling you what they want you to know. Otherwise, it is too easy for the applicant to hide unsightly blemishes in their record. While an employment application does not expose everything, it is still a good start. The simple truth is that some bad actors will do everything they can to avoid completing an employment application. That may be your strongest reason for wanting one.

Legally, you want there to be no question as to what is necessary to apply for a position with your company. In a discriminatory hire case, an applicant normally must show that they in fact “applied”. If you do not always require a completed application, then it will be much more difficult for you to argue that someone did not apply by an informal inquiry—maybe even an inquiry that you knew nothing about or had no record of.

Other than perhaps in a union hiring hall situation, I cannot

think of a single good reason why you should not make everyone complete an employment application. And I do mean everyone—from custodian to CEO. My law firm requires that even attorneys complete employment applications!

Now that I (hopefully) have convinced you that you need an application, the next question is— where do you get one? There are many good resources out there for form applications. Our website (www.amfd Dayton.com) includes a generic form, which we review and revise periodically. Some good (and bad) application forms are available online from various sources. You may get a good form through business networking or a business association. While many free resources are available, they also are available from various vendors for a fee.

Most of these sources are good, and it is usually okay to use them as an off the shelf tool. But it is impossible to draft a perfect employment application that is best for all employers. You can only get the best application for you by taking a good form as a foundation, and customizing it to make it your own. Again, that is not essential, but it is best.

Especially if you customize your form, understand that there are certain questions that most employers cannot ask on an application. You cannot ask questions about someone’s protected class (race, color, national origin, religion, sex, age, disability) status. This extends to certain related questions (examples-questions about family, marital status or pregnancy), or questions that would normally lead to this type information (example-date graduated from high school). You can ask about the applicant’s ability to do the job with or without accommodation, but nothing else health or medical related. You normally can’t ask about union membership. While you can ask if someone can legally work in the United States, you can’t ask about their citizenship status.

Questions about criminal records should be carefully written to comply with the law, and may be prohibited in some “ban the box” jurisdictions. But this is one of the areas where your employment attorney and/or human resources professional come in. I have had clients remove these inquiries (and thus hire someone that they should not have), just to be “safe” and avoid possibly violating the law. Under the circumstances, the “safe” thing to do is find out what you can ask and ask it.

Most good forms will cover the main questions. But you actually have broad discretion in what you can ask in your employment application. With limited exceptions such as those discussed above, you can ask about anything. The best rule to live by is to only ask things that are job related and that you want to know to evaluate

BUSINESS MANAGEMENT

someone for the job. Why do you really need to know what someone does in their spare time or what organizations they belong to?

Because most good forms do cover the essentials, I am not going to go into those in detail. However, I do want to mention a few other things that I find useful that are not always covered in the generic application. You may want to pull up the sample application on our website to follow along, and for the exact wording.

Will your company ever have to sponsor an immigration case for the applicant? See the model application for the exact wording. This is the most recent addition to our application. Sponsoring someone on visa status can be an administrative headache, and you are entitled to know in advance if that is going to be necessary.

Is the applicant subject to a covenant not to compete or solicit? This could seriously restrict what the applicant can do for you if you hire them. It is better to know this up front.

Are there pending criminal charges against the applicant? Honestly, there is still a debate on whether this is a legal question, but I think the better argument is to go ahead and ask it. I have had more than one client hire someone not knowing of serious unresolved criminal charges against them.

Compensation desired? Why not ask? “Negotiable” is an acceptable (and smart) answer.

Restrictions on hours? Frequently, employees like to raise these restrictions after they are hired. They are less likely to mention it in an application. This makes it less likely that they will raise it later, and puts you in a better position if they do.

Current employment status? As written on our sample application, this is designed to flush out the person that has a job but is not actively working (on layoff status, on strike, etc.). You may not want to hire someone whose recall is a phone call away.

Ever been involuntarily terminated? In reality, this is an honesty question more than anything else. You can follow up with reference checks.

In addition, here are a couple of questions that I have considered but have not made the cut on our sample (normally I think that an application that is more than 2 pages is too long):

References? What do you need other than the employment history? Are you really going to check other references? Most people can find at least someone to say something good about them. For most employers, I don’t think it’s worth the space.

Is there any reason that you know of why you will need to take time off work in your first year of employment? This is designed to flush out those people that have pre-existing plans to take time off but don’t want to tell you about it until they are hired. It also can apply to a newly pregnant applicant, which may put the question in the legally questionable category. While there are arguments both ways, this one may be more trouble than it’s worth. It may be worth it for jobs with a long learning curve.

It would be interesting to ask applicants how much of their paid working time they think they should be able to devote to their own personal matters. I just don’t know how much value the answer would be.

Before closing, I want to briefly address the acknowledgement at the end of the application. The beauty of the acknowledgement is that few people really read it that carefully, even fewer choose not to apply

after reading it, and even fewer than that are going to remember what it said months or years into their employment. It is a golden opportunity to “pack” it with some goodies that can help you later on. For example, look to the last sentence of the acknowledgement in our sample application, which restricts the time in which claims can be brought against the company. This is known as a “private statute of limitations” and as of the time of this article is enforceable. Recently, an Ohio court even enforced a similar clause against an employee who was legally blind when they signed it! Like many of the tools in your Employer’s Tool Bucket, you may never need this clause, but it may come in handy. Why not pack it?

I am all in favor of employers only using me when they need to. You can and should do most of this yourself. But if you customize your application, please have an employment attorney or HR professional review it before using it. If your application is good, it won’t cost much. If it is not good, the money spent will save you from costly mistakes later.

Finally, the best employment application in the world depends upon it being completed and signed. A tool is of little value, and can even be dangerous, if you don’t use it correctly. An incomplete application can only mean a few things, and usually it is a warning sign. Even if it is not intentional, do you really want to hire someone who can’t correctly complete your application? Religiously require that applications be fully completed and signed for them to be considered an application.

© 2018, Stephen A. Watring, Auman, Mahan & Furry. Steve Watring (saw@amfd Dayton.com) is a partner in the labor and employment law group of Auman, Mahan & Furry. He has counseled employers in workplace issues since the 1980’s. Steve is a Certified Specialist in Labor and Employment Law. He holds a Preeminent rating from Martindale-Hubbell, and has been recognized as a Super Lawyer.

Experienced Counsel and Determined Professionals

- OSHA Defense
- Workers’ Comp Defense
- Labor & Employment Law
- Construction Law
- Business Law
- Litigation

**Auman
Mahan + Furry**
ATTORNEYS

937-223-6003

amfd Dayton.com

**Attorneys
You Can
Rely On for
Effective
Representation**

Stephen A. Watring
Gary W. Auman
William H. Barney, III
Richard L. Carr, Jr.
Donald B. Rineer
Amy C. Mitchell
Douglas S. Jenks
Abigail K. White
David M. Rickert
Matthew J. Bakota

SECURE START™ PLUS
UNDERLAYMENT



EZ-RIDGE™
HIP AND RIDGE SHINGLE



RIGHT START™ UDL
UNDERLAYMENT

SMART START™
STARTER SHINGLE

ARCTIC
S E A L®
UNDERLAYMENT

RIDGEFLEX™
HIP AND RIDGE SHINGLE

The Secure Choice™ system is a family of residential roofing products to support our many shingle lines. These products are manufactured and controlled for quality and dependability and together assure homeowners that their choice, is a Secure Choice™.



WWW.MALARKEYROOFING.COM

SUBSCRIBE TODAY!

Roofing Contractor

FREE



ROOFING CONTRACTOR

www.roofingcontractor.com/subscribe today



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

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



WOMEN IN ROOFING

WinR

The MRCA **Women In Roofing** are taking action to give back to the city of Omaha. In conjunction with MRCA's 69th Annual Conference and Expo, the WinR Council has organized a donation drive to support the Omaha Women's Center for Advancement. To be a part of this Drive, go to Amazon.com's Wishlist section and search for WinR Council - Donations for the Women's Center for Advancement. Then you can select any item from the list shown and it will ship directly to the center. It's donating made easy, and your support will make a great impact.

DONATION

2018

DRIVE



WOMEN'S CENTER FOR ADVANCEMENT

Purchase items from our Amazon Wishlist
to be delivered directly to the center!



WHAT WE DO

The WCA saves hundreds of lives each year. It is the go-to place for anyone in the Omaha area who is experiencing domestic violence, sexual assault, stalking, or human trafficking.

SUPPORT THE WCA

When you give to the WCA, you are helping women and their families in our community to stay safe and grow strong.



Midwest
Roofing
Contractors
Association

CONFERENCE & EXPO
OMAHA 2018

OCTOBER 24-26