

MWR

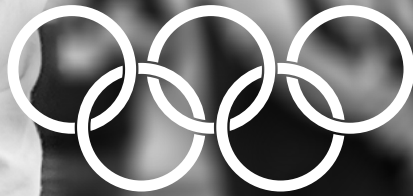
MIDWEST ROOFER

Midwest Roofing Contractors Association

NOVEMBER 2019



**CALLING
ALL
ROOFERS!**



ARCA ROOFER OLYMPIC GAMES

OVERLAND PARK CON • EXPO NOV 20 - 22

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OLYMPICS

FOUNDATION
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CONTRACTORS
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SHARP PLUS SAFETY
AWARDS

KEYNOTE
SPEAKER
UFC HEAVYWEIGHT CHAMPION
DANIEL "DC" CORMIER

ROOFING
UNIVERSITY





MRCA ROOFER OLYMPIC GAMES

GET IN THE GAMES, AND COME TO

MRCA's 1st Annual Roofers Olympics will be held November 22nd on the Expo Floor and will feature 4 EVENTS! Each event will be scored on both speed and quality! Entrance onto the Expo Floor and into the Olympics is **FREE for all Contractors and their Employees**. Space is limited, Get Signed Up Today!
Contact Carroll Hamann by email at chamann@assnsoffice.com or call 800-497-6722

4 EVENTS



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NOVEMBER 2019

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Midwest
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Association

MRCA Leadership Directory

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

Find us on





The MRCA 70th Annual Conference and Expo

Kevin Gwaltney, MRCA President

The excitement is building for our upcoming convention on November 20th-22nd in Overland Park, KS. The MRCA staff is hard at work finalizing schedules and plans. I would personally like to thank our sponsors and exhibitors for supporting the MRCA Conference and Expo. It is your commitment that brings energy and value to the event. The MRCA directors and staff have done their part in planning and full slate of educational opportunities, events to network with your industry peers and attracting exhibitors and sponsors. I appreciate all the effort that the MRCA staff and committees have put into planning this event.

It is tradition in the MRCA, that the President chooses the site location for the convention for the year that they are serving as President of the association. The decision was made to come to the Kansas City area for many reasons, but essentially roofing contractors have supported the MRCA with attendance to this location in the past and we felt we could count on their continued support.

I have attended the MRCA convention religiously for the past 25 years and have a 20-year streak of attending without missing. I wanted to share with you the reasons I have been willing to make the investment and commitment to attendance.

1. Networking with peers. The contractors that attend this show are professional and many of them run great companies that respect the trade while providing value to their customers. If there is opportunity to interact with this type of person, I consider it a can't miss opportunity for me to learn and improve my business.
2. Education opportunities. The slate of education at this convention is contractor oriented. Many times, it has been prepared by a fellow contractor or at least vetted by a fellow contractor, the topic is relevant to my business and will help me improve my business.
3. Leading edge. MRCA is branded as the "Contractor's Advocate." I can recall many times in the past 20 years of attendance that I learned a new product, piece of equipment, or an application technique. MRCA takes great pride in creating an atmosphere for this type of learning and sharing.
4. Position yourself as an expert. MRCA contractors are widely known and respected in our industry as a 1st in class roofing contractor. If you want to be the best, you have to associate with the best. Clients have an additional level of comfort to do business with contractors that take pride in learning their trade.
5. Encounter new vendors and suppliers. I have heard the ideology this generation has information that at our fingertips, at all times. And it's true. But the fact remains, that it does not replace the personal interaction that is needed to gain respect and trust in your vendor supplier relationship. MRCA has worked very hard to bring leading vendors and suppliers to our tradeshow.

Being in business should be rewarding and fun. I am a proponent of the work hard, play hard philosophy. The MRCA convention is a place that you can have fun! Some of my favorite events to attend are the Young Contractor's Council Fundraiser Welcome Party and the MRCA Reception and Foundation Auction. The stage is set, I am asking for your attendance to the MRCA Convention in Overland Park, KS on November 20th-22nd at the Overland Park Convention Center. Your attendance is vital to the success and growth of your career and business. Not taking this opportunity to attend the MRCA convention, may leave you on the sidelines watching others play the game.

Always stay safe and productive,

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

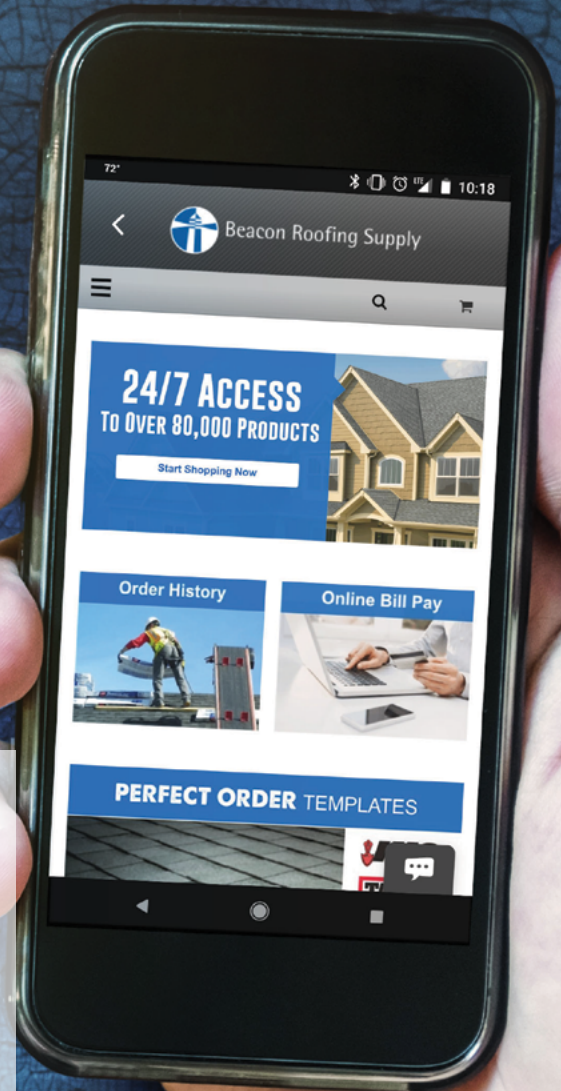
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OFF THE ROOF *photo contest*

We want pictures of you and your Roofing Industry friends and associates spending time together! Business or leisure!



NATIONAL ROOFING PARTNERS (NRP) LEADERSHIP SUMMIT

Steve Little, NRP - TX
Tracey Donels, KPOST Roofing & Waterproofing - TX
Kevin Gwaltney, Diamond Roofing - KS
Rackley Roofing Co., Inc. - TN
Raincoat Roofing - IL
Beacon Exit Planning & Succession - NY
Kelly Roofing - FL

Look who ran into each other at the NRP Leadership Summit



INSTRUCTIONS

1. Post your photos to the MRCA Facebook page facebook.com/mymrca or email to : photos@mrca.org.
2. Tag the people and add the event name in the description
3. One photo will be selected each month to be featured in MR Magazine!

SEND US YOUR PICS!



Gary Auman, MRCA Legal Counsel

OSHA Activities and Enforcement: Avoid the Penalties

Electronic Filing

In May we reported a change by the Occupational Safety and Health Review Commission (OSHRC) concerning the electronic filing on Notices of Contest. The notice from the OSHRC made it appear that all Notices of Contest filed after June 10, 2019 would have to be filed electronically if the employer or the employer's representative had already established itself under the electronic filing procedures of the OSHRC. At first I hesitated to bring this to our members attention because in the forty plus years I have been counseling and representing employers in OSHA and workplace safety matters it has been clear that the OSHRC does not have jurisdiction of a case until after the Notice of Contest has been filed. However, so as to be sure that our members and my other clients made timely filings of their Notices of Contest, I advised that they continue to mail the Notice of Contest (NOC) to the Area Director who issued the citations, but also electronically file the NOC with the OSHRC if they had established an electronic filing profile with the OSHRC. In this way, the employer would make sure it effectively filed its NOC. Recently, after more digging, we have determined that the NOC does not have to be electronically filed with the OSHRC to be effective. As I felt at the outset, the OSHRC does not get jurisdiction of an NOC until after the Area Director has forwarded the NOC to the Solicitor for the Department of Labor and the OSHRC. So, we can all go back to the past practice we employed to file an NOC. Electronic filing will come into play now on all contested cases.

Safety Enforcement

If any of you have heard me speak on safety and OSHA compliance, you have heard me say, "Enforcement of your safety rules is essential to demonstrating that you have an effective safety culture and that safety is a cornerstone of your business." I have repeated these same comments to those of you who have participated in our ELITE Safety Recognition Program. As I continue to get involved in one way or another with the defense of OSHA citations received by my clients, I am finding that many of you are still giving "lip service" to safety

enforcement. While you continue to take a very "soft" approach to safety enforcement, OSHA is stepping up enforcement activities and increasing the amount of the fines and penalties they are levying against companies for safety and health violations. Recently Fuyao, an auto glass manufacturer in my own backyard, Dayton, Ohio, was fined \$724,389 for "exposing employees to multiple safety and health hazards". There were certainly reasons for the number of citations and the amount of the fines. Having said that, I would also like to point out that the Acting Regional Director of OSHA'S Region V, which is headquartered in Chicago, went further to drill in on the responsibility of employers to make sure their employees understand ALL safety rules and comply with them. Bill Donovan, the Acting Regional Administrator stated that "This company's repeated failure to implement and enforce safety and health programs at the workplace is unacceptable. Employers must continually evaluate their facilities for hazards, and train employees and managers to use proper safety controls and equipment to keep their worksites safe and healthful." When you couple this with the language used by OSHA on October 11, 2018 when it slightly relaxed the existing prohibitions against mandatory post-accident drug testing and rate based incentive programs, you can clearly see that OSHA believes a strong safety culture with an employer is evidenced by effective training and consistent and objective enforcement of safety rules. I think Mr. Donovan's comments send a clear message to employers in Region V that OSHA will be looking at training and safety enforcement when it considers how to effectively deal with an employer following an inspection during which safety compliance violations were noted.

Having said all I did in the preceding paragraph, I want to remind you that my comments in this article and others I have written, and will write in the future, are focused on employee safety, not on avoiding citations and/or keeping fines and penalties low. However, having an effective enforcement program in your company is essential to defeating citations based on unpreventable employee misconduct and demonstrating your commitment to safety to regulatory authorities. Having interviewed many employees in various industries in the past forty plus years, I can assure you that if you only orient your

“OSHA is stepping up enforcement activities and increasing the amount of the fines and penalties they are levying against companies for safety and health violations.”



employees on your safety rules when they are hired and perform weekly toolbox talks and nothing more, you could randomly select twenty-five percent of your employees on any job site and interview them and, in most cases, fewer than fifty percent of them would be able to correctly respond to ten questions about your safety program and rules. I am pretty sure that with many, if not most of you, if I were to take a look at your safety enforcement program (presuming you have one) I would find inconsistent enforcement at best. Remember to be complete. Your enforcement program must contain retraining along with any disciplinary action.

Regulatory Activity

I have two items to report concerning regulatory activity. First, H.R. 3668 has been introduced in the House by Representative Judy Chu of California. This bill is titled the Asuncion Valdivia Heat Stress and Fatality Prevention Act of 2019. The bill, if it becomes law, will require OSHA to promulgate a final rule within two years of the Bill's enactment. The Bill would require employers to develop procedures and methods for initial and regular monitoring of employee exposure to assess whether they are exposed to excessive heat. Beyond this, the Bill has requirements that mirror the 2012 NIOSH criteria document on heat illness prevention, although it does provide a requirement for hazard prevention, including engineering controls, administrative controls, or PPE. The Bill is named after a California farm worker who died from heat stroke in 2004. As I have advised in the past, it

was only going to be a matter of time before OSHA would move to promulgate a rule to address the heat stress issue. Apparently, OSHA was not moving fast enough for Congress. In addition to the 130 organizations which have signed on to a petition to OSHA to move on this issue, climate change has also been drawn into the mix. While I hesitate to predict what will happen to this bill, heat illness is a topic with a high level of interest. The bill sends a message that at least one member of Congress does not feel that OSHA is moving quickly enough to address this problem. So, I think we can assume that the issue is now going to move forward, either at the Congressional level or through OSHA rule making.

Finally, on July 29th OSHA submitted a draft notice of a Request For Information (RFI) preparatory to the Office of Management and the Budget (OMB). The RFI, when it is published in the Federal Register, will seek information regarding tasks and tools that are listed in Table I of the current Respirable Crystalline Silica Standard. The goal is to provide additional common construction industry tasks with corresponding dust control methods to ease some of the burden on the construction industry in addressing this material. Stay tuned for more information as it becomes available.

Questions?

Use the MRCA Legal Services Plan!
See Page 37 for Details

ON DECK *with Morgan*



Empire Roofing
Corporate Risk Director
MRCA Board of Directors
MRCA Safety Committee



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8 THINGS ABOUT NAPHIS MITCHELL-REYES EMPIRE ROOFING

- There aren't too many out there that walk the roofing safety walk or talk the roofing safety talk better than Naphis Mitchell-Reyes. "In college I worked construction part-time. When I started visiting roofing jobs, I became intrigued with the challenges of working on heights. I guess I got bit by the roofing bug. It became my passion. If you consider the complexities of roofing safety and its evolution, there is so much to learn and know in order to keep everyone safe."
- Naphis was born in Puerto Rico. "I always loved school," remembers Naphis, "I knew through education comes opportunity."
- Family is the most important thing to Naphis. "My wife and I have five children and three grandchildren. I love spoiling them and watching them enjoy life." Naphis' mom, the woman who started it all, still lives in Puerto Rico and recently celebrated her 90th birthday!
- Naphis is heavily committed to helping people. He has been a youth pastor, supported local homeless groups and urban initiatives, and was involved with restoration help for Cuba. "Helping people is a value that was instilled in me growing up. My mother is a missionary. I want to leave a legacy that I helped somebody."
- Naphis empowers employees and youth all over America to embrace change and do more with less, and most importantly, to believe in yourself. His story is proof that success is NOT about resources. It's about being resourceful and creative. It's about the conviction to charge ahead despite the challenges of life.
- Naphis is an energetic and passionate keynote speaker. However, most people know him as an ordinary man with an extraordinary message that is transforming lives: "YOU WERE CREATED TO SUCCEED"; "THE BEST IS YET TO COME"; "TODAY IS THE BEST DAY OF YOUR LIFE".
- In his spare time, Naphis enjoys jazz and salsa music, and the LA Lakers. "Of course, in Puerto Rico baseball is a favorite sport, so I also watch the Texas Rangers and the NY Yankees."
- "Participating with MRCA is great because of the people. If I know something, and we share our knowledge with each other, we both grow and get better. It's a great forum for people to come together and help each other. Communication is the key to success. We offer a platform where people feel safe to share their problems, concerns, and challenges. We can collaborate and help them find the answers."



MRCA WINR SUPPORTS GIRL SCOUTS



Each year, in the location of the conference, Women in Roofing chooses an organization to support. This year, WinR proudly promotes the Girl Scouts of NE Kansas and NW Missouri as they are in need of building repairs including roofing for the Covered Wagon Unit Shelter shingle roof. WinR is seeking donations of labor for this specific project, or if you would like, cash donations will be directed to the Maintenance and Repair Fund for Camps Prairie Schooner (Kansas City) and Tongawood (Tonganoxie, KS). Donations can be taken at the website: www.gksmo.org/wir donate. If you would like to help with labor, please contact Laurie Moore at Laurie@Kreiling.com

Just as WinR seeks to empower women in the roofing industry, the Girl Scouts start the empowerment early. G.I.R.L. stands for Go-getter, Innovator, Risk-taker, Leader. This program helps prepare girls for a lifetime of leadership through the many programs the Girl Scouts offer including the camping experience.

Girl Scouts helps girls thrive in 5 key ways as they:

- Develop a strong sense of self
- Seek challenges and learn from setbacks
- Display positive values
- Form and maintain healthy relationships
- Identify and solve problems in the community

The inclusive, all-female environment of a Girl Scout troop creates a safe space where girls can try new things, develop a range of skills, take on leadership roles and just be themselves.

Everything a Girl Scout does centers around:

- STEM (science, technology, engineering and math)
- the outdoors where they learn to solve problems and overcome challenges as well as become team players and develop leadership skills
- Entrepreneurship (cookie sales)

Please help WinR support this group so the girls can continue to have outdoor experiences in climbing, rappelling, ziplining, archery, tomahawk throwing, canoeing and kayaking. Camp Tongawood has opportunity for STEM exploration as well with its official wetlands area. We need to preserve programs like these to help develop our next generation of capable women and leaders who have had the chance to develop courage, confidence, and character through the Girl Scouts.

WinR is seeking to bring out the G.I.R.L. in all of its members by providing a place for developing our skills and knowledge in the roofing industry. Please join us for the DISC seminar in Kansas City on November 20, 2019 to develop our communication skills which are essential in all of our businesses and support the Girl Scouts to help bring up our next generation of Women in Roofing.

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KANSAS 2019

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Schedule AT A GLANCE

Wednesday NOVEMBER 20TH

8:00 am–4:00 pm

Exhibitor Set-up

9:30 am–5:30 pm

Attendee and Exhibitor Registration

10:00 am–12:00 pm

Board Meeting including
Orientation of New
Directors (Closed Meeting)

11:00 am–1:00 pm

WinR Women in Roofing
Luncheon (By Invitation Only)

1:00 pm–3:00 pm

DISC Session - Hosted by
MRCA Women in Roofing

1:00 pm–6:00 pm

● CERTA Train-the-Trainer
Course (Part 1) (Separate
Registration)

3:00 pm–5:00 pm

● Young Contractors Council
Service Project Session
(Separate Registration)

4:00 pm–7:15 pm

Steep Slope University

(Separate Registration)

- Preferred Service Providers – Pros and Cons
- Xactimate – Better Business through Better Understanding of the Process
- Tax Code Issues and Business Organization Strategy
- Recruiting, Developing and Retaining Installers Installer Training Programs
- Insurance Coverage for Roofing Contractors – Are you Covered?
- Steep Slope Safety – Practical Strategies for Compliance

5:30 pm–7:30 pm

Past President's Dinner
(By Invitation Only)

7:00 pm–7:30 pm

New Member and First
Time Attendee Reception

7:30 pm–10:00 pm

● Young Contractors Council
Fundraiser Welcome Party
(Separate Registration)

Thursday NOVEMBER 21ST

6:00 am–8:00 am

Breakfast Buffet for for
OSHA and CERTA Class
Attendees

6:30 am–4:00 pm

Attendee and Exhibitor
Registration

7:00 am–10:00 am

Exhibitor Set-up

7:00 am–12:00 pm

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

7:00 am–12:00 pm

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

7:00 am–12:00 pm

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

7:30 am–11:30 pm

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

8:00 am

Continental Breakfast for All
Attendees

8:00 am–9:15 am

Managing in an Uncertain
Economy

9:15 am–10:30 am

Membership Meeting and
Award Presentations

10:30 am–11:30 am

Keynote Speaker –
UFC Champion, Daniel
Cormier

11:45 am

EXPO Opening Ceremony

12:00 pm–4:00 pm

EXPO OPEN

EXPO FLOOR CLASSROOM SPONSORED BY GAF

- 1:00 pm–Industry Intel with Helene Hardy-Pierce – GAF Sponsored Session
- 2:00 pm–Professional Sales Coaching with Marvin Montgomery - YCC Sponsored Session

5:00 pm–8:00 pm

MRCA Reception and Foundation Auction, Foundation Scholarship Award Winner Recognition and Live Auction

Friday NOVEMBER 22ND

6:30 am–8:30 am

Breakfast Buffet for OSHA and CERTA Class Attendees and KRCA Board

7:00 am–12:00 pm

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

7:00 am–12:00 pm

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

7:30 am–11:30 am

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

8:00 am–10:00 am

Low Slope University

- T&R Research Study
- NRCA Update with Mark Graham

8:00 am–11:00 pm

Safety University

OSHA Mock Inspection, Informal Conference & Trial

10:00 am–2:00 pm

Expo Open and Roofing Olympics

11:30

Lunch on Trade Show Floor

EXPO FLOOR CLASSROOM SPONSORED BY GAF

- 11:00 am – State of the Roofing Industry with Jennifer Long and John Arellano- GAF Sponsored Session
- 12:00 pm – SHARP Plus Safety Program and New App Launch with Tom Whitaker of Harness and Naphis Mitchell-Reyes of Empire Roofing
- 1:00 pm – Compliance with ES1 Perimeter Edge Requirements with Mark Graham

- **Separate Registration Fee**

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



#MRCA2019

Special EVENTS

WEDNESDAY, NOVEMBER 20TH

Young Contractors Council (YCC) Fundraiser Service Project sponsored by

3:00 pm–5:00 pm

Location: Overland Park Convention Center – Courtyard 7

Much like our mentorship program, linking the newest generation of professional roofers to seasoned industry leaders, the YCC also focuses on linking communities to the roofing industry. We know that connecting with our community creates outreach to those who may never have been reached otherwise. Join us in “Spreading the Love” to the local community in Overland Park with a PB&J Project! In conjunction with KC Footprints, we’re bringing you a fun opportunity to give back to the Overland Park/Kansas City area. We will be making as many peanut butter and jelly sandwiches as possible which will then be distributed to local hungry families. This is a walk-in event, so join us anytime from 3-5. See you there!!

KPOST
ROOFING & WATERPROOFING

Gaco
GENFLEX



First-Timer and New Member Reception

7:00 pm–7:30 pm

Location: Sheraton Hotel - Leatherwood Pre-function

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 2019 Annual Meeting, and a sneak peek at what is to come in 2020.

Reception sponsored by



Young Contractors Council (YCC) Fundraiser Welcome Party and Monte Carlo Night!

7:30 pm–10:30 pm

Location: Sheraton Hotel - Leatherwood Rooms (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. 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.

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MRCA YOUNG CONTRACTORS COUNCIL PRESENTS

Monte Carlo NIGHT

WEDNESDAY, 20TH OF NOVEMBER

FUN STARTS AT 7:30 PM

OPEN BAR ♦ PRIZES ♠ FOOD

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THURSDAY, NOVEMBER 21ST

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



9:15 am –11:30 am

Location: Overland Park Convention Center – Ballroom B

The Midwest Roofing Contractors Association is thrilled to announce that UFC Heavyweight Champion, Daniel Cormier, will be headlining the organization's 2019 Annual Conference, slated for November 20-22 in Overland Park, Kansas.

Daniel Cormier is a UFC veteran and one of the greatest heavyweight fighters in the organization's history. Cormier was the second fighter to ever hold belts in two weight classes simultaneously and the first to defend his title in both classes. He first joined the UFC in 2013 and has fought giants of the sport like Dan Henderson, Anderson Silva and Jon Jones. Cormier has had his greatest success against Anthony Johnson. He won the vacant light heavyweight championship against Johnson at UFC 187 and successfully defended the belt at UFC 210. Prior to joining the UFC, he had success as the Strikeforce Heavyweight Grand Prix Champion and King of the Cage Heavyweight Champion. Cormier has a background in college wrestling, winning two junior college national

sponsored by



championships at Colby Community College before becoming an All-American and NCAA runner-up at Oklahoma State. He went on to become a six-time U.S national champion and finish fourth at the 2004 Olympics in the 96 kg weight class.



Don't miss out! The keynote address takes place November 21st 10:30 am on Thursday in Ballroom B, and it's open to all attendees! So Register Now because you won't want to miss your chance to see Daniel "DC" Cormier and other Top Industry thought leaders at this year's Conference and Expo!

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.

MRCA RECEPTION & FOUNDATION AUCTION - DANCING THROUGH THE DECADES PROM

5:00 pm – 8:00 pm (7:00pm LIVE AUCTION)

Overland Park Convention Center (Ballroom C)

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.

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#MRCA2019

SILENT AUCTION 5PM-7PM

MRCA FOUNDATION PRESENTS

LIVE AUCTION 7PM

THURSDAY NOV 21ST

THAT ABBA SONG MAKES ME WANT TO BOOGIE DOWN!

DANCING THROUGH DECADES PROM

RECEPTION AND AUCTION

DRESS CODE YOUR ERA PROM

SHERATON HOTEL OVERLAND PARK, KANSAS

MAKE YOUR DONATIONS BY **10.30.19** TO BENEFIT THE EDUCATIONAL PROGRAMS, INDUSTRY RESEARCH, AND ACADEMIC SCHOLARSHIPS FOR MRCA MEMBERS AND THEIR FAMILIES.

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

TO DONATE

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

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70TH ANNUAL CON • EXPO
KEYNOTE SPEAKER

DANIEL CORMIER

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UFC HEAVY WEIGHT CHAMPION
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ESPY BEST MMA FIGHTER AWARD
ESPN MMA FIGHTER OF THE YEAR
STRIKEFORCE CHAMPION
WORLD BRONZE MEDALIST
TWO-TIME OLYMPIAN
FIFTH IN WORLD CHAMPIONSHIPS
FOUR-TIME U.S. WORLD TEAM MEMBER
FIVE-TIME U.S. NATIONALS CHAMPION
PAN AMERICAN GAMES GOLD MEDALIST
NCAA RUNNER-UP AT OKLAHOMA STATE UNIV.
NCAA DIVISION I ALL-AMERICAN
NJCAA WRESTLING HALL OF FAME INDUCTEE
NJCAA COLLEGIATE NATIONAL CHAMPIONSHIP
NJCAA ALL-AMERICAN

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NOVEMBER 21ST
OVERLAND PARK KANSAS



WELCOME PARTY AT

**6100 COLLEGE BLVD.
OVERLAND PARK, KS 66211**

MRCA YOUNG CONTRACTORS COUNCIL PRESENTS

Monte Carlo

NIGHT

WEDNESDAY, 20TH OF NOVEMBER

FUN STARTS AT 7:30 PM

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

BRING YOUR POKER CHIP TO
THE EVENT FOR BONUS GAMING
MONEY AND A CHANCE TO WIN
A SPECIAL PRIZE DONATED BY
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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. 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

Educational SESSIONS

WEDNESDAY, NOVEMBER 20TH

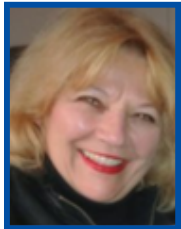
1:00 pm–3:00 pm

Overland Park Convention Center – Courtyard 6



DISC Session - Hosted by the MRCA Women in Roofing

(Open to All Registered Attendees)



Speaker: Antonette Lucente, President of Blue Gill Consulting Group LLC

Lucente, a certified behavioral analyst, has worked with the construction industry since 2003 and has presented on behaviors and other related topics all over the country. She is considered a thought leader in identifying underlying issues that hold individuals and organizations back. Lucente has addressed the Global Conference at the National Conference on Careers and presented at association annual meetings all over the country. Her work includes Engagement Surveys, Coaching and Training and Intense Business Consulting. Antonette will facilitate a DISC assessment for all attendees who have chosen to take part in the DISC Assessment process. DISC is a behavior assessment tool based on the DISC theory of psychologist William Moulton Marston, which centers on four different personality traits which are currently Dominance, Influence (I), Steadiness, and Conscientiousness. The assessment will be available online prior to the session with an interpretation of the DISC assessment results at this session.



THURSDAY, NOVEMBER 21ST

8:00 am–9:15 am

Overland Park Convention Center – Ballroom B

Managing in an Uncertain Economy



Speaker: Connor Lokar, ITR Economics

Connor is an economist at ITR Economics™. He provides economic consulting services for small businesses, trade associations, and Fortune 500 companies across a spectrum of industries. His economic insight and forecasting experience play a

key role in ITR Economics' 94.7% accuracy rating. Connor specializes in applied research for business-cycle trend analysis, growth-cycle trend analysis, and the utilization of cyclical analysis at the business level.

Moving through the early stages of 2019, we are turning our attention to what the leading indicators are saying about the economy for the second half of 2019 and 2020. The clouds are darkening with respect to the US consumer and residential construction markets this year which will have consequences for commercial markets in 2020. There are business cycle changes that are reshaping the future, and there are policy actions that will have an impact on our future—and others that won't. The consumer drove the economy to its recent peak; attend and find out why we think the consumer is in a weakened position in 2019. Tariffs, global uncertainty, the stock market, B-to-B activity, and interest rates all have a part to play in the outlook and Connor will paint the picture so that NFBA members will walk away with a clear understanding how the economic environment will impact their business and their bottom line.

Walk away from this session with:

- A clear vision for the future for the US economy, consumer and construction markets
- Knowing what leading indicators matter
- Inflation expectations
- What could make the future look better and what could make it look worse
- How US debt and demographics will shape the 2030's
- Strategic objectives to apply to prepare for the future



1:00 pm –2:00 pm

Overland Park Convention Center – GAF Expo Floor Classroom(The Fishbowl)

Current Trends in the Commercial Roofing Industry



Speaker: Helene Hardy-Pierce of GAF
Helene Hardy Pierce is Vice President of Technical Services, Codes and Industry Relations for GAF, Parsippany, N.J. During this session, Helene will cover everything from roofing industry products to issues within the industry and evolving trends that are on the horizon.

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2:00 pm–3:00 pm

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

How to Become a Trusted Advisor: Not a Sales Person



Speaker: Marvin Montgomery, The Sales Doctor
For more than 30 years, Marvin Montgomery has earned widespread national recognition and praise for his informative, practical and stimulating programs that reflect his basic philosophy: "Preparation and practice are the keys to sales success." Marvin's captivating presentations have assisted hundreds of organizations to meet or exceed their sales goals using his training programs. Many of Marvin's clients have said that getting "Marvinized" has truly made a difference in their company and Marvin has become a mandatory part of company training. In this session, Marvin will teach attendees the three techniques to use to become that trusted adviser and not just a salesperson.

FRIDAY, NOVEMBER 22ND

11:00 am –12:00 pm

Overland Park Convention Center – GAF Expo Floor Classroom (The Fishbowl)

The State of the Roofing Industry



Speaker: Jennifer Long and John Arellano of GAF
Long and Arellano will discuss the historical trends of the residential and commercial roofing markets and provide an

industry forecast for what you can expect in the coming years.

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12:00 pm–1:00 pm

Overland Park Convention Center – On the Expo Floor in the GAF Sponsored Classroom (The Fishbowl)

SHARP Plus Safety Program Updates and New Safety App Launch



Speakers:
Naphis Mitchell-Reyes of Empire Roofing and Tom Whitaker of Harness

Come check out the new and improved

mobile safety app that is only for MRCA members. See how this app will take away your safety training recording headache! Training at the jobsite and digital record keeping make safety training quick and easy. With many toolbox topics at your fingertips you can address and train your employees within minutes.

Plus, join MRCA Board Member, Naphis Mitchell-Reyes, to look at the new toolbox talks and learn more about the upcoming plans of the MRCA SHARP Plus Program.

1:00 pm –2:00 pm

Overland Park Convention Center – GAF Expo Floor Classroom (The Fishbowl)

Compliance with ES1 Perimeter Edge Requirements



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

Properly designing and specifying code-compliant edge-metal flashings is a relatively complex task and complicated by having to know which specific editions of the building code, ANSI/SPRI ES-1 and ASCE 7 are applicable. NRCA has developed guidelines for complying with building codes using ANSI/SPRI ES-1 to help roof system designers properly design and specify code-compliant edge-metal flashings. Don't miss this session where Mark Graham will review these guidelines.



#MRCA2019

Roofing University SESSIONS



Separate Registration Required

WEDNESDAY, NOVEMBER 20TH Beacon *Steep Slope University*



4:00 pm–7:15 pm

Overland Park Convention Center – Ballroom B

4:00 Welcome Reception and Overview of Topics and Experts

4:30 Roundtables

6:15 Roundtable Recap with Q&A

7:15 Event Concludes to Proceed to YCC Event

Some of the best ideas come out of the conversations that happen AFTER business hours! Settle in with a cold beverage and some comfort food for a series of rotating round-table discussions to tackle the issues that challenge your business every day.

You will have the opportunity to choose and participate in four twenty-minute small group discussions led by a topic expert professional. Each table will also have an MRCA Host who will take down the notes from the discussion. After the event all notes will be combined and distributed to SSU graduates as a reference book and resource guide so that you can gain insight into all the topics covered, not just the discussions you participate in!

At the conclusion of the event, the SSU Topic Experts will highlight the key takeaways from each of their discussions with the entire group before everyone heads out to the Young Contractors Council event to celebrate graduation!

Roundtable Topics Will Include:

- Steep Slope Safety: Practical Strategies for Compliance
- Preferred Service Providers: Pros and Cons
- Tax Code Issues and Business Organization Strategy
- Recruiting, Developing and Retaining Installers
- Insurance Coverage for Roofing Contractors: Are YOU Covered?



FRIDAY, NOVEMBER 22ND *Low Slope University*

This year's Conference will also feature a Low Slope University covering topics specifically geared towards low slope and commercial contractors.

8:00 am–10:00 am

Overland Park Convention Center – Ballroom B

Low Rise Foam Adhesive Research Project Report

8:00AM-9:00AM

Speaker: WJE & Associates

MRCA's Technical & Research Committee engaged WJE & Associates to conduct the first in a series of projects relating to the ultimate bond capacity of low rise foam adhesive used on polyisocyanurate insulation at various applied ribbon spacing.

Wiss, Janney, Elstner Associates is a global firm of engineers, architects, and materials scientists committed to helping clients solve, repair, and avoid problems in the built world. WJE engineers and materials scientists will be conducting the tests for MRCA at their own state of the art testing laboratory located in Northbrook, Illinois. At this session they will give details of the testing procedure and the results of the testing. There will also be a panel of the T&R Committee to discuss what the results could mean to MRCA Member contractors.

Come to this session and find out the facts about the performance of Low Rise Foam Adhesive.

Update on Current Roofing Industry Technical Issues 9:00AM-10:00AM



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

You need to stay up to date with the latest technical information to ensure your company's success. Make sure to attend this one-hour session during which Mark Graham, NRCA's Vice President of Technical Services, will provide insider information into current technical issues in the roofing industry and answer your questions.

This is a great way to keep abreast of technical developments and updates in the roofing industry.

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8:00 am–11:00 am

Overland Park Convention Center – Courtyard 4

Safety University

OSHA Mock Inspection, Informal Conference and Trial



Speaker /Moderator: Gary Auman of Auman, Mahan & Furry

Join us for this can't-miss session where we will explore the inevitable OSHA jobsite visit. We will have live actors taking us through what really happens when OSHA comes calling. There will be a Mock Inspection, Informal Conference, and finally the OSHA Hearing. Scripted from actual

cases and lead by nationally known OSHA law attorney, Gary Auman, these scenarios will be acted out by our very own MRCA Board and Committee Members. This session is intended to take the mystery out of the dreaded OSHA visit, taking attendees through the Informal Conference (with recommendations as to: should I or should I not attend) to finding out the judge's ruling in this OSHA citation case. We will also cover some of the newer OSHA pre-citation inspections as well as some of the methods employed by the OSHA attorneys in preparing for the hearing and/or settlement.

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CONTRACTORS ASSOCIATION**

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THE CONTRACTORS ADVOCATE.

NOVEMBER 20-22, 2019

Special PROGRAMS

Location: Overland Park Convention Center - 6000 College Blvd. - Overland Park, KS 66211
(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, November 20th

- 1:00 pm – 6:00 pm - Part 1

Thursday, November 21st

- 7:00 am – 12:00 pm - Part 2

CERTA Applicator Course

Thursday, November 21st

- 7:30 am – 11:30 am - Part 1

Friday, November 22nd

- 7:30 am – 11:30 am - Part 2



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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 (English & Spanish Courses)

Thursday, November 21st

- 7:00 am – 12:00 pm - Part 1

Friday, November 22nd

- 7:00 am – 12:00 pm - Part 2

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MUSEUM at PRAIRIEFIRE



AMERICAN MUSEUM OF NATURAL HISTORY

**INDUSTRY &
SHARP PLUS SAFETY
AWARDS**

**KEYNOTE
SPEAKER**
UFC HEAVYWEIGHT CHAMPION
DANIEL "DC" CORMIER

**ROOFING
UNIVERSITY**

CON·EXPO

NOVEMBER
20-22

PARK

CON·EXPO

SILENT
AUCTION
5PM-7PM

MRCA
FOUNDATION
PRESENTS

LIVE
AUCTION
7PM

LET'S GET TOTALLY TUBULAR TO THE MAX!
THURSDAY
NOV 21ST

DANCING THROUGH DECADES

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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

Exhibitors AND EXHIBIT HALL

Visit leading industry suppliers in the exhibit hall where they will showcase their products and services during the MRCA 70th 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!

The Expo Floor will feature the GAF Sponsored "fishbowl" Classroom where attendees can find special educational sessions which are included in any of the full or daily registration fees. The GAF, Malarkey, OMG, JM and HAPCO sponsored Roofer Olympics will give attendees a chance to show off their Roofing Skills and possibly go home with the \$1000 Grand Prize! The Cidan, Advanced Industrial Roofing, Hershey's Metal Meister, Sheffield Metals, DMI, McElroy Metals, and Copper Development Association sponsored Metal Shop will feature a full working metal shop complete with press breaks, a roll former machine, shear and soldering. Demonstrations will be happening throughout both days of the Expo. Last but not least, attendees won't even have to leave the Expo floor to charge their phone or check their email thanks to the BEACON and Siplast Sponsored Digital Lounge.



2019 EXHIBITORS*

* Exhibitor list is as of October 25, 2019



**WEDNESDAY
NOVEMBER 20TH**

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

**THURSDAY
NOVEMBER 21ST**

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

12:00 pm–4:00 pm
Expo Open

**FRIDAY
NOVEMBER 22TH**

10:00 pm–2:00 pm
Expo Open and

Roofer Olympics

2:00 pm–7:00 pm
Exhibitor Move-Out

- | | | |
|--|--|----------------------------------|
| .4C's Spray Equipment Rental, Sales and Service, LLC | Fibertite Roofing Systems | Polyglass USA Inc |
| A.C.T. Metal Deck Supply | Firestone | Premier Claims |
| ABC Supply Co Inc | FollowUp Power | Progressive Materials LLC |
| Acculynx | Foundation Finance Company | Quad City Safety |
| Aletheia Digital | Furtado Law Solutions | Resisto |
| BCT Benefits | GAF | RK Hydro-Vac Inc |
| Beacon Roofing Supply | Genflex/Gaco | Roofers Coffee Shop |
| Beeline Purchasing | Georgia-Pacific Gypsum | Roofers Local 20 Apprenticeship |
| Berridge Manufacturing Co | GiddyUp | Roofing Contractor Magazine |
| Big Rock Supply | Giuffre Bros Cranes Inc | ROOFMASTER PRODUCTS COMPANY |
| Boral Roofing | Gutterglove | S-5! |
| Caliber CRM | HAPCO Inc | SFY, LLC Solutions For You |
| Carlisle SynTec Inc | Harness Software | Sheffield Metals International |
| Cidan Machinery | HLL Mark | Sika Sarnafil Inc |
| CompanyCam | HomeAdvisor | Siplast |
| Cool Roofs | IB Roof Systems | Slingshot |
| Cordeck | ICP Building Solutions Group | SOPREMA |
| D&M Service Group | IR Analyzers / Vector Mapping | SPEC Building Materials Corp |
| D.I. Roof Seamers | Johns Manville | TAMKO Building Products Inc |
| Dataforma Inc | Karnak Corporation | The DeHayes Group |
| DaVinci Roofscapes | Leap | The Estimating Edge |
| DERBIGUM Americas, Inc. | Malarkey Roofing Products | Titebond |
| D-MAC Industries | McElroy Metal Inc | Tremco Inc |
| Drexel Metals Inc | MetalForming Inc | Tropical Roofing Products |
| Duro-Last Roofing Inc | Michael P. Daly Memorial Foundation | Truck Utilities Inc. |
| Dynamic Fastener | Midway Wholesale | TRUFAST |
| Eagleview Technologies | Mosaic | United Union of Roofers |
| Eclipse Roof System | National Roofing Contractors Association | Waterproofers and Allied Workers |
| EMI Roof Vacs | OMG Roofing Products | Vac-It-All |
| Equipter | Petersen Aluminum Corp | WestPro Construction Solutions |

**For more information on exhibiting, sponsoring, or advertising, please contact
RACHEL PINKUS, MRCA MANAGING DIRECTOR
800.497.6722 / rpinkus@mrca.org**

#MRCA2019



MRCA 70th ANNUAL CONFERENCE & EXPO

November 20-22, 2019
Overland Park, KS

CONTRACTOR REGISTRATION FORM

*(This registration form is for use by Contractors, Consultants, Specifiers, Code Officials, Engineers, Architects, and Insurance Agents.)
An online version of registration is available at www.mrca.org*

Company Name _____

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

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

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

Company Address _____

City _____ State _____ Zip _____ Work Phone _____

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

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 (KRA) Kansas Roofing 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 2019-2020 and 1 complimentary FULL registration.

Join MRCA and Register \$795

Additional New MRCA Member Registration \$125

1-Day of Conference Registration: Includes 1 day of General Educational Sessions and Access to the Exhibit Hall Thursday and Friday. The MRCA Member price is also being extended to (KRA) Kansas Roofing Association Members. (Excludes activities requiring **separate registration fees** below in **Section B**.)

Check the day you will attend:

1-Day Member Individual Registration \$75 Wednesday \$175 Thursday \$175 Friday

1-Day Non-Member Individual Registration \$175 Wednesday \$275 Thursday \$275 Friday

Exhibit Hall Access ONLY Registration:
**Contractors, Consultants, Specifiers, Code Officials,
Engineers, Architects, Insurance Agents:
Non-Exhibiting Suppliers:**

FREE

\$550 per person

Subtotal Box A: \$ _____

Activities Requiring Separate Registration Fee:

CERTA Train-the-Trainer Course for NEW Trainers and Reauthorization
(Includes Meals & Access to Exhibit Hall)

\$375 per person for MRCA, NRCA and KRA (Kansas) Members

\$495 per person for Non-Members

CERTA Applicator Course

(Includes Meals & Access to Exhibit Hall)

\$325 per person for MRCA, NRCA and KRA (Kansas) Members

\$475 per person for Non-Members

OSHA 10 Hour Training (ENGLISH)

(Includes Meals & Access to Exhibit Hall)

\$195 per person for MRCA, NRCA and KRA (Kansas) Members

\$300 per person for Non-Members

OSHA 10 Hour Training (SPANISH)

(Includes Meals & Access to Exhibit Hall)

\$195 per person for MRCA, NRCA and KRA (Kansas) Members

\$300 per person for Non-Members

DISC Assessment

Wednesday, November 20th - DISC Assessment & DISC Session

\$ 65 per person

Young Contractors Council (YCC) Fundraiser Welcome Party

Wednesday, November 20th 7:30 - 11:00 PM at the Sheraton Hotel

\$40 per person

Subtotal Box B: _____

Special Notes/Requests

- This is my First MRCA Conference & Expo
- I am 40 or under and interested in the Young Contractors Council
- 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 November 5, 2019. All refunds will be processed after the conference.

Mail completed form to: MRCA 7250 Poe Ave. Suite 410 Dayton, OH 45414; Email form to info@mrca.org; Fax to 937-278-0317

Registration INFORMATION

SHOW LOCATION AND HOTEL

The 70th Annual MRCA Conference and Expo will be held at the Overland Park Convention Center and attached Sheraton.

Overland Park Convention Center

6000 College Blvd.
Overland Park, KS 66211
www.opconventioncenter.com

Sheraton Overland Park Hotel at the Convention Center

6100 College Blvd.
Overland Park, KS 66211

Hotel Room Reservations can be made by calling **866-837-4214**. Or you can book your room online. Just go to www.mrca.org/hotel for the hotel room block link.

Traditional Guest Rooms are \$ 155.00 ++ per night

Single/Double Room Rate allows for up to Two Adults and Two Children (0-17 years of Age) per room. Triple Rate would apply to Rooms occupied by 3 Adults over the Age of 18 and One Child (0-17 years of Age). Quad Rate would apply to Rooms occupied by 4 Adults over the Age of 18. No more than 4 Occupants per room allowed by Local Fire Occupancy Code.

Rates do not include applicable state and local taxes, currently 18.1%, or the following automatic or mandatory charges (e.g., resort charges): No automatic or mandatory charges are tips, gratuities, or services charges for employees, unless otherwise expressly stated.

Rates will be available 3 days prior and 3 days after the Event Dates indicated in the Room Block, subject to availability of guest rooms at the time of reservation.

If the host hotel has no rooms available, contact the Courtyard Marriott located next door at 913-317-8500

Parking

On-site parking is Complimentary. Valet parking fee is \$14.00 daily. Parking for oversized vehicles is available in the north lot of the Overland Park Convention Center.

Airport

Kansas City International Airport (MCI)
Airport Phone: +1 816-243-5237

Transportation

This **hotel does not provide shuttle service**. Estimated taxi fare: 70 USD (one way) Distance from Airport to Hotel: 36.1 miles S

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
7250 Poe Ave. Ste. 410
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, 7250 Poe Ave. Ste 410.,
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 Morgan Arwood with any questions or concerns 800-497-6722.

#MRCA2019

OHIO ROOFING CHAMPION HEADED TO MRCA OLYMPICS



Steve Frye, of Columbus, competed and won the Ohio Roofing Contractors Association (ORCA) Roofing Olympics during the ORCA Working Trade Show this past March in Columbus, Ohio.

Steve competed against professional roofers from across Ohio and posted the winning score based on both completion time and quality of work, covering four different events. Now Steve is headed to Overland Park, Kansas to participate in the Midwest Roofing Contractors Association (MRCA) Roofer Olympics.

He is looking forward to the challenge of competing against professional roofers covering a 17 state area. He feels confident for another win and the \$1000 cash prize.

Steve works for the Harold J. Becker Company and is a member of Roofers and Waterproofers Local Union No. 86.

MRCA encourages all professional roofers in the Midwest to attend the MRCA Expo and compete for this title.

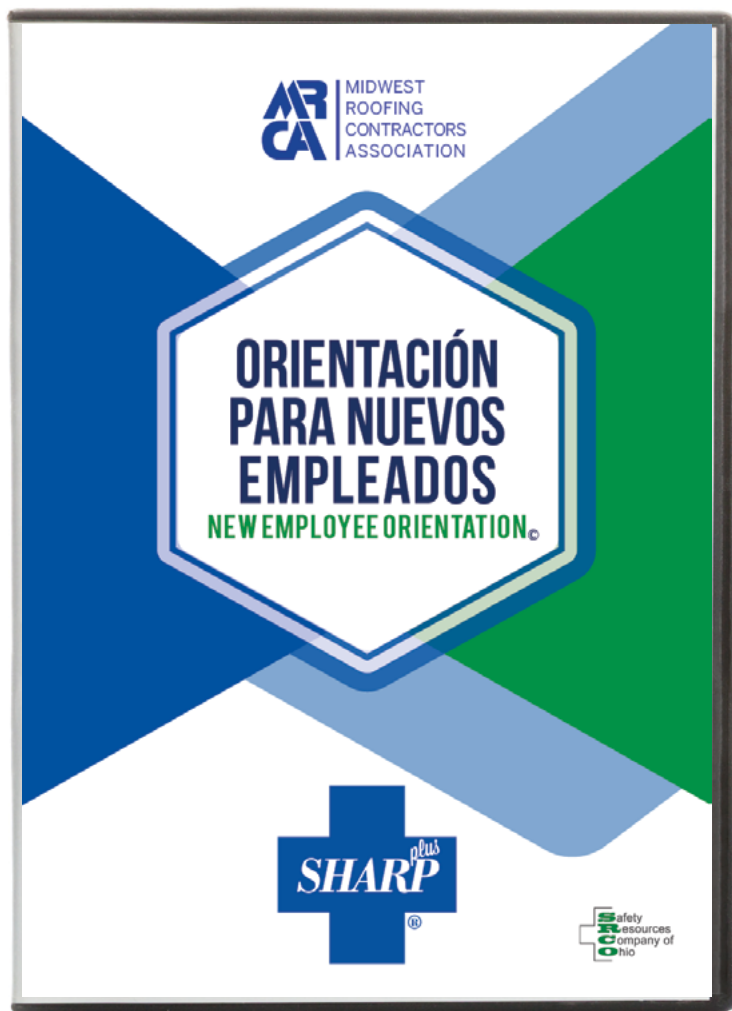


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Residence, Burr Ridge, IL Architect: Michael Buss Architects, Ltd. Installing contractor: Complete Flashings Builder: McNaughton Brothers
Photographer: Scott Bell Construction Material : Snap-Clad .032 aluminum Color: Charcoal



Stunning Finish

“When the owners decided they wanted a metal roof, we were all-in. We were looking at renderings on the computer and when we put the metal roof on the design, all of a sudden this quaint house became stunning.”

-Michael Buss, AIA, Michael Buss Architects, Ltd.



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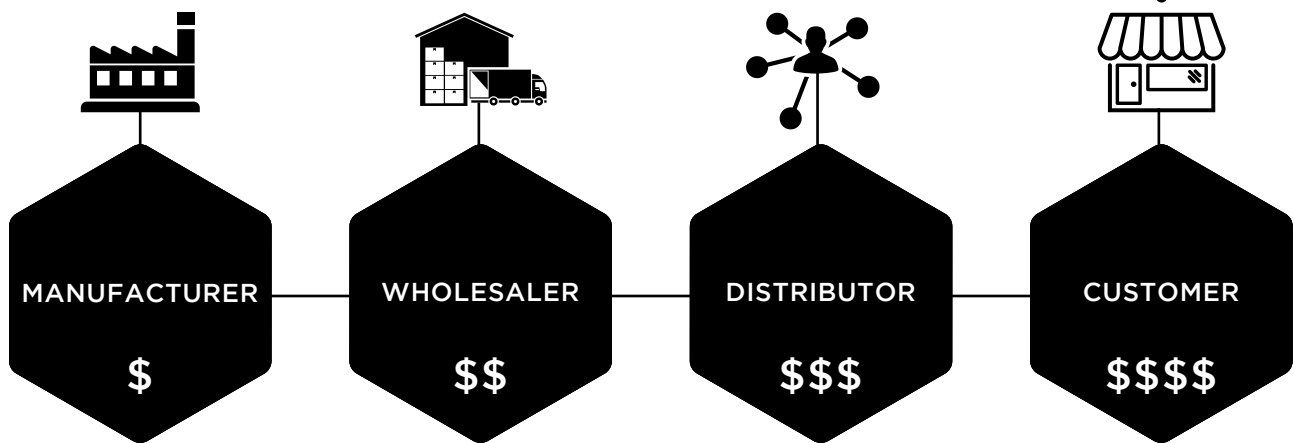
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A CENTURY OF ROOFING

Omaha's oldest roofing contractor's story started with Independent Roofing Company founder, Arthur Kersawe in 1919. In the beginning, IRC focused primarily on residential roofing. However, when Kersawe's son-in-law, Robert Dreibus, came on board in the 1950's he introduced low slope commercial and industrial roofing to the organization. Dreibus purchased the company in 1959, after the passing of Kersawe, continuing the growth of IRC's commercial division. In 1976, Dreibus sold the company to "Bud" Padon who had been in the industry for several years. Bud served as MRCA President in 1978.

Bob Swanda joined the company in 1975, beginning as a truck driver and over the years working his way up to General Manager and Partner. In 1997 Bob joined the Midwest Roofing Contractors Association as a director and was elected to the executive committee in 2000, serving as MRCA President in 2004. Bob then went on to serve as the MRCA Foundation President from 2005-2011, during which time he was presented with the 2008 McCawley Award. As the current President and Owner of Independent Roofing, Bob has continued to innovate and grow the company, developing a sheet metal division and a dedicated service department.

Recently, IRC finished its largest project to date, Cloisters on the Platte, a religious retreat center located right outside of Omaha. The retreat center is situated on a 930-acre plot of land overlooking the Platte River. The work Independent Roofing completed consisted of multiple roof systems including slate from Evergreen Slate Co., Mission tile from Ludowici Roof Tile, .090 mil EPDM from Firestone Building Products, as well as tons of exquisite custom copper work. The project was truly a team effort and incorporated every department at IRC.

Bob states that one of the most important aspects that has contributed to the company's longevity is the employees. Independent Roofing has many long-term employees, some that have been with the company for over 40 years. Independent Roofing has also started a succession plan to ensure the viability of the company for the next 100 years. Bob plans to continue to stay involved and up to date on any changes in the industry or technology. "We will continue to invest in our people, technology, and equipment to make sure we are producing the best product we can."



Another large piece of Independent Roofing Company's success comes from their dedication to their customers. Over the last century IRC has been able to position themselves to do primarily private negotiated work. One relationship that stands out is Mutual of Omaha. In the 1980's Bob Swanda made a handshake deal for a large project with Mutual of Omaha, which lead to numerous projects, and a relationship that still stands today, although there is a lot more paperwork involved! This switched the focus to creating many more similar relationships and allowed for IRC to be able to choose if they wanted to participate in the highly competitive public bid market.

This year, as Independent Roofing Company celebrates their 100-year anniversary, they are setting their sights on continuing growth and the future of the company. Bob Swanda notes, "The mission of our 100th anniversary doesn't solely focus on celebrating through reflecting on our past. The aim is to include a focus on our future success while connecting with our associates and clients to celebrate their efforts in helping us become what we are today – a successful and growing, full-service roofing company."



MRCA MEMBER: Advanced Industrial Roofing Inc. Massillon, Ohio

WEBSITE: www.airoofing.com

PROJECT NAME: Shearer's Rock N Roll Distribution Center

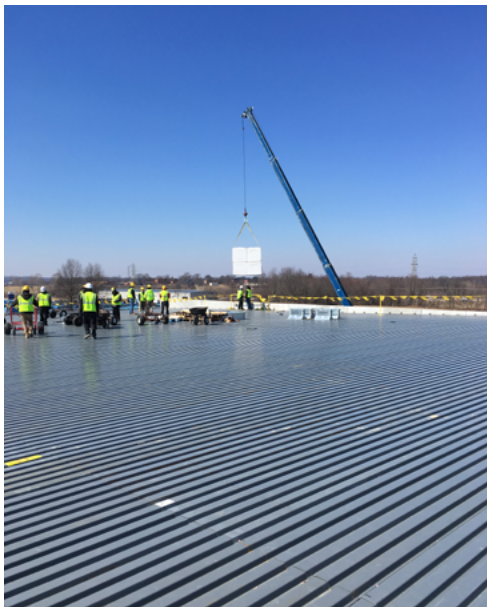
PROJECT LOCATION: Massillon, Ohio

TYPE OF WORK: New Construction

SIZE IN SQUARES: 7000

SPECIAL FEATURES: This is one of the largest new construction projects we have completed. In addition, this was right here in our hometown of Massillon, Ohio!

TAKEAWAY: This was a 60 mil Johns Manville Rhinobond roofing system that enabled us to dry in large amounts of square footage daily. This allowed us to stay on schedule despite having one of the wettest spring seasons in recent memory.



HAVE A PROJECT YOU WOULD LIKE TO SHARE?
Visit www.mrca.org/projectprofile or Contact Megan Miller at mmiller@mrca.org



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Visit us at www.RoofersCoffeeShop.com/INeedHelp **ROOFERS**
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1. Call Auman, Mahan and Furry at 937-223-6003 ex3111
2. Say you are calling through your MRCA Legal Services Plan
3. Spend up to a half an hour getting real legal advice that could save you a lot of trouble and money

If you have any questions about this Membership Benefit, or membership questions of any kind, please contact any of your full-time MRCA Staff.

MRCA has your business in mind every day.





www.irs.gov/newsroom

The Internal Revenue Service issued a draft of the 2020 Form W-4, Employee's Withholding Allowance Certificate that will make accurate withholding easier for employees starting next year.

The revised form implements changes made following the 2017 Tax Cuts and Jobs Act, which made major revisions affecting taxpayer withholding. The redesigned Form W-4 no longer uses the concept of withholding allowances, which was previously tied to the amount of the personal exemption. Due to changes in the law, personal exemptions are currently not a central feature of the tax code.

"The new draft Form W-4 reflects important feedback from the payroll community and others in the tax community," said IRS Commissioner Chuck Rettig. "The primary goals of the new design are to provide simplicity, accuracy and privacy for employees while minimizing burden for employers and payroll processors."

The IRS and Treasury collected extensive feedback over the past year while working closely with the payroll and tax community to develop a redesign that best serves taxpayers.

The IRS released a near-final draft of the 2020 W-4 in July to give employers and payroll processors the tools

they need to update systems before the final version of the form is released in November

The IRS reminds taxpayers that this draft W-4 is not for current use, but is a draft of the form to be used starting in 2020. Employees who have submitted a Form W-4 in any year before 2020 will not be required to submit a new form merely because of the redesign. Employers can continue to compute withholding based on the information from the employee's most recently submitted Form W-4.

For 2019, taxpayers should continue using the current W-4. The IRS also continues to encourage people to do a Paycheck Checkup as soon as possible to see if they are withholding the right amount of tax from their paychecks, particularly if they had too much or too little tax withheld when they filed their 2018 taxes earlier this year. People with major life changes, such as a marriage or a new child, should also check their withholding.

The IRS cannot respond individually to those who submit comments, but the agency does appreciate the feedback and will consider all comments received.

FAQs on the Early Release of the 2020 Form W-4

1. Why redesign Form W-4? The new design reduces

the form's complexity and increases the transparency and accuracy of the withholding system. While it uses the same underlying information as the old design, it replaces complicated worksheets with more straightforward questions that make accurate withholding easier for employees.

2. What happened to withholding allowances?

Allowances are no longer used for the redesigned Form W-4 to increase transparency, simplicity, and accuracy. In the past, the value of a withholding allowance was tied to the amount of the personal exemption. Due to changes in law, currently you cannot claim personal exemptions or dependency exemptions.

3. Are all employees required to submit a new Form W-4? No. Employees who have submitted Form W-4 in any year before 2020 are not required to submit a new form merely because of the redesign. Employers will continue to compute withholding based on the information from the employee's most recently submitted Form W-4.

Employee FAQs

4. My tax situation is simple. Are some questions optional? Yes. The form is divided into 5 steps. The only two steps required for all employees are Step 1, where you enter personal information like your name and filing status, and Step 5, where you sign the form. If Steps 2 – 4 apply to you, your withholding will more accurately match your tax liability if you complete them.

5. What happens if I only fill out step 1 and then sign the form? Your withholding will be computed based on your filing status's standard deduction and tax rates, with no other adjustments.

6. When should I increase my withholding? You should increase your withholding if 1) you hold more than one job at a time or you and your spouse both have jobs (Step 2) or 2) you have income from sources other than jobs that is not subject to withholding (line 4a). If you do not make these adjustments, you will likely owe additional tax when filing your tax return, and you may owe interest and penalties. With regard to income from other sources, you can pay estimated tax instead of having extra withholding.

7. When should I decrease my withholding? If you are eligible for income tax credits such as the child tax credit or credit for other dependents, and/or you are eligible for deductions (other than the standard deduction), you can follow the instructions described in lines 3 and 4b to decrease your withholdings by the appropriate amount.

8. I want a refund when I file my tax return. How should I complete the redesigned Form W-4? The redesigned Form W-4 makes it easier for you to have your withholding match your tax liability. But some

employees may prefer to have more of their money withheld from their paychecks throughout the year and then get that money back as a refund when they file their tax returns. The simplest way to increase your withholding is to enter on line 4c the additional amount you would like your employer to withhold from each paycheck after your Form W-4 takes effect. Whether you will be due a refund (and, if so, the amount of your refund) when you file your tax return depends on the details of your entire tax situation.

9. Why do I need to account for multiple jobs (Step 2)?

I have never done that before. Tax rates increase as income rises, and only one standard deduction can be claimed on each tax return, regardless of the number of jobs in the household. Therefore, if you have more than one job at a time or are married filing jointly and both you and your spouse work, more money should usually be withheld from the combined pay for all the jobs than would be withheld if each job was considered by itself. Adjustments to your withholding usually should be made to avoid owing additional tax, and potentially penalties and interest, when you file your tax return. All of this has been true for many years; it did not change with the recent tax law changes. The old Form W-4 accounted for multiple jobs using detailed instructions and worksheets that many employees may have overlooked. Step 2 of the redesigned Form W-4 lists three different options you may choose from to make the necessary withholding adjustments.

10. Which option in Step 2 should I use to account for my multiple jobs? Which is most accurate? What if I don't want to reveal to my employer on my W-4 that I have a second job?

Step 2 allows you to choose one of three options, which involve tradeoffs between accuracy, privacy, and ease of use:

Option 1: For maximum accuracy and privacy (to avoid revealing to your employer on your W-4 that you have multiple jobs) use the calculator at www.irs.gov/W4app. You will be guided to enter an additional amount to withhold on line 4c. You will need to know the approximate amount of pay for each job, but you will need to enter the additional amount on the Form W-4 for only one of the jobs. If pay for any of the jobs changes significantly, you will need to furnish a new Form W-4 to have accurate withholding.

Option 2: If you do not have access to the online calculator but wish to have roughly accurate withholding while retaining privacy, you may use Worksheet 1 on page 3 and similarly be guided to enter an additional amount to withhold on line 4c. You will need to know the approximate amount of pay for each job, but you will need to enter the additional amount on the Form W-4 for only one of the jobs. If pay for any of the jobs changes the additional withholding amount in the lookup table, you will need to

furnish a new Form W-4 to have accurate withholding.

Option 3: If there are only two jobs held at the same time in your household, you may check the box in Step 2 on the forms for both jobs. The standard deduction and tax brackets will be divided equally between the two jobs. You would not need to furnish a new Form W-4 to account for pay changes at either job. This option is less accurate—more tax than necessary may be withheld from your wages—but you generally won't have too little tax withheld. (The more similar the earnings at the two jobs, the more accurate this option will be. To get an idea of how much overwithholding you can expect in your case, see the tables that will be provided in the 2020 Pub. 505.) This option reveals to your employer on your W-4 that you have multiple jobs in your household. But it also is the easiest option to use: just check the box.

11. The instructions above Step 3 say that in multiple job households, adjustments in lines 3 through 4b are to be made on only one form, and that withholding will be most accurate if the adjustments are made on the W-4 for the highest paying job. But what happens if pay at two jobs is relatively similar or if the job that pays more changes over time?

In general, making these adjustments on the Form W-4 for the highest paying job increases accuracy. However, if the jobs in your household pay about the same or if the job that pays more changes over time, it is less important which Form W-4 is used to make the adjustment.

12. What if I have a side gig where I'm not treated as an employee?

If you have self-employment income, you will generally owe both income tax and self-employment tax. Form W-4 is primarily intended to be used by employees who are not subject to self-employment tax. Thus, like the old Form W-4, the redesigned Form W-4 does not compute self-employment tax. If you would like to use Form W-4 to make an adjustment to your withholding to account for self-employment income that you will receive from another source, use the withholding calculator at www.irs.gov/W4app or refer to IRS Publication 505.

13. What if I don't want to reveal my non-job income, such as income from earnings on investments or retirement income, to my employer (line 4a)?

You are not required to have tax on non-wage income withheld from your paycheck. Instead, you can pay estimated tax on this income using Form 1040-ES, Estimated Tax for Individuals. However, if you want to use Form W-4 to have tax for this income withheld from your paycheck, you have two options. You can report the income on line 4a. If you don't want to report this income directly on line 4a, you can use the withholding calculator at www.irs.gov/W4app. The calculator will help you calculate the additional amount

of tax that should be withheld from your paycheck. You will then enter that amount on line 4c, without reporting the income to your employer. If you expect to have dividend or capital gain income, your withholding will be more accurate if you have the calculator compute the withholding adjustment rather than reporting this income on line 4a.

14. I have a more complex tax situation. Is there a computer program I can use to help me complete Form W-4?

Yes. To provide maximum accuracy, you are encouraged to use the withholding calculator available at www.irs.gov/W4app. Updates and improvements to the calculator are underway that will be compatible with the redesigned Form W-4 in 2020. You may wish to use the withholding calculator if you 1) expect to work only part of the year, 2) have dividend or capital gain income or are subject to additional taxes, such as the net investment income tax, 3) have self-employment income, 4) prefer the most accurate withholding for multiple job situations, or 5) prefer to limit information provided in Steps 2–4 but do not want to sacrifice accuracy.

Employer FAQs

15. Does this mean our software will need two systems—one for forms submitted before 2020 and another for forms submitted after 2019?

Not necessarily. The same set of withholding tables will be used for both sets of forms. You can apply these tables separately to systems for new and old forms. Or, rather than having two separate systems, you may prefer to use a single system based on the redesigned form. To do this, you could enter zero or leave blank information for old forms for the data fields that capture the information on the redesigned form but was not provided to you under the old design. Additional guidance will be provided on the payroll calculations needed based on the data fields on the new and old forms.

16. How do I treat employees hired after 2019 who do not submit a Form W-4?

New employees who fail to submit a Form W-4 after 2019 will be treated as a single filer with no other adjustments. This means that a single filer's standard deduction with no other entries will be taken into account in determining withholding. The IRS and the Treasury Department anticipate issuing guidance consistent with this approach.

17. Are employees hired after 2019 required to use the redesigned form?

Yes. Beginning in 2020, all new employees must use the redesigned form. Similarly, any employees hired prior to 2020 who wish to adjust their withholding must use the redesigned form.

18. What about employees hired prior to 2020 who want to adjust withholding from their pay dated

Share With Your Employees

January 1, 2020, or later? Employees must use the redesigned form.

19. May I ask all of my employees hired before 2020 to submit new Forms W-4 using the redesigned version of the form? Yes. You may ask, but as part of the request you should explain that (1) they are not required to submit new Form W-4 and (2) if they do not submit a new Form W-4, withholding will continue based on a valid form previously submitted. For those employees who furnished forms before 2020 and who do not furnish a new one after 2019, you must continue to withhold based on the forms previously submitted. You are not permitted to treat employees as failing to furnish Forms W-4 if they don't furnish a new Form W-4. Note that special rules apply to Forms W-4 claiming exemption from withholding.

20. Will there still be an adjustment for nonresident aliens? Yes. The IRS will provide instructions in the 2020 Publication 15-T Federal Income Tax Withholding Methods on the additional amounts that should be added to wages to determine withholding for nonresident aliens. Additionally, nonresident alien employees should continue to follow the special instructions in Notice 1392 when completing their Forms W-4.

MRCA News

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MRCA Membership Update

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Seidler Associates LLC

SFY, LLC - Solutions For You

Tropical Roofing Products

Sumner, WA

Highlands Ranch, CO

Port Arthur, TX



*Genevieve Kramer of WM. Kramer & Son, Inc.,
MRCA Young Contractors Council Committee & Women in Roofing Committee*

Have you ever been fitted for a custom-made suit? Made-to-order, perfectly fitted, tailored-made suit just for YOU!? It is often a long process; starting with identifying the suit's purpose (wedding, business, special occasion), then budget, next choosing of fabrics, followed by measurements and fittings, accessories, etc... the list goes on! It can be a lengthy process but the results are noticeably pleasing and worth all the time and work.

The University of Cincinnati has one of the most architecturally diverse campuses in the United States and home to the iconic Albert H. Vontz Center for Molecular Studies. The building is nearing 20 years and is in need of a new roof, or should I say, a new TAILOR-MADE roof?! Just by looking at the exterior of the building, one can see that no wall is the same, no angle repeated, no measurement alike. Now imagine yourself on top of this building, where there are multiple roof areas, all with different slopes, pitches, and details along with those funky curved walls you see from the ground that make the parapet walls of the roof system.

Logistically, this job faced many difficulties. With this building being in the heart of the UC main and medical campuses, surrounding streets and sidewalks needed to remain accessible for emergency vehicles, medical staff, students, other trades, etc... Project planning, crane lift schedules, mobilization charts, site specific safety plans, etc... are just a piece of this project's puzzle.

Access to the roof was the next piece of the puzzle, and the Vontz Center proved this to be one of the more difficult tasks. The surrounding landscape made stair tower set up almost impossible. The stair tower seen in the above picture barely fit between the bending walls of the MLK street-facing side of the building. Two more stair towers are located on the back side of the building, granting access to other roof areas that are otherwise not accessible via rooftop.

A 70-ton crane was used to assist in the disposing of 9 different roofs, made up of approximately 3" of insulation, EPDM membrane, and a paved ballast system. All with different safety plans, interior sensitivities, roof access, surrounding landscapes, but only ONE granted dumpster location. Nearly 30 dumpsters and 20 different crane visits



were used to execute these tear offs and set ups. This job is still ongoing.

As stated before, each roof area has its own unique access and characteristics - all carefully measured and fitted for material ordering specific to that roof area.

Nearly 600 pieces of galvanized steel metal coping, each custom measured and fabricated in-house and delivered to the job upon request for installation, fitting to the existing parapet like a puzzle piece, each in its specific place. One roof area may be in the metal or roof install phase, while another roof area is still in the tear off phase. All going simultaneously. At times, 3 roofing crews and 2 metal crews were all on the job, all undergoing different phases of the project.

Overseeing the job, Erik Kramer, Roofing Superintendent and Vice President, runs the everyday operations of the

crews. From organizing crane lifts to overseeing details and quality control in the field, Erik is equip with the knowledge and experience to oversee a complex project like this. Every day brings a new challenge. Erik has spent most every day on the job, working side by side the general contractor, owner, and crews alike, keeping the project moving, addressing any issues as they arise and finding solutions along the way.

As much as we would like to foresee and plan for everything, a job like this can often bring unknown and unexpected truths about the building and or roof. It takes a flexible, experienced, and talented team to adjust to the needs of the building and customer for a project like this to be successful. We are happy to have taken on this unique re-roof and value our ability to comprehend and execute in a safe, professional manner, a watertight roof system [WEBSITE: www.kramerroofing.com](http://www.kramerroofing.com)





IDAHO
Contractors Association



KANSAS



Kansas Roofing Association Golf Tournament

July 25, The Kansas Roofing Association held their annual Golf Tournament at the Falcon Lakes Golf Club in Basehor, KS. As the MRCA 70th Annual Conference draws ever closer we are working hard to make sure contractors know what to expect. MRCA President, Kevin Gwaltney of Diamond Roofing and MRCA Director, Luke Haines of Roofmasters Roofing & Sheet Metal were in attendance to represent MRCA and to talk about some of the educational opportunities the conference will have for roofing contractors. Thanks to KRA and Kim Swartzendruber for all your help this year.



TEXAS



North Texas Roofing Contractors Association Mini Tradeshow

August 14, NTRCA hosted their annual tradeshow at the Texas Star again for 2019. We would like to congratulate them on another packed event that just keeps getting bigger each year! We appreciate NTRCA and their staff for their support of MRCA. Special thanks to Tracey Donels of KPost Roofing & Waterproofing, who has dedicated so much time to representing MRCA. Tracey has attended several events in Texas and traveled to Oklahoma and Kansas this year for MRCA.

TEXAS



Roofing Contractors Association of Texas - Texas Roofing Conference

September 19, Grapevine, TX, RCAT had another outstanding tradeshow at the Gaylord this year. Many thanks to MRCA members, Jenna Kramer of Wm Kramer & Sons, Adrian Hilton of KPost Roofing & Waterproofing and Kelly Lea of Texas Roof Management for representing MRCA at RCAT. MRCA also hosted a Women in Roofing (WinR) roundtable event on Friday the 20th. The event focused on 5 different issues facing roofing contractors and how to overcome the challenges.



RCAT and Executive Director, Sarah Ramon, had been working hard in 2019 to get HB2102 – Prohibition Against Waiving of Deductibles passed, and won! The new law went into effect on September 1. Congratulations to RCAT and all that worked toward getting this important legislation in place to protect consumers and ethical roofing contractors.





WISCONSIN

Wisconsin Roofing Contractors Association Golf Tournament

July 17, Wisconsin Roofing Contractors Association's Golf Tournament was held on the hottest day of 2019. Ok, we don't know that for sure, but it was HOT. Fred Horner of Advanced Industrial Roofing and President elect for MRCA traveled to Wisconsin to begin to promote the MRCA 2020 Conference in Milwaukee. Fred received a warm reception when he announced Milwaukee as the location of the 2020 show. Thanks to WRCA, Jeff Beiriger, and our own Fred Horner for your tremendous support of MRCA



ILLINOIS



Chicago Roofing Contractors Association Golf Tournament

July 11, The Chicago Roofing Contractors Association hosted their annual golf outing at the Silver Lake Country Club in Orland Park. Many thanks to CRCA and Bill and Linda McHugh for their hospitality and thanks to MRCA member Sean Marshall of L. Marshall Roofing & Sheet Metal for representing MRCA at the event.

CRCA is the nation's oldest roofing contractors association, and was formed in the 1870's after the Great Chicago Fire of 1871.



MISSOURI

Roofing and Siding Contractors Alliance Golf Tournament

September 19, Forest Park Golf Course in St. Louis, MO did not disappoint for the RSCA's Annual Golf Tournament. A beautiful golf course coupled with great weather made for an extremely fun day. Thanks to MRCA



Board Member, Brett Tesson of Tesson Roofing represented MRCA again this year.

MRCA is pleased that RSCA Executive Director, Jim Andrews, has decided to make the trip to Overland Park, KS this November for conference! See you soon!

If your local Association is holding an event in the Midwest and would like MRCA's help to promote it, just contact MRCA Staff at 800-497-6722 or info@mrca.org.

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