



2024

MRCA PRESIDENT
ROBERT POUTRE

1ST VICE PRESIDENT
LAURIE MOORE

2ND VICE PRESIDENT/TREASURER
JASON BLICKENDERFER

SECRETARY
CHRIS DALY

BOARD OF DIRECTORS

CHRIS DALY
BRETT TESSON
MILES MADDUX
MIKE MILLER
MIKE BUDENBENDER
CHRIS HUNTINGTON
JOHN MINET
RONNIE MCGLOTHLIN
LUKE HAINES

JASON BLICKENDERFER
RYAN PETRICK
ANDREW MEADE
DON HOUSE
PAUL RAMON
KEVIN PETERSEN
RODNEY HUGHES
MARY MCNAMARA
DANIEL KNICKELBEIN

CHAIRMAN OF THE BOARD
KELLY LEA

HISTORIC FACTS

- Google created a computer chip that can do 33.3 trillion years of calculations in 1 nano second
- The 2024 Sumer Olympic Games took place in Paris, France. The United States took home the most medals with 126
- The first NFL game was played in South America between the Philadelphia Eagles and the Green Bay Packers
- Donald Trump was elected as the 47th President of the United States
- The world's longest treasure hunt ended after 31 years after the treasure was found.

COST OF LIVING



MILK GAL. \$3.98
GAS -\$3.30
BREAD - \$1.83
AVG INCOME \$55,640
AVG RENT \$1.411

BACON - \$6.92 lb
EGGS - \$3.82
SUGAR (4 LB) - \$4.02
STAMP - \$.73
PRICE OF IPHONE - \$799

MR

MIDWEST ROOFER

Midwest Roofing Contractors Association

VOL 66 No. 6

ARCHITECTURAL SHEET METAL
VALLEY TRIM ON STANDING
SEAM METAL ROOFS

IN THIS EDITION

- ON DECK: MEGAN MALONE OF RACKLEY ROOFING COMPANY
- BUSINESS MANAGEMENT: MANAGING THE TOXIC EMPLOYEE
- MRCA'S NEW EXECUTIVE DIRECTOR, MEGAN POPE
- YCC: SEIBERTS MUCH MORE THAN THE INDUSTRY'S PRESIDENT AND FIRST LADY





ANYTHING BUT STANDARD

Unlike standard roofing shingles, Malarkey shingles are made of **Rubberized Asphalt** for superior all-weather resilience, **Upcycled Rubber & Plastics** to reduce landfill waste, and **Smog-Reducing Granules** that help clean the air.

**Better performance, and better for the environment –
Not your standard roofing shingle.**



WHEN IT MATTERS®





Vol 66 No 6

MR Vol66 No6 Cover_

Contents

Columns

Incoming President's Message 4

On Deck: Megan Malone of Rackley Roofing Company 6-7

MRCA News:.....

Poutre Holds MRCA Executive Committee Planning Meeting 8

New MRCA Executive Director, Megan Pope 8

MRCA's Rachel Pinkus Receives Recognition 9

MRCA Joint Venture with Bitec, Apollo Supply and the Ohio Roofing Contractors 10

Architectural Sheet Metal: Valley Trim on Standing Seam Metal Roofs. 12-14

Industry News

Roofing Alliance partners with Great Lakes Roofing Corp. at Ronald McDonald House 16

Roofing Day in D.C..... 17

Roofing Contractor Reveals 2023 Residential and Commercial Contractors of the Year . 18

YCC: MRCA 2023 President, Bill Seibert, and wife Tawney..... 20

Business Management: Managing the Toxic Employee 22-25

MRCA Save The Date..... 27

Ad Index

HOLCIM Malarkey Roofing Products. 2

Hanover Architectural Products 5

ACT Metal Deck Supply 9

MRCA HAWT 11

Bitec 11

MRCA CERTA 14

Provia 15

Ameriprise Financial 17

Roofers Coffee Shop 21

Roof Hugger 24

Auman Mahan + Furry 24

MRCA Legal Services 26

Beeline Purchasing LLC 26

Roofing Contractor Magazine 26

HAAG..... 28

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.



Midwest
Roofing
Contractors
Association

2024 MRCA Leadership Directory

Officers/Executive Committee

President
Robert Poutre
Roof Tech, Inc.

First Vice President
Laurie Moore
Krelling Roofing Co

Second Vice President/Treasurer
Jason Blickenderfer
Alpha Roofing Company

Secretary
Chris Daly
Kaw Roofing & Sheet Metal Inc.

Immediate Past President
Chairman of the Board
Past President's Council Chair
Bill Seibert
Fisher Roofing of Kearney

Foundation President
Kelly Lea
MRB Contractors

Directors

Architectural Sheet Metal Co-Chair
Luke Haines
Roofmasters Roofing & Sheet Metal Co.

Don House
BL Dalsin Roofing

Chris Huntington
AAA Roofing

Michael Katrosh
Queen City Roofing & Contracting

Architectural Sheet Metal Co-Chair
Conference & Expo Chair
Daniel Knickelbein
Langer Roofing & Sheet Metal

Jenna Kremer-Lefever
Wm. Kramer & Son, Inc.

Miles Maddux
Versatile Roofing, LLC

Larry Marshall III
L. Marshall Roofing & Sheet Metal

Mary McNamara
Cornell Roofing & Sheet Metal Co.

Andrew Meade
Meade Construction, Inc.

Membership & Marketing Chair
Michael Miller
Rackley Roofing Company, Inc.

John Minet
Diamond Roofing

Business Management Chair
Kevin Petersen
Carlson Racine Roofing and Sheet Metal, Inc.

Safety Chair
Ryan Petrick
Ridgeworth Roofing Co Inc

Ian Rammel
Damschroder Roofing, Inc.

Paul Ramon
Ramon Roofing, Inc.

Casey Snead
MRB Contractors

Steep Slope Chair
Brett Tesson
Tesson Roofing & Exteriors

Council / Committee Chairs

Advisory Council Chair
Greg Bloom
Beacon Building Products

Signatory Contractors Council Chair
Mark Langer
Langer Roofing

T&R Chairman
Randy Adams
R Adams Roofing, Inc.

Editorial Chair
Tracey Donels
Service First Solutions

CERTA Taskforce Chair
James Ramser
Highland Roofing Company, Inc.

HAWT Taskforce Chair
Fred Horner
Advanced Industrial Roofing

YCC Chair
Brian Cook
Dataforma

Women in Roofing Chair
Megan Blickenderfer
Alpha Roofing Company

Legal Counsel
Gary Auman
Auman, Mahan & Furry

Staff

Megan Pope
Executive Director & Foundation
mpope@mrca.org

Bob Pope
Associate Director
bpope@mrca.org

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

Chrystal Beavers
Account Manager
cbeavers@mrca.org

Morgan Arwood
Membership Director
marwood@mrca.org

Joe Williams
Graphic Designer
jwilliams@mrca.org

MRCA Headquarters
7250 Poe Ave. Ste. 410 | Dayton, OH 45414
Phone: 800.497.6722 | Fax: 937.278.0317
www.mrca.org

Find us on   

INCOMING MRCA PRESIDENT



Bob Poutre, MRCA President

We had a truly successful Annual Expo this past October in Omaha. The YCC Casino Night was once again a huge success, entertaining members and raising funds that are then donated to our Foundation. The show floor was sold out, the membership meeting was great with many awards and distinctions earned and handed out. Our keynote speaker, Rulon Gardner, was fantastic and delivered such an amazing life story of challenges he has overcome.

The Foundation Black and White Ball was also a very positive event, setting yet another record for monies earned from both the Live and Silent Auctions, as well as a challenge at the end of the evening that raised an additional \$30,000.00 in donations. In all, \$133,000.00 was raised that evening that will now be used for Technical and Research Development Grants and for our Scholarship Program. I am amazed every year at the generosity of our members, associate members and local contractors that come and contribute so much to this very important cause.

Now, looking ahead to this year serving as the MRCA President, I must state what an honor it is to have been chosen to serve on the Executive Committee the past four years, and now to lead this great organization. A couple of those years were very challenging for all of us in this industry due to the COVID pandemic and then the supply chain crisis that followed. We have managed to persevere and at least most of those issues are now in our rear-view mirror.

The Executive Committee met in December in Des Moines ahead of our January Board meetings in Scottsdale, AZ. We will be working hard to place our new members onto committees as well assigning Chair positions to fill a few vacancies. We will also be looking at and refining next year's budget.

Safety and Membership are two of the most important committees that are served by MRCA Board Members. This year we will be working very hard to continue bringing value to our membership through the work of the Safety Committee. We will also work hard on attracting new members, helping to broaden and strengthen our membership base.

Our catch phrase of "The Roofing Contractors Advocate" will continue to define the work of the other committees as the year progresses. We will be looking for more issues to be addressed by our Technical and Research Committee as well as offering more member benefits from the Steep Slope, Architectural Sheet Metal, and the Business Management Committees.

In closing I would like to invite all of you to St. Paul, MN for our 74th Annual MRCA Expo being held October 21 – 23, 2024 at the St. Paul RiverCentre. It promises to be another great event.

Bob Poutre
MRCA President
Roof Tech, Inc.

A handwritten signature in blue ink, appearing to read "Bob Poutre". The signature is stylized and somewhat abstract, with overlapping loops.



THE SOLUTION FOR ALL YOUR
ROOFING NEEDS

HANOVER[®] ROOF & PLAZA PAVERS

Hanover[®] Roof & Plaza Pavers provide environmental benefits while creating aesthetically appealing rooftops and plaza gardens. A wide range of paver styles, pedestal systems and high wind solutions are available. And with a library of over 3,800 granite-like colors to choose from, paving possibilities are endless.

Size & Color: 24" x 24", #M1185
Finish: Tudor[®]



ON DECK

MEGAN MALONE

General Manager of Service at Rackley Roofing Company



CONTACT US
RACKLEY ROOFING COMPANY, INC.
CARTHAGE, TENNESSEE
PH: 615.735.1197
WWW.RACKLEYROOFING.COM

Megan Malone grew up about 30 minutes outside of Nashville, Tennessee in what used to be a small town called Lebanon. “Lebanon has grown exponentially in the past few years, but I still reside in the countryside with my husband, Chase. Chase and I have been married for 4 years. We do not have any children yet, but we have a Corgi, Knox, that takes all of our attention! When opportunities arise, we travel as much as possible. Our favorite trip by far is Belize. However, I do base my traveling on the food! I am a total foodie!” says Megan.

Megan attended Vol State Community College for her general studies. “Early on, I thought Pharmaceutical would be where I end up in my career. Boy was I wrong! After two years, I transferred to Trevecca Nazarene University, located in Nashville, TN. I majored in Human Resource and management. I thoroughly enjoy learning; therefore, I hope to get my master’s at some point!”

Megan’s heart has always been watching or playing sports. Earlier in life, she traveled the state playing Volleyball and Softball. During College, she continued to coach Volleyball at the local high school. “Anytime there is a sports game on- I am fully invested!”

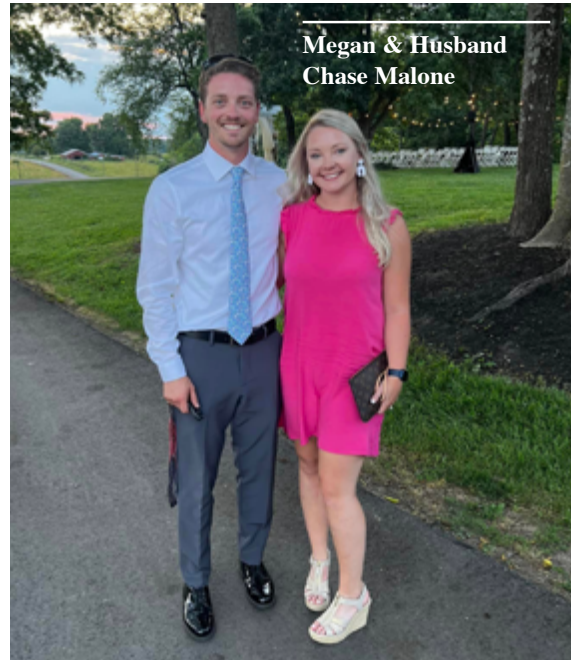
Volunteering at her church for their food pantry is one Megan’s favorite ways of giving back to the community. As items are donated, volunteers will pack boxes for families in need of groceries for the week. Another charity that she has been involved in is also at the local level. “The Feeding America Backpack program is one dearest to my heart. We pack and send healthy food home with children from grades Kindergarten to 4th grade.”

While in college, Megan worked at a local elementary school tutoring and teaching the after-school program. Since education was not the route she wanted to pursue later in life, she reached out to the owner of Rackley Roofing, Curtis Sutton, asking if he knew of anyone hiring college students. He reached out and told her to come to work at Rackley, where she started taking phone calls and completing data entry. “As time progressed, I was promoted to Service Coordinator then moved to the newly owned Nashville office to train and manage the office. During college, I was unsure if I would stay with Rackley, but once I graduated, I knew Rackley was my home. I have grown to love the roofing industry and all the great mentors along the way.”

“The MRCA organization has been very welcoming! I have met so many great mentors thus far. Rackley Roofing has benefited from the MRCA organization through networking and education provided through our membership. The Business Management committee has given so many resources for our company to take back and evaluate our policies. The Young Contractors Council has allowed me to Network with the upcoming generations and build relationships along the way. Working with different committees has given me the opportunity to share ideas with other contractors and gain connections along the way.”



Megan with her Rackley Team



Megan & Husband Chase Malone



Megan with the YCC at the 2023 MRCA Convention in OMAHA, NE



Megan with her Corgi dog Knox



Megan with her Mother Tammy

POUTRE HOLDS MRCA EXECUTIVE COMMITTEE PLANNING MEETING

On December 18th MRCA President, Bob Poutre, held a Planning Meeting of the MRCA Executive Committee in Des Moines Iowa. The purpose of the meeting was to complete Committee appointments and set goals and schedules for MRCA in 2024. All of this was accomplished as well as some strategic planning looking ahead past 2024. The plan of the EC is to continue MRCA on its progressive growth path well into the future, with continued emphasis on Technical Research, Safety, and Workforce Development.

There was also discussion of ways that MRCA can coordinate and leverage its efforts with State and Local affiliate Roofing Associations located in the Mid-West region of the country.

These planning sessions are to ensure that MRCA maintains its focus of being the Roofing Contractor's Advocate.



NEW MRCA EXECUTIVE DIRECTOR, MEGAN POPE

As part of the Association Management's Succession Plan, on January 1st, Megan Pope assumed the role of MRCA Executive Director. Bob Pope will remain as MRCA staff in the roll of Associate Director until his retirement at the end of 2024.



Megan is no stranger to Association Management, with over 20 years of experience being involved with various construction industry associations on a local, state, regional and national basis. Over the past nine years, Megan and the Association Office team have had the pleasure of being the administrative staff for MRCA. Megan's primary areas of focus with the association have included the MRCA Foundation, the Young Contractors Council, the Business Management Committee, and the Women in Roofing Council Committee. She has also served as the account manager for both MRCA and MRCA Foundation and will continue to do so as she moves into the role of Executive Director.

There will be some other minor staff changes as they relate to committee work, but MRCA members will experience a smooth flow of service during this transition period with the focus continuing to be The Roofing Contractor's Advocate.

MRCA'S RACHEL PINKUS RECEIVES RECOGNITION FOR 25 YEARS AS AN ASSOCIATION PROFESSIONAL

MRCA's Managing Director, Rachel Pinkus, received special recognition for her 25-year career milestone as an Association Management Professional. In addition to her duties with our Board and Committees, Rachel serves MRCA as our Conference and Expo Coordinator and is also Editor of MR Magazine. The presentation was made December 14th at the famous Century Bar Event Center in downtown Dayton, Ohio. It was noted in the presentation that Rachel has a broad base of experience that includes Association Administration at the local chapter, state, regional and national levels. In addition, Rachel is certified by the State of Ohio to conduct Drug Free Safety Program Training Classes and oversees substance testing policies for five different local construction industry craft Unions. We are excited to celebrate this achievement with Rachel and we wish her many more great years to come.



METAL DECK REPLACEMENT?
WE HAVE IT IN STOCK NOW!

YOUR ONE-STOP
METAL DECK
SHOP!

-  LARGEST INVENTORY IN STOCK FOR IMMEDIATE USE
-  VARIETY OF DECK IN STOCK
-  PICK UP OR DELIVERY
-  PROJECT MANAGEMENT
-  15 LOCATIONS TO SERVE YOU

CONTACT US TODAY FOR THE
BEST SERVICE AND LEAD TIME

VISIT OUR WEBSITE FOR OUR METAL DECK 101
VIDEOS IN ENGLISH AND SPANISH

METALDECKSUPPLY.COM



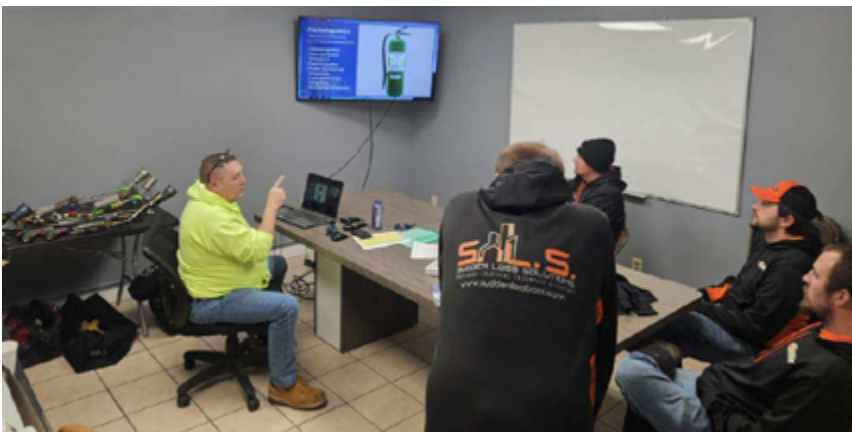
800.894.7741 | SALES@METALDECKSUPPLY.COM

MRCA JOINT VENTURE WITH BITEC, APOLLO SUPPLY AND THE OHIO ROOFING CONTRACTORS ASSOCIATION CERTA AND HAWT APPLICATOR CLASSES



January 4th – 6th, the Midwest Roofing Contractors Association (MRCA) joined with Bitec, Apollo Supply and Ohio Roofing Contractors Association (ORCA) to sponsor a CERTA Applicator Class and a HAWT Applicator Class. The classes were held at Apollo Supply's Akron facility and the sessions were conducted by Chris Paulin of RST Services. More jointly sponsored CERTA and HAWT sessions are planned

Continued on page 11





MRCA JOINT VENTURE WITH BITEC, APOLLO SUPPLY AND THE OHIO ROOFING CONTRACTORS ASSOCIATION CERTA AND HAWT APPLICATOR CLASSES

for the near future. A big thank you goes to both Apollo Supply, Bitec and ORCA for their commitment to safety.

To learn more about how to schedule either a CERTA or HAWT class, contact MRCA Membership Director and CERTA/HAWT Coordinator, Morgan Arwood at 800-497-6722 or marwood@assnsoffice.com.



HOT AIR & INDUCTION WELDING SAFETY
CERTIFIED SAFE AUTHORIZED USER SAFETY TRAINING PROGRAM

CLASSES FORMING NOW!
Register online at mrca.org

MRCA CERTIFIED SAFE

SHARP SAFETY & HEALTH AGENCY FOR ROOFING PROFESSIONALS

MRCA HOT AIR & INDUCTION WELDING SAFETY

DOES YOUR MEMBRANE **STAND UP** TO THE TEST?

Roof membranes have to be strong enough to withstand the constant abuse of Mother Nature. One made with high-quality asphalt, polymers and reinforcement will provide the waterproofing protection you deserve. A roof membrane with high filler content simply won't.

When raw material prices rose and most others in the industry chose to cheapen their products, Bitec remained loyal. We will not sacrifice quality because when it comes to roofing, **quality matters.**



1.800.535.8597 • www.bi-tec.com





VALLEY TRIM ON STANDING SEAM METAL ROOFS

Photo 1



by: *Charlie Smith National Recover Manager | 238T Business Development Manager McElroy Metal*

Valleys on standing seam metal roofs can be a significant source of leaks if not installed properly. There are many styles of valley trim and selecting the wrong style can spell disaster for any project. As a first point, consider the roofing assembly. For example, if you use a water shedding valley on open purlins, there is a pretty good chance you will end up with something like **Photo 1**.

During my 35 years in this industry, I've witnessed many situations where a poor valley design or install comprised the entire weathertightness of the roofing system. A few of my recommendations to stay out of trouble follow.

Roof Assembly Considerations

The first thing that must be determined is whether this is an architectural application over solid deck or if this is a structural application where the roof is attached to open purlins, roof huggers or hat sections. Those two valleys are installed differently and really should be looked at as completely different applications. One thing all styles of valley trim have in common is the need for a diverter in the middle. I prefer the diverter to be 1 1/2" tall instead of 1" and broken at the steepest angle possible to help ensure water does not shoot across and under the panels on the opposite side.

When you install a standing seam roof over a solid deck you will most likely be using architectural details with a fixed

ridge and a floating eave where the panels are hooked on an extended eave trim or offset cleat. If the panels are floating at the eave, they need to float in the valley as well.

Valley Style Options

There are several ways to make valley trim for an architectural application. The most common seems to be to fabricate the valley trim with integral hems. Most installers like doing this best and it gives a nice clean look.

Photo 2

There are several problems with this, the main one being these valley sections are extremely difficult to make watertight at the lap. That is why this type of trim should only be installed on a solid deck with ice and water shield because there is a high probability it will leak.

On architectural applications I prefer to use a valley trim with separate offset cleats that the panels hook onto. This gives you a valley that has a much higher chance of being



Photo 2

watertight at the lap because you just lay one trim on top of the other instead of notching them and trying to slide them together. **Photo 3**

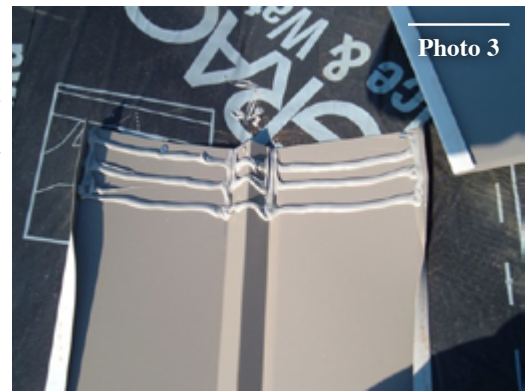


Photo 3

There are two ways to install a cleated valley. One is to do a double cleat with no fasteners penetrating the valley trim that allows the valley to float. Besides no penetrations, this also provides a wider area for the water to flow because the cleat us up high on the valley trim. A valley trim made from 24" stock will provide between 7" and 8" between the end of the panel and the diverter. **Photo 4**

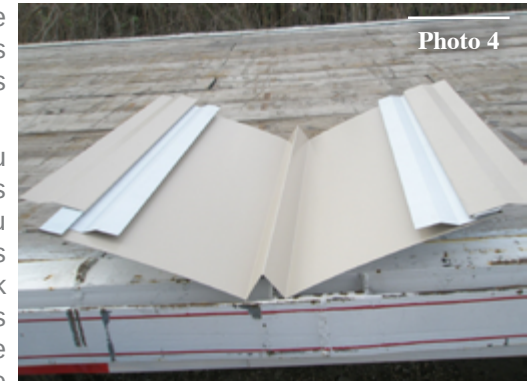


Photo 4

The last method for fabricating and installing an architectural valley over a solid deck is to use an offset cleat set in tape sealant on top of the valley trim 4" to 6" up from the diverter. The offset cleat is fastened through to the plywood or if installing over iso, it is fastened though into a 16 gauge back up plate under the valley. In order for this type of system to remain watertight, there has to be significant pressure holding the offset cleat down over the tape sealant. This is why you should use a backup plate when installing this detail over iso. This method also fixes the valley where it will not move.

When installing a new roof in a structural application over open framing, you should switch to a fixed eave, fixed valley, and floating ridge. You do this because on open framing you do not want to use water shedding details. You want watertight details since there is no secondary waterproofing. In all cases you will install a 16-gauge offset back up plate under the valley trim. The back up plate can be offset up or down because a structural standing seam roof is installed using clips that hold the panels anywhere from 3/8" to 1 3/4" above the purlins. A plate that is offset UP will keep the valley trim in the same plane as the roof. **Photo 5**



Photo 5

A valley plate that is offset DOWN will drop the valley below the plane of the roof. This is helpful on long valley runs on lower slopes or when retrofitting a leaking valley.

TIPS



Curved Roof Applications:

If you are in a situation where you have to put a valley into a curved roof then the best approach is drop the valley down below the plane of the roof. This is easy to do on jobs where you are installing over a steel deck with iso. On this job there was 4 1/2" inches of ISO in two layers so it was easy to leave a trench that was about a foot wide and have a welded stainless steel

valley installed. A prefinished sheet matching the roof was cut to the curve and then glued down to the bottom of the valley. **Photo 6**



Photo 6

Long Runs: One area where valleys can be very problematic is where there are long runs with a lot of drainage area on lower slopes where the water will overtake the valley trim. In this case, it is a good idea to think about making the valley extra wide and dropping it down. On this job, we had a about 140-foot valley on a 2/12 slope and it was obvious that the existing valley was getting overwhelmed with the water flow and was a major source of leaks. The existing roof was a 2" double lock installed over 3" iso over a metal deck. We cut back the ribs of the existing roof to create a 4' wide trough. Then we infilled between the ribs with 2" iso/cover board/peel and stick. We installed 2 special symmetrical standing seam panels 24" wide so there was a 2 3/8" seam with continuous clips down the middle. Here we ended up with a 140' long, free floating valley with no

Architectural Sheet Metal

joints. It worked great! *Photo 7*



Dead Valley Conditions:

Lastly, the condition that is most likely to cause problems on a metal roof is where you have a dead valley condition or where a valley from a dormer terminates into the field of the roof. This is a condition that is very difficult to get right and keep watertight. After many years of dealing with this issue, I believe the best way is to terminate the valley onto a one-piece, welded or soldered stainless steel or aluminum transition flashing that carries the water from the end of a dead valley into the field of the roof. This type of detail separates the great roofers from the good roofers and one of the things I look for when trying to find new contractors to work with. If they have a guy in

their shop that can weld and solder and can fabricate this flashing, that is a really big deal. *Photo 8*



Summary

Don't be afraid to think outside the box to come up with solutions to fix problems. With careful planning and installation, there's no need to fear valley conditions. During project design, it is critical to consider the roof assembly, building geometry, panel attachment and points of fixity for all valley conditions. And remember, if you're ever unsure, always reach out to your manufacturer of choice to gain their input and recommendations.



CERTIFIED ROOFING TORCH APPLICATOR



TRAINING DELIVERED TO YOU

SCHEDULE YOUR CERTA TRAINING SESSION TODAY!

Questions? Call the **CERTA** line (937) 206-2132
or email: CERTA.Info@mrca.org

Scan with your phone ▶



HEAVY-DUTY, NOT HEAVYWEIGHT

Added strength without any added weight.



ProVia metal roofing is constructed of highly durable 26-gauge galvanized steel—up to 30% more than the industry average. It's also 3x lighter than asphalt shingles, so it's easier to work with.

It's the right thing to do.



DOORS | WINDOWS
SIDING | STONE | ROOFING

6 Reasons to
Partner with ProVia
Metal Roofing





The Roofing Alliance partners with Great Lakes Roofing Corp. at Ronald McDonald Marshfield, WI House

One of the greatest philanthropic initiatives in the history of the Roofing Alliance has been the partnership with Ronald McDonald House Charities® (RMHC®). Through the agreement, Roofing Alliance and NRCA members agree to inspect, maintain, repair and—whenever possible—replace the roofs on the 165 standalone Ronald McDonald House® programs throughout the U.S.

RMHC is a non-profit, 501 (c) (3) corporation that creates, finds, and supports programs that directly improve the health and well-being of children and their families. RMHC helps families cope better and focus on the needs of their sick child because they have support from family members, program staff, volunteers, and shared experiences with other families.

The Houses provide private sleeping rooms, meals, and support, offering opportunities for families to interact as they go through their difficult times. Families are asked to pay a nominal fee to stay in the Houses, but no family is turned away if the fee is prohibitive.

NRCA contractor member Great Lakes Roofing Corp, (GLRC) Marshfield, WI, recently donated time and materials to reroof their local Ronald McDonald House. GLRC proudly upholds the company's adherence to the Roofing Alliance's commitment to adopting all RHMC chapters nationwide. Materials for the recent project were donated in part by GAF and ABC Supply, who often work with the Roofing Alliance to support RMHC projects.

Chris Lampien, president of GLRC, spearheaded the adoption of the company's first RHMC location in Madison, WI because of his personal experience with a medically fragile child at birth—he felt drawn to help and provide support to other families experiencing complex medical situations.

Many contractors have also had similar experiences, including Charles Antis of Antis Roofing, Orange County, CA, who first recommended the partnership initiative to the



Roofing Alliance. "It has been great to witness the outreach and improvements to the homes, such as the Marshfield house; it's inspiring," Antis stated.



Lampien shared, "In 2022, our staff member, Karlie McNulty, reached out to the Ronald McDonald House in Marshfield to see if they were interested in receiving holiday turkeys as a donation. Karlie quickly learned that the house no longer had a long-standing roofing partner, so we stepped up to meet their needs. We believe in the mission of RMHC and are committed to giving what we can."

The strong relationships roofing contractors build with their local houses makes a lasting difference in their communities. Ronald McDonald House Charities of Marshfield serves hundreds of families every year as a home away from home providing comfort, support, and resources to families with hospitalized children.

"We're incredibly grateful to Great Lakes Roofing and their partners at the Roofing Alliance for the generous donation of a new roof. Thanks to their generosity, our Ronald McDonald House will continue to provide a safe respite for families with sick kids when they need it most," said lilee Pederson, Executive Director of the RMHC-Marshfield.

For more information about the Roofing Alliance's partnership with RMHC® and how you can get involved, please contact Alison L. LaValley, CAE, Roofing Alliance Executive Director, at alavalley@nrca.net or roofingalliance@nrca.net.



Roofing Day in D.C.

Join fellow roofing professionals on Capitol Hill as we advocate for our industry! Congress must see and hear from you to understand the critical issues we face. Together, we can make a difference.

[Register now](#) for Roofing Day in D.C. 2024 April 16-17.

Book your hotel at the [Grand Hyatt Washington](#), [view the itinerary](#) and learn more about our [2024 advocacy issues](#), which will focus on [workforce challenges](#) and [pro-growth tax reform](#).

Roofing Day in D.C. features expert speakers and panelists to inform and inspire attendees ahead of meetings with members of Congress and their staffs. In addition, sightseeing tours will be available for those interested. As always, attendees will have ample opportunity to network and connect with fellow professionals, and we encourage you to bring key employees to the event.

Please consider using NRCA's Roofing Day in D.C. [communications kit](#) to help us boost attendance.



Nearly 250 roofing industry professionals met with members of Congress in April of 2023, for NRCA's Roofing Day in Washington, D.C.



Tracy L. Edwards, CFP®, APMA®

Financial Advisor

CERTIFIED FINANCIAL PLANNER™ practitioner

Platinum Financial Solutions

A financial advisory practice of
Ameriprise Financial Services, LLC

620.343.7937

702 Commercial St, Suite 1B, Emporia, KS 66801

tracy.l.edwards@ampf.com

ameripriseadvisors.com/tracy.l.edwards

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with plaque design) in the U.S.
Ameriprise Financial Services, LLC. Member FINRA and SIPC.

Ameriprise 
Financial®

Roofing Contractor Reveals 2023 Residential and Commercial Contractors of the Year Two outstanding contractors receive magazine's highest honor during 2023 Best of Success Conference



Chris Gray Editor of Roofing Contractor

Two roofing contractors considered among the best in the country have been honored with Roofing Contractor magazine's "Contractor of the Year" award.

Greenwood Industries of Worcester, Mass., was named 2023 "Commercial Contractor of the Year," while Indianapolis, Ind.-based Bone Dry Roofing was awarded 2023 "Residential Contractor of the Year." Each winner was selected among dozens of well-qualified nominations submitted throughout the year.

The awards were presented on Monday during the 19th Best of Success Conference, held in Frisco, Texas.

Commercial Contractor of the Year

Founded in 1993, Greenwood Industries has nine locations



Greenwood Industries Dave Klein (at right) accepting the 2023 Commercial Contractor of the Year Award along with members of the Greenwood Industries team.

throughout the Northeast. Staying true to founder Dave Klein's idea of working on "any type" of roofing project helped Greenwood earn jobs, as did its commitment to union-oriented projects. That flexibility led to more commercial roofing opportunities and a steady pool of trained workers.

In 2022, it reported revenue of \$218 million, placing it in the top 10 of RC's Top 100 list for 2023.

"Company leaders Dave Klein and Matt Brown operate a team that has become a force in roofing and waterproofing across the northeast," said RC Editor-in-Chief Art Aisner. "They have demonstrated a level of consistency and award-winning caliber work over the years that is now paying off in record revenues and employee retention."

Those award-winning projects include being a 2012 NRCA Gold Circle Award Winner and earning the NACIAA Award for wall cladding installations on the University of Connecticut campus at Storrs. In 2022, Sika Sarnafil recognized Greenwood's work as a Project of the Year for sustainability on Boston University's new Center for Computing and Data Science building.

Upon accepting the award, Klein reflected on how his parents taught him determination and integrity, and thanked Brown, his COO, for his vision and leadership.

"This achievement is the culmination of years of relentless work and a shared vision with everyone who works at Greenwood," said Klein. "We have a truly exceptional team. I may be the one accepting this award, but it belongs to everyone at Greenwood."

Residential Contractor of the Year



Bone Dry Roofing of Indiana was named the 2023 Residential Contractor of the Year. FROM LEFT: Rick Damato, RC Editor Emeritus; Ryan Linder, Bone Dry Roofing corporate development manager; Jess Judd, Bone Dry Roofing director of commercial; Gene Judd; founder of Bone Dry Roofing; Art Aisner, RC Editor-in-Chief; Jill Bloom, RC group publisher.

Founded in 1993 by Gene Judd in his Speedway, Ind. garage, Bone Dry Roofing earned \$65,000 in revenue in its first year. Building upon a reputation of excellent customer

service and high-quality work, it capitalized on a 2006 hailstorm in Indianapolis that gave the company entry into adjacent markets in Ohio and Kentucky. It continues to grow through a strategic plan calling for acquisitions as well as establishing an in-house training program.

In 2022, the company reported \$121.6 million in revenue, good for earning the 18th spot on RC's 2023 'Top 100' list.

"The company's recent growth is astounding; following a strategic plan put in place in 2019, Bone Dry expanded its operations to 20 locations in those seven states through both acquisitions and greenfields," said RC Editor Emeritus Rick Damato. "Two years ago, it committed to invest in its people — and established 'Bone Dry University' to help train, retain and develop its workforce."

Aside from roofing, the company has diversified into gutters, siding, drywall, painting, masonry, heating and cooling, and, most recently, establishing Bone Dry Solar.

Judd called receiving the award "humbling and surprising" and said his success boils down to having good people in his company, including the families that support his employees.

"I've been blessed, Bone Dry has been blessed over the years with a ton of great people in the organization past and present, so I want to recognize all their hard work and effort they put into taking care of our customers and doing it the right way and doing it the Bone Dry way," Judd said.

For full coverage of the Contractors of the Year, read our December 2023 eMagazine.



2024 Advertising Opportunities

EXPAND YOUR BRAND. BROADEN YOUR REACH.

We know MRCA is important to you and your business. As we continue our mission to bring value to our sponsors, we want to share opportunities to reach your audience through both print and trackable, quantifiable digital exposure.

PACKAGES

PACKAGE 1 MR Magazine — 1 issue 35,000 digital impressions over 1 month		PACKAGE 2 MR Magazine — 2 issues 70,000 digital impressions over 3 months		PACKAGE 3 MR Magazine — 3 issues 100,000 digital impressions over 6 months	
Quarter page + Digital	\$3,075	Quarter page + Digital	\$5,650	Quarter page + Digital	\$7,710
Half page + Digital	\$3,175	Half page + Digital	\$5,850	Half page + Digital	\$7,980
Full page + Digital	\$3,325	Full page + Digital	\$6,150	Full page + Digital	\$8,415
Digital only	\$2,500	Digital only	\$4,500	Digital only	\$6,000

PACKAGE 4 — MOST EXPOSURE & BEST VALUE! MR Magazine — 6 issues 200,000 digital impressions over 12 months				MRCA Website Button Link 12 months on MRCA Website \$1,000																	
Quarter page + Digital	\$12,924	Inside Front Cover + Digital	\$14,895	<table border="1"> <thead> <tr> <th colspan="4">ISSUE MONTH & ARTWORK DEADLINES</th> </tr> </thead> <tbody> <tr> <td>FEB</td> <td>1/10</td> <td>AUG</td> <td>7/10</td> </tr> <tr> <td>APR</td> <td>3/10</td> <td>OCT</td> <td>9/10</td> </tr> <tr> <td>JUN</td> <td>5/10</td> <td>DEC</td> <td>11/10</td> </tr> </tbody> </table>		ISSUE MONTH & ARTWORK DEADLINES				FEB	1/10	AUG	7/10	APR	3/10	OCT	9/10	JUN	5/10	DEC	11/10
ISSUE MONTH & ARTWORK DEADLINES																					
FEB	1/10	AUG	7/10																		
APR	3/10	OCT	9/10																		
JUN	5/10	DEC	11/10																		
Half page + Digital	\$13,410	Back Cover + Digital	\$15,165																		
Full page + Digital	\$14,139	Digital only	\$11,000																		
Inside Back Cover + Digital	\$14,625																				

*NOTE: Package 4 rates include MRCA "All In" 10% discount for MR Magazine + Digital

MR Magazine Ad Specs

Submit high-resolution pdf with fonts and images embedded

AD	BLEED	TRIM	LIVE AREA
Full Page	8.75 X 11.25	8.5 X 11	7.5 X 10
Half Page Vertical	3.875 X 11.25	3.625 X 10	3.125 X 10
Half Page Horizontal	7.75 X 5	7.5 X 4.75	7 X 4.25
Quarter Page Vertical	3.875 X 5.125	3.625 X 4.875	3.125 X 4.375
Quarter Page Horizontal	7.75 X 2.5	7.5 X 2.25	7 X 1.75
Back Cover	8.75 X 8.25	8.5 X 8	7.75 X 7.25

Digital Ad Specs

.jpg or gif static images only; no flash ads

LEADERBOARD
728x90
WIDE SKYSCRAPER
160x600
SQUARE POP-UP
300x250

PAYMENT INFORMATION:

COMPANY: _____
 CONTACT: _____
 ADDRESS: _____
 CITY / ST / ZIP: _____
 PH: _____
 E-MAIL: _____

TOTAL DUE: _____
 _____ CHECK PAYABLE TO MRCA OR CREDIT CARD
 MC: _____ AX: _____ VISA: _____ Discover: _____
 CC#: _____ CVV: _____
 EXP: _____ BILLING ZIP: _____
 SIGNATURE: _____

_____ BILL FULL YEAR IN ADVANCE _____ BILL AFTER EACH ISSUE

Please send completed contracts and artwork to:

Leslie Klenk | Burgie MediaFusion | p: 614.554.6294 | f: 888.390.0425 | e: leslie@burgiemediafusion.com

FOR OFFICE USE ONLY

NOTES: _____



MRCA 2023 PRESIDENT, BILL SEIBERT, AND WIFE TAWNEY WERE SO MUCH MORE THAN THE INDUSTRY'S PRESIDENT AND FIRST LADY TO THE YOUNG CONTRACTORS COUNCIL



Jenna Kramer- Lefever Wm. Kramer & Sons, Inc.

The YCC originated in 2010, engaging the roofing industry leaders 40 and under. Bill attended the first meeting at 38 years old and aged out two short years later (Sorry, Bill!). But Bill's involvement and relationships with the YCC did NOT stop there! Bill would often be found mingling between the young and the "more experienced" at board meetings and conferences, acting as the glue that bonded the various generations together. In 2021 Bill was able to connect with the YCC on a deeper level, acting as the Board Liaison, where he would sit in on our meetings, offer up advice when needed, encouragement, challenge our thinking, and sometimes a little comic relief in his distinct Kearney, Nebraska voice!

Meanwhile, Tawney was making her own impact on the YCC. With her fast pace, mom on the go, businesswoman vibe, she naturally fit in great with the YCC. Tawney experienced roofing at a very young age, as her father was also a roofer and her mother worked in the office... Tawney has roofer blood in her!

What makes Bill and Tawney so unique is their ability to connect with everyone on a social, practical, and technical level. Bill and Tawney's experience and knowledge in roofing (not to mention in one of the country's harshest weather regions), and their passion and eagerness to teach the younger generation is what makes Bill and Tawney our YCC Mom 'n Dad! We look up to you and we value your opinion and knowledge. Thank you for passing it on to us!

BECOME PART OF THE COMMUNITY

ROOFERS
= COFFEE SHOP =

1 days, 1 hours and 29 minutes Coffee Conversations! >
English >
Countdown to IRE 2024! >
Sign up for Week in Roofing >

Search... JobSmithRCS >
News & Community R-Club

Classifieds Directory Read Listen Watch
RoofersCoffeeShop.com > RCS Directory > KPost Roofing & Waterproofing

KPost Roofing & Waterproofing

Welcome to KPost

KPost Company is an industry-leading commercial and residential contractor who provides its customers with a variety of services covering the entire building envelope. You need a roof you can count on to keep you safe and dry. KPost Roofing & Waterproofing is your #1 Dallas Fort Worth commercial and residential roofing contractor. KPost services include: Commercial roof installation, repair, and maintenance, Residential Roof Replacement, repair, and maintenance, Storm Damage Repair, Custom Metal Roofing, Gutter Manufacturing, Lightweight Insulating Concrete Installation.

Our History
We have over 15 years of experience and have completed over 1,240 projects, including the Dallas Cowboys home: AT&T Stadium. With over 400 employees, we will provide you with the best roofing services possible. KPost opened its doors January 2004 with a core group of eleven roofing professionals that together had more than 300 years of combined construction experience. Today the team consists of over 400 employees, including more than 60 specialized crews, totaling over 5,000 years of experience. KPost consistently ranks as a Top 100 Roofing Contractor in Roofing Contractor and as a Top 600 Specialty Contractor by Engineering News-Record. KPost has received numerous awards showcasing the company's state-of-the-art production techniques, individual employee craftsmanship, and the overall high-standards that the company is setting throughout the commercial roofing industry.

[Learn more.](#)

Safety. Quality. Value.
The corporate culture at KPost, and every project, is driven to deliver the highest level of **Safety, Quality, and Value** both for our customers and our employees.

Address: 1841 W. Northwest Hwy Dallas, TX 75220
Phone: 972-382-5515
Websites: kpostcompany.com
Social Media: f t in i g v

Latest Coffee Shop News:

- Steve Little - Secrets of a Successful Roofing Company - PODCAST TRANSCRIPT
- Employee benefits roofing companies can offer
- Don't Miss These Special Sessions at IRE 2024 - Day Two!

[Read More](#)



SCAN AND USE CODE **MRCARCLUB**
FOR FREE FIRST MONTH OF R-CLUB
RoofersCoffeeShop.com





MANAGING THE TOXIC EMPLOYEE



Phillip M. Perry

Wilber always arrives late. Margareta constantly badmouths her employer. Joseph talks over others in meetings.

Welcome to the employees from hell. Their toxicity creates a negative workplace, causes resignations by colleagues, and threatens the bottom lines of the best businesses. What to do? Here are the actions supervisors can take to turn negative workers into positive performers.

1. Wilber is chronically late for work—and always has a good excuse.

Chronic lateness inconveniences colleagues and creates a dysfunctional workplace. “Dealing effectively with Wilber is a two-step process,” said Eric Cormier, Manager of HR Services at Insperty

(Insperty.com). “The first is to find out the real reasons why Wilber struggles to arrive on time. The second is to help him connect the dots to solve the problem.”

Keep in mind that Wilber may be just as frustrated as you by his chronic tardiness. “The fact that Wilber always has a good excuse indicates either that he cannot see the bigger picture for his tardiness, or he is resisting taking accountability,” said Cormier.

Either way, Wilber needs help. Schedule a one-on-one conversation with the goal of shifting Wilber’s perspective so he begins to recognize the scope of his problem. Be open and non-judgmental so Wilber feels comfortable revealing any personal challenges that are affecting his performance. “Set your frustrations aside and be genuinely curious about why Wilber is late so often,” said Cormier.

Start by pointing out that he is rarely on time and

ask why that might be the case. If recurring immovable conflicts, like school drop-offs, are the issue, then schedule flexibility might be the solution. “Shifting Wilber’s official arrival time thirty minutes later could make Wilber a punctual employee overnight, and reduce his stress level, too,” said Cormier.

Perhaps Wilber has personal challenges that are causing the problem. “Some mental health conditions can make it more challenging for employees to arrive on time,” said Cormier. “Gently ask him about how he is doing, giving him the opportunity to share without pressuring him to open up. Regardless of Wilber’s answer, his manager can remind him of any available personal resources such as an employee assistance program (EAP).”

The meeting should, above all, be solutions oriented. “Be clear that the goal of the conversation is to step away from excuses, understand the bigger picture and come up with a lasting solution.”

Bonus tip: Schedule follow-up meetings so Wilber is held accountable for improvement and can request needed support.

2. Sandy keeps saying “It’s not my job” when asked to do a task

Recalcitrant employees who appeal to the constraints of their “job description” can frustrate the best of managers. The traditional solution was to throw down a gauntlet: get to work or get fired. But that can create morale problems that affect team performance and erode profitability. Instead, undertake a three-step plan designed to uncover the hidden reason for Sandy’s behavior.

Step One: Assess the situation. “What does your history with Sandy tell you in terms of her willingness to get a little bit stretched in the work she does?” poses Bob Verchota, senior consultant at RPVerchota & Associates, Minneapolis. “Is her reluctance something new, or did it start at a certain time? And is it related to one specific task, or many?” The answers to these questions can provide clues to possible causes.

Step two: Ask Sandy for input about her motivations. “Have a frank conversation with Sandy,” suggests Verchota. “Cover what you know about her work habits, as elucidated in Step One. If she has been willing to perform extra duties in the past, what has changed in the organization?”

Step three: Determine solutions. Rather than impose a solution from above, ask Sandy to suggest a path forward. If she feels her skills are inadequate to the

new duties, that can be solved with additional training. If the problem is personnel clashes, this can be solved with counseling for all involved.

Bonus tip: Remind recalcitrant employees that most job descriptions include a phrase requiring employees to perform “other duties as assigned.”

3. Joseph is in the habit of “talking over” others in meetings

Failure to deal with an overbearing team member can create morale and productivity problems when employees feel their contributions are belittled.

“Have a sit-down meeting with Joseph and explain how their behavior is affecting other people,” suggests Deanna Baumgardner, President at Employers Advantage (employersadvantagellc.com). “Say something like, ‘We’ve noticed you’re talking over people, you’re talking loudly and interrupting. We need to give other people the opportunity to share. Here’s what we expect from you.’ Then provide guidance on how Joseph should pause his own statements to let others contribute.”

Despite Joseph’s best efforts to improve, he may occasionally lapse. If his intrusions continue unchallenged, other employees will lose respect for the manager. It’s wise to speak up and create opportunities for other people to express their ideas. This can be done with a statement as simple as, “Joseph, thank you for your feedback. Now let’s hear from somebody else.”

Bonus tip: Ask Joseph if he would like coaching on how to communicate well in group settings.

4. Julia is bad-mouthing a customer to a colleague, and another customer overhears her remarks

Customers have long memories. When they hear an employee make negative remarks about a fellow customer, they will start to wonder if they will also be targeted. Revenues will likely be affected.

“You should talk to Julia to say you have observed her behavior and it is not acceptable,” said Anastasiia Khyzhniak, Talent Enablement Director at Joooble (joooble.org). “She needs to understand that such actions create a bad environment for other workers, turn off customers and create a bad image for the company in the community.” Even if a customer had not overheard her remark, imposing negative sentiments on another employee can create a toxic workplace.

The trick here is to avoid being too negative in tone

Continued on page 24

BUSINESS MANAGEMENT

Continued from page 23

before you get Julia's side of the story. Perhaps she was having an especially bad day or other factors played into the event. "Start the conversation by giving positive feedback about Julia's performance in general," said Khyzhniak. "Highlight her positive traits and tell her she has a huge future with the company. Then go on to say that you are addressing her recent performance from a place of care. Note that the behavior you observed will get in the way of her advancement if it continues."

It may be that rude behavior on the part of a customer sparked Julia's outburst. If so, Julia needs instruction on productive engagement of such situations. "A better way to handle a rude customer is to give direct but polite feedback, setting reasonable personal boundaries," said Khyzhniak. "If Julia feels the need to blow off steam, she should do so outside of work with her friends. She might even be encouraged to come to you to vent."

Finally, agree on some outcomes. Julia can commit to not repeat her offense. She can also make a conscious effort to adopt a certain kind of positive behavior with the public that will help her advance in the company.

Over the coming weeks, monitor Julia's behavior to assess her progress. At an appropriate time, praise Julia for her behavior or schedule another counseling session.

Bonus tip: Create a workplace environment in which employees feel free to come to you to unbundle frustrations that can impede their performance.

5. You hear Margareta tell a customer "Management really stinks here"

Poisonous attitudes don't come from a void. "It's important to understand why Margareta made her comment," said Shep Hyken, customer service consultant. "The first step is to consider her work history. Did she start out contented, and at a certain point become upset or unhappy? If so, that information can be helpful in a coaching session to uncover the reason she is so negative about the company."

Schedule a coaching session that is positive in its nature. State something like, "I heard you make this comment. I'm very concerned about it. I want to understand why that was made. What happened to you to make you want to say that?" This approach tells Margareta that you are on her side. You want to alleviate any workplace pressures that are affecting her performance.

This is a perfect opportunity to uncover anything wrong in the company that might be affecting other employees. Is it a certain process? The behavior of a colleague? A supervisor?

Continued on page 25

Experienced Counsel and Determined Professionals

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

**Auman
Mahan + Furry**
ATTORNEYS

937-223-6003
amfdayton.com

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

*Gary W. Auman
Richard L. Carr, Jr.
Donald B. Rineer
Amy C. Mitchell
Douglas S. Jenks
Abigail K. White
David M. Rickert
Lindsey Deck
Jon L. Sutermeister
Lucas A. Strakowski*

**Renovating Metal Buildings,
Start at the Top.**

THE GO TO EXPERTS IN METAL ROOF RETROFIT

ROOF HUGGER

RoofHugger.com
800-771-1711
sales@roofhugger.com

LSI GROUP
METAL BUILDING COMPONENTS

Continued from page 24

Once you have this information you can take steps to alleviate any negative workplace problem. You can also coach Margareta on steps she can take to adopt a positive attitude.

Bonus tip: Toxic bosses are the number one reason good employees quit their jobs.

6. Carlos pooh-poohs every idea other employees (and managers) suggest

“Carlos’s supervisor should first try to uncover what’s causing the negativity,” said Randy Goruk, president of The Randall Wade Group, Scottsdale, AZ (leadersedge360.com). “Are there challenges at home? Is something happening in the work environment?”

If Carlos is being negative about a certain topic, then ask for solutions that can turn the negative into a positive. If you can’t do what he suggests, explain why and explore alternatives.

Longer range, the supervisor should also make a point of showing appreciation and recognition to Carlos when he does something worthy of it. Emphasize his skills and value to the organization. Being available and approachable to all employees sends a signal that you want to hear what they have to say.

Goruk also suggests making a personal connection with Carlos to discover what gives him joy. “The supervisor may be able to find ways to introduce nuggets of joy into his negative viewpoint or conversation.”

Bonus tip: Supervisors can help create positive feelings in the staff by taking the lead in celebrating team successes and developing recognition programs.

Stay positive

There is no universal formula when dealing with negative employees. Because everyone’s background is a little different, success lies in determining a tailored response.

All solutions, though, tend to share one commonality: They rely on a proactive supervisor to arrange for a counseling session, determine the cause of toxic behavior, and blaze a path forward. “Schedule a transparent and clear conversation about what has transpired with the negative worker and why their behavior is not okay,” said Dennis Theodorou, Managing Director at JMJ Phillip Group (jmjphillip.com). “Exhibit some understanding and empathy and encourage employees to open up about underlying issues. Then set expectations for the future.”

Longer range, supervisors should emphasize the positive in employee relations. “The management habit

of only pointing out negatives can create an unhealthy work environment,” said Theodorou. “While you have to be firm but fair with employees when things are not going in the right direction, you must also recognize and reward those same employees when things are going right.”

SIDEBAR: Are You Dealing Effectively with Negative Workers?

Are you taking the right steps to rehabilitate toxic workers and promote a positive workplace? To find out, take the quiz below. Give yourself 10 points for each “Yes” answer to these questions. Then total your points to see how prepared you are for your next show.

1. Are you acting early when spotting negative behavior?
2. Do you meet privately with toxic workers to uncover their motivations?
3. Do you express genuine concern for the counseled individual’s well-being and for any pressures they are experiencing?
4. Do you communicate the solutions-oriented nature of the counseling session?
5. Do you encourage counseled workers to develop their own corrective actions rather than impose a solution from above?
6. Do you set a time frame for improvement and establish follow-up meetings?
7. Do you provide coaching targeted to the employee’s needs when appropriate?
8. Is outside counseling arranged when appropriate?
9. Do you suggest alternative ways the toxic employee can engage with co-workers or the public?
10. Do you create a positive workplace that regularly recognizes and rewards employee achievement?

What’s your score? Over 80: You are creating a dynamic workplace environment that reduces toxic behavior. Between 60 and 80: Time to fine tune your engagement with negative workers. Below 60: It’s a good idea to re-gear by instituting ideas from the accompanying story..’



MIDWEST
ROOFING
CONTRACTORS
ASSOCIATION

MEMBERS

LEGAL SERVICES PLAN

Auman
Mahan + Furry
ATTORNEYS

Call today for your FREE monthly 30 minute consultation!

(937) 223-6003

www.amfdayton.com



The Midwest Roofing Contractors Association is partnered with the law firm of Auman, Mahan, and Furry to provide the MRCA membership with this unique service.



Auman, Mahan, and Furry specializes in

- labor and employment law
- wage-hour, prevailing wage
- workers' compensation
- unemployment compensation
- construction law
- government contract disputes
- occupational safety and health
- collective bargaining litigation

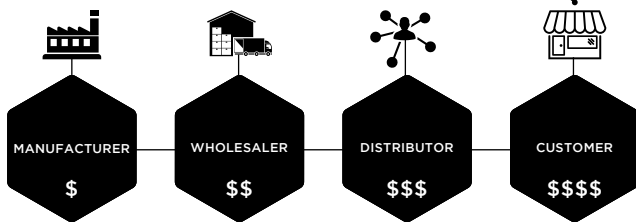


The purpose of this service is to provide MRCA members the opportunity to discuss and identify legal problems, and to resolve general questions and concerns quickly through convenient access to specialized and qualified legal counsel. Each MRCA member is entitled to one 30 minute consultation per month.



Specialized Purchasing Brokers

You're buying from HERE!



Wouldn't you want to order from HERE?

We specialize in purchasing safety supplies directly from the manufacturer.

Beeline will assist you, the customers, in this **NEW** ordering process which reduces the middleman and provides a cost savings.

Member Benefits

- No Cost to Join/Participate
- Cost Savings 15-30%
- Free **One-on-One** Consultation

Which side of the **supply chain** do you want to buy from?

Kevin Holden | Managing Partner | Beeline Purchasing LLC | kevin@beelinepurchasing.com | Cell 513-607-5955

SUBSCRIBE TODAY TO ROOFING CONTRACTOR



CONTENT IS KING

Don't miss any of our GREAT CONTENT!

- eMagazine
- eNewsletter
- Podcasts
- Webinars
- LinkedIn, Twitter, Facebook

RoofingContractor.com



MRCA

MIDWEST ROOFING CONTRACTORS ASSOCIATION

74TH ANNUAL CONFERENCE & EXPO

ST PAUL
RiverCentre
175 Kellogg Blvd
St Paul, MN



OCT
21ST-23RD
2024

SAINT PAUL MINNESOTA

**SAVE
THE
DATE
FOR**

CUTTING-EDGE EDUCATIONAL SESSIONS, A TWO-DAY EXPO FEATURING THE LATEST ROOFING PRODUCTS AND INNOVATIONS PLUS FUN NETWORKING EVENTS WHERE ATTENDEES HAVE THE OPPORTUNITY TO BUILD VALUABLE CONTACTS!

WWW.MRCA.ORG



Midwest Roofing
Contractors Association®
7250 Poe Ave. Ste. 410
Dayton, OH 45414
www.mrca.org

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



DAMAGE ASSESSMENT CERTIFICATION FOR FIELD ADJUSTERS & ESTIMATORS



RESIDENTIAL ROOFS



COMMERCIAL ROOFS



WIND DAMAGE

3 WAYS

TO GET HAAG CERTIFIED

ON-DEMAND \$799

- Haag's lowest price option for Haag Certification
- Complete on your own time within 6 months

LIVE WEBINAR \$899

- LIVE instructor with the ability to complete in office or at home
- LIVE Q/A Available
- Dates limited

CLASSROOM \$999

- In-person format
- Network, received instructor feedback and time for Q/A
- Limited locations and dates

For more information, current schedule or to register visit

[HaagEducation.com](https://www.haageducation.com)

MR

MIDWEST ROOFER

Midwest Roofing Contractors Association

VOL 67 No. 1

BUSINESS MANAGEMENT: DISASTER PREPAREDNESS FOR BUSINESSES

IN THIS EDITION

- JR & CO. CONDUCTS MRCA'S HAWT SAFETY TRAINING IN-HOUSE
- WinR HIGHLIGHT: JOY JOHNSON
- LEGALLY SPEAKING: AMICUS CURIAE LEGAL BRIEF FILED IN IOWA
- TECHNICAL: CHOOSING THE RIGHT ROOF COATING REQUIRES CAREFUL CONSIDERATION





NATIONAL LEADER

OVER 40 YEARS OF EXPERIENCE

SERVICES PROVIDED



Dry-Vac
Wet-Vac



Ballast
Removal



Pneumatic
Ballasting

NATIONWIDE SERVICE

322 Wyndham Way
Piqua, OH 45356



PO Box 616
Pittston, PA, 18640



PO Box 669052
Charlotte, NC, 28266

1 - 8 8 8 - 4 9 3 - 7 6 8 2

www.RKHHydroVac.com

MR

MIDWEST ROOFER

Vol 67 No 1

Contents

Columns

President's Message 4

MRCA News:.....

MRCA Member JR & Co. Conducts MRCA's HAWT Safety Training In-House...6-7

MRCA Promote CERTA And HAWT At IRE8

Industry News

Jim Barr is Awarded Roofing Industry High Honor10-11

NTRCA Announces 2024 Award Winners.....12-13

Legally Speaking: Amicus Curiae Legal Brief filed in Iowa.....14-15

Technical: Choosing the Right Roof Coating Requires Careful Consideration... 16-17

Women in Roofing Highlight: Joy Johnson 18

Business Management: Disaster Preparedness for Businesses20-22

Ad Index

RK Hydrovac..... 2

Beeline Purchasing LLC 7

MRCA HAWT 7

Ameriprise Financial..... 8

HOLCIM Malarkey Roofing Products. 9

BITEC 11

2024 MRCA Conference & Expo 11

Auman Mahan + Furry..... 13

Roofing Contractor Magazine..... 13

ACT Metal Deck Supply..... 15

Triangle Fastener Corporation..... 17

Roofers Coffee Shop..... 19

MRCA Legal Services 22

Hanover Architectural Products..... 23

CERTA 24



Midwest
Roofing
Contractors
Association

2024 MRCA Leadership Directory

Officers/Executive Committee
President
Robert Poutre
Roof Tech, Inc.

Ian Rammel
Damschroder Roofing, Inc.

Paul Ramon
Ramon Roofing, Inc.

First Vice President
Laurie Moore
Krelling Roofing Co

Casey Snead
MRB Contractors

Second Vice President/Treasurer
Jason Blickenderfer
Alpha Roofing Company

Steep Slope Chair
Brett Tesson
Tesson Roofing & Exteriors

Secretary
Chris Daly
Kaw Roofing & Sheet Metal Inc.

Council / Committee Chairs

Advisory Council Chair
Greg Bloom
Beacon Building Products

Immediate Past President
Chairman of the Board
Past President's Council Chair
Bill Seibert
Fisher Roofing of Kearney

Signatory Contractors Council Chair
Mark Langer
Langer Roofing

Foundation President
Kelly Lea
MRB Contractors

T&R Chairman
Randy Adams
R Adams Roofing, Inc.

Directors

Architectural Sheet Metal Co-Chair
Luke Haines
Roofmasters Roofing & Sheet Metal Co.

Editorial Chair
Tracey Donels
Service First Solutions

Don House
BL Dalsin Roofing

CERTA Taskforce Chair
James Ramser
Highland Roofing Company, Inc.

Chris Huntington
AAA Roofing

HAWT Taskforce Chair
Fred Horner
Advanced Industrial Roofing

Michael Katrosh
Queen City Roofing & Contracting

YCC Chair
Brian Cook
Dataforma

Architectural Sheet Metal Co-Chair
Conference & Expo Chair
Daniel Knickelbein
Langer Roofing & Sheet Metal

Women in Roofing Chair
Megan Blickenderfer
Alpha Roofing Company

Jenna Kremer-Lefever
Wm. Kramer & Son, Inc.

Legal Counsel
Gary Auman
Auman, Mahan & Furry

Miles Maddux
Versatile Roofing, LLC

Staff

Larry Marshall III
L. Marshall Roofing & Sheet Metal

Megan Pope
Executive Director & Foundation
mpope@mrca.org

Mary McNamara
Cornell Roofing & Sheet Metal Co.

Bob Pope
Associate Director
bpope@mrca.org

Andrew Meade
Meade Construction, Inc.

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

Membership & Marketing Chair
Michael Miller
Rackley Roofing Company, Inc.

Chrystal Beavers
Account Manager
cbeavers@mrca.org

John Minet
Diamond Roofing

Business Management Chair
Kevin Petersen
Carlson Racine Roofing and Sheet Metal, Inc.

Morgan Arwood
Membership Director
marwood@mrca.org

Safety Chair
Ryan Petrick
Ridgeworth Roofing Co Inc

Joe Williams
Graphic Designer
jwilliams@mrca.org

MRCA Headquarters

7250 Poe Ave. Ste. 410 | Dayton, OH 45414

Phone: 800.497.6722 | Fax: 937.278.0317

www.mrca.org

Find us on



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.

SAFETY IN ROOFING



Bob Poutre, MRCA President

Those that know me know my strong belief in providing a safe working environment for our employees. Safety has become a passion of mine, and it is considered a profit center within our company. Safety in roofing is paramount due to the inherent risks associated with working at heights and handling of heavy materials. Here are some key considerations for ensuring safety in roofing:

- 1. Training and Education:** Ensure that all workers receive proper training on safety procedures, equipment usage, and handling of materials. This includes training on fall protection, ladder safety, equipment operation, and emergency procedures.
- 2. Personal Protective Equipment (PPE):** Require all workers to wear appropriate PPE, including hard hats, safety glasses, gloves, high-visibility clothing, and non-slip footwear. Additionally, use fall protection equipment such as harnesses, lanyards, and lifelines when working at heights.
- 3. Fall Protection:** Implement fall protection measures such as guardrails, safety nets, and personal fall arrest systems to prevent falls from roofs, edges, and openings. Conduct regular inspections of fall protection equipment to ensure it is in good working condition.
- 4. Safe Access:** Provide safe access to the roof using secure ladders, stairways, or access hatches. Ensure that access points are properly maintained and free from obstructions.
- 5. Material Handling:** Train workers on proper lifting techniques to prevent strains and injuries when handling heavy roofing materials. Use mechanical lifting equipment such as cranes, hoists, or conveyors when necessary to minimize manual handling.
- 6. Weather Awareness:** Monitor weather conditions and suspend work during inclement weather such as high winds, lightning storms, or icy conditions. Implement procedures for securing materials and equipment during adverse weather to prevent hazards.
- 7. Tool and Equipment Safety:** Regularly inspect and maintain all tools and equipment to ensure they are in safe working condition. Provide proper training on the use of power tools and machinery to prevent accidents and injuries.
- 8. Communication:** Establish clear communication channels between workers, supervisors, and management to ensure everyone is aware of safety protocols, hazards, and emergency procedures. Encourage workers to report any safety concerns or incidents promptly.
- 9. Emergency Preparedness:** Develop and communicate emergency response plans for incidents such as falls, injuries, fires, or severe weather events. Ensure that all workers know how to respond appropriately and evacuate the work area if necessary.
- 10. Supervision and Oversight:** Assign qualified supervisors to oversee roofing operations and enforce safety procedures. Conduct regular safety inspections and audits to identify hazards and address any deficiencies promptly.

By prioritizing safety and implementing these measures, roofing companies can create a safer work environment for their employees and reduce the risk of accidents and injuries on the job site, saving both lost time hours and elevated insurance premiums.

I would like to challenge the members of the MRCA who haven't participated before to seriously consider having your safety program reviewed, graded, and critiqued by MRCA Legal Counsel, Mr. Gary Auman. The application for the 2024 Elite Safety Awards will be going live at the end of May on the MRCA website under the MRCA Elite Safety Program Awards. Last year there were 25 companies that participated and of those, 16 earned the highest Platinum Award recognition. Our firm, Roof Tech, was one of those that made that list, but only after six previous submissions that earned us 1 Silver and 5 Gold Awards. Each year we learned a bit more about some of the areas where our program needed a little help. It has made us a safer company.

Work Safe,

Bob Poutre

MRCA President
Roof Tech, Inc.

A handwritten signature in blue ink, appearing to read 'Bob Poutre'. The signature is stylized and somewhat cursive.

HEAVY-DUTY, NOT HEAVYWEIGHT

Added strength without any added weight.



ProVia metal roofing is constructed of highly durable 26-gauge galvanized steel—up to 30% more than the industry average. It's also 3x lighter than asphalt shingles, so it's easier to work with.

It's the right thing to do.



DOORS | WINDOWS
SIDING | STONE | ROOFING

6 Reasons to
Partner with ProVia
Metal Roofing



MRCA MEMBER JR & CO. CONDUCTS MRCA'S HAWT SAFETY TRAINING IN-HOUSE

The roofing industry is no stranger to risk. Ensuring safety has always been a top priority for the Midwest Roofing Contractors Association (MRCA). They've introduced a new safety training program called Hot Air and Induction Welding Safety Training, affectionately known as HAWT.

HAWT represents a significant leap forward in company safety standards, particularly in the realm of hot air and induction welding, which are common practices in roofing and account for nearly 70% of all low slope roof installations. By addressing the specific risks associated with these techniques, MRCA aims to enhance worker safety across the board.

Recently, MRCA member, JR & Co., took the initiative to embrace this cutting-edge training. In a proactive move towards ensuring their employees' safety, JR & Co. sent one of their own, Matt Michalak, to become a certified trainer for HAWT. With his expertise, JR & Co. hosted their inaugural in-house HAWT training session at their Kansas City location.

Matt Michalak, serving as one of JR & Co.'s Safety Trainers, spearheaded the training session on Thursday, March 7th. This successful initiation marks a pivotal moment not only for JR & Co. but for the roofing industry at large. One of the training attendees, Reuben Calderon, learned an eye-opening fact! He stated, "I'm so thankful for this class because I didn't know that my pacemaker couldn't be around an induction welding machine!"

So, what exactly does HAWT entail?

This comprehensive training program covers a range of crucial safety measures, including:

Equipment Safety: Proper handling and maintenance of hot air and induction welding tools are paramount to preventing accidents. HAWT equips workers with the knowledge and skills needed to operate these tools safely.

Fire Prevention: The risk of fire is inherent when working with high temperatures. HAWT educates participants on fire prevention strategies, emergency procedures, and the use of fire extinguishing equipment.

Personal Protective Equipment (PPE): From flame-resistant clothing to heat-resistant gloves, HAWT emphasizes the importance of wearing appropriate



PPE to mitigate risks and protect workers from burns and other injuries.

Worksite Hazard Assessment: Recognizing potential hazards before they escalate is essential. HAWT trains workers to conduct thorough risk assessments and implement preventive measures to maintain a safe working environment.

Emergency Response: In the event of an accident or injury, prompt and effective response can make all the difference. HAWT prepares workers to respond swiftly and appropriately to emergencies, potentially saving lives in critical situations.

As more companies like JR & Co. embrace this initiative, we can expect to see a significant reduction in workplace accidents and injuries, ultimately fostering a safer and more secure environment for all workers involved. With dedicated members like JR & Co. leading the charge, the future of roofing looks brighter—and safer—than ever before.





HOT AIR & INDUCTION WELDING SAFETY
CERTIFIED SAFE AUTHORIZED USER SAFETY TRAINING PROGRAM

CLASSES FORMING NOW!
Register online at mrca.org



CERTIFIED SAFE



CERTIFIED ROOFING TORCH APPLICATOR



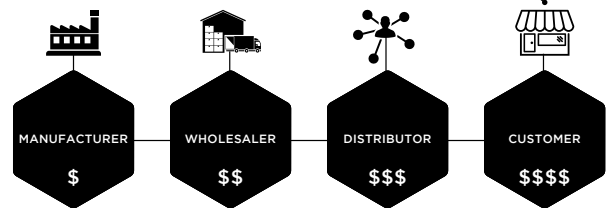
SAFETY & HEALTH AGENCIES FOR ROOFING PROFESSIONALS



HOT AIR & INDUCTION WELDING SAFETY



You're buying from **HERE!**



Wouldn't you want to order from **HERE?**

We specialize in purchasing safety supplies directly from the manufacturer. Beeline will assist you, the customers, in this **NEW** ordering process which reduces the middleman and provides a cost savings.

- Member Benefits**
- No Cost to Join/Participate
 - Cost Savings 15-30%
 - Free **One-on-One** Consultation

Which side of the **supply chain** do you want to buy from?

Kevin Holden | Managing Partner | Beeline Purchasing LLC | kevin@beelinepurchasing.com | Cell 513-607-5955

MRCA PROMOTE CERTA AND HAWT AT IRE

MRCA Staff and Members promoted MRCA, CERTA and HAWT with a booth display at the International Roofing EXPO (IRE) this past February in Las Vegas.

The booth was a success with a lot of traffic from all aspects of the roofing industry. The MRCA Executive Committee has directed a lot of resources toward making MRCA more visible and promoting all of the services MRCA provides.

MRCA is noted for its emphasis on Safety Programs with its recent addition of the Hot Air Welding Safety Certification Program (HAWT). This certification focuses on the safety aspects that are involved when contractors that are using this roofing system. Areas of instruction include electrical and generators safety; specific fall protection practices required; and safety involved with use of the hot air welding equipment.

The other aspect that MRCA is noted for is the activities of its Technical and Research Committee (T&R). Each year the T&R committee tackles research projects that are aimed to

inform roofing contractors about issues related to roofing materials and system application procedures.

In addition, MRCA's commitment to the protection of the rights and fair play for Roofing Contractors.

An example of this was MRCA's joining with Kentucky Roofing Contractors with an Amicus Brief concerning Kentucky OSHA interpretation of the fall protection standard.

MRCA is committed to only one purpose. To being the Roofing Contractors Advocate.



Tracy L. Edwards, CFP®, APMA®

Financial Advisor

CERTIFIED FINANCIAL PLANNER™ practitioner

Platinum Financial Solutions

A financial advisory practice of
Ameriprise Financial Services, LLC

620.343.7937

702 Commercial St, Suite 1B, Emporia, KS 66801

tracy.l.edwards@ampf.com

ameripriseadvisors.com/tracy.l.edwards

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with plaque design) in the U.S.
Ameriprise Financial Services, LLC. Member FINRA and SIPC.





70% OF HOMEOWNERS

VALUE SUSTAINABILITY & WANT ECO-FRIENDLY PRODUCTS.

3M Homeowners Study

Unlike standard roofing shingles, Malarkey shingles are made of **Rubberized Asphalt** for superior all-weather resilience, **Upcycled Rubber & Plastic** to reduce landfill waste, and **Smog-Reducing Granules** that help clean the air.

Better performance, and better for the environment – that's a Malarkey shingle!



WHEN IT MATTERS®



JIM BARR IS AWARDED ROOFING INDUSTRY HIGH HONOR

NRCA named Jim Barr, president of Barr Roofing Co., Abilene, Texas, recipient of its 77th annual J.A. Piper Award Feb. 7 during the NRCA 2024 Industry Awards Ceremony in Las Vegas. The J.A. Piper Award is the roofing industry's most prestigious honor and recognizes roofing professionals who have devoted constant outstanding service to the association and roofing industry.

In 1964, Barr's father established Barr Roofing, and three years later, Barr was working on roofs and in the sheet metal department during summer breaks from high school. He attended the University of Texas at Austin for a few years but then returned home and started working full time at his father's roofing company. In 1993, he became a minority shareholder in the business.

Soon after, he began volunteering with the Midwest Roofing Contractors Association and in 2001 was elected as MRCA's president. After his presidential term, he remained an active volunteer and continued to serve as chairman of the organization's Technical and Research Committee for eight years, acting as MRCA's representative to NRCA's Technical Operations Committee.

In 2009, Barr was elected to NRCA's board of directors and served on NRCA's Technical Operations and Manual Update committees.

In 2011, MRCA bestowed its highest honor on Barr—the James Q. McCawley Award, which is presented annually to an individual in recognition for outstanding service to the roofing industry. The next year, he was elected to NRCA's Executive Committee, where he served as a vice chairman from 2012-14. The Roofing Alliance also recruited Barr and elected him as secretary-treasurer while he served as NRCA's chairman of the board-elect and then NRCA's chairman of the board in 2017.

While serving as NRCA's chairman of the board, one of his priorities was to develop a qualified workforce. Barr oversaw efforts to produce a training program where field roofing workers can receive certificates of completion upon successful training in topic-specific areas;



the first two modules launched under his leadership and eventually morphed into NRCA PROCertification.® Additionally, as a result of his commitment and dedication to highlighting the professionalism of the roofing industry, trade schools now are implementing roofing into their curriculums.

Barr also has contributed to his community and had the idea to put on a Key City Rhythm and Blues Festival while helping a roofing customer who runs the local United Way in Abilene. It became the three-day Key City Rhythm and Blues Festival, which raised \$25,000 for United Way of Abilene. The next year, the festival grew and doubled its proceeds. Barr regularly helps numerous other local communities and even participated in Dancing with the Abilene Stars, a local event where he and 11 dancers helped raise \$300,000 for Hendrick Home for Children.

“Our Piper winner possesses all the best qualities of a leader—strength, knowledge, command, thoughtfulness, generosity and class,” said Bob

Continued on page 11

Daly, president of Kaw Roofing & Sheet Metal, Kansas City, Kan., when presenting the award. "And as a leader from Abilene, Texas, he exemplifies the Key City's values of respect, integrity and service above self and excellence in everything we do."

First presented in 1948, the J.A. Piper Award is named for former NRCA President Joseph A. Piper, whose extraordinary efforts kept the association alive during the Great Depression.



DOES YOUR MEMBRANE **STAND UP** TO THE TEST?

Roof membranes have to be strong enough to withstand the constant abuse of Mother Nature. One made with high-quality asphalt, polymers and reinforcement will provide the waterproofing protection you deserve. A roof membrane with high filler content simply won't.

When raw material prices rose and most others in the industry chose to cheapen their products, Bitec remained loyal. We will not sacrifice quality because when it comes to roofing, **quality matters.**

BITEC
BITUMEN TECHNOLOGY

1.800.535.8597 • www.bi-tec.com



MRCA
MIDWEST ROOFING CONTRACTORS ASSOCIATION
**74TH ANNUAL
CONFERENCE & EXPO**

ST PAUL
RiverCentre
175 Kellogg Blvd
St Paul, MN



**OCT
21ST-23RD
2024**

**SAINT PAUL
MINNESOTA**

**SAVE
THE
DATE
FOR**

CUTTING-EDGE EDUCATIONAL SESSIONS, A TWO-DAY EXPO FEATURING THE LATEST ROOFING PRODUCTS AND INNOVATIONS PLUS FUN NETWORKING EVENTS WHERE ATTENDEES HAVE THE OPPORTUNITY TO BUILD VALUABLE CONTACTS!

WWW.MRCA.ORG





NTRCA Announces 2024 Award Winners

During the NTRCA Awards Banquet, held February 17, 2024, at The Social Space in Fort Worth, the winners of the annual “Industry Leader of the Year” award and the “Associate of the Year” award were announced and recognized for their significant contributions to the North Texas roofing industry.

The Industry Leader of the Year honor, the NTRCA’s most prestigious recognition each year, was awarded to A.J. Huckaby, owner and president at Springtree Restoration LLC. The Associate of the Year honor was awarded to Chris Hickey, Architectural Reps of Texas.

NTRCA Golden Hammer Award winners were also recognized during the event. NTRCA’s annual Golden Hammer Awards acknowledge outstanding roofing projects completed during the prior year. Entries are judged each year on logistical challenges, quality workmanship, uniqueness, difficulty, time constraints, innovative solutions and safety challenges.

The contractor selected to win this year’s Golden Hammer Award for Commercial Community Service project was: Empire Roofing for its St. Phillips Community Center Project. The contractor selected to win this year’s Golden Hammer Award for Residential Community Service project was: PROCO Roofing for its Westover Project.

Commercial Contractors winning a Golden Hammer Award this year for Outstanding Commercial Roofing Project were: Anchor Roofing Systems, LLC for its Omni PGA Hotel and Resort - Frisco Project; Empire Roofing for its Mary Kay Corporate Project; and KPost Roofing & Waterproofing for its American Airlines Center Project.

Residential Contractors selected to receive a Golden Hammer Award this year for Outstanding Residential Roofing Project were: Elite Roofing & Restoration Services for the Rivercrest Project; Good Contractors Roofing and Restoration for its Nickle Residential Fire Damage Restoration Project; and Haro Roofing for its Le Mans Project.

Contractors selected to receive a Golden Hammer Award this year in the Residential Metal Roofing category were: Haro Roofing for its Westgrove Project; Haro Roofing for its Project Ridgeline; and Veteran Roofing and Construction for its Colvin Residence Project.



2024 NTRCA Awards Good Contractors Residential



2024 NTRCA Awards Velco Group Residential Tile Navasota



2024 NTRCA Awards Haro Residential Metal Ridgeline

Contractors selected to receive a Golden Hammer Award this year in the Commercial Metal Roofing category were: Graham Construction and Roofing for the Camp Buckner, Burnet, Texas, Project; GreenLeaf Roofing for the Mirar Townhomes Project; and Springtree Restoration for the Cochran Chapel Project.

Residential Tile Contractors winning a Golden Hammer Award this year were: Ramon Roofing for the Palmeiro Project; The Velco Group, LLC for the Navasota Cove Project; and The Velco Group, LLC for the La Rochelle Project.

Commercial Tile Contractors winning a Golden Hammer Award this year were: Paradigm Roofing

Associate of the Year
Chris Hickey



Industry Leader
AJ Huckaby



2024 NTRCA Awards Springtree Commercial Metal



2024 NTRCA Awards KPost Commercial

for the Wolf Lakes Apartments Project; and Zenith Roofing & Waterproofing for the Bass Performance Hall Project.

Residential Contractors selected to receive a Golden Hammer Award this year in Innovations in Roofing were: Haro Roofing for the Bielecki Residence Project; and KPost Roofing & Waterproofing for the Tesla Solar Roof Project.

Commercial Contractors selected to receive a Golden Hammer Award this year in Innovations in Roofing were: Supreme Roofing for the CJ Logistics Project.

To learn more, visit www.ntrca.com.

Experienced Counsel and Determined Professionals

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

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

**Auman
Mahan + Furry**
ATTORNEYS

937-223-6003
amfd Dayton.com

*Gary W. Auman
Richard L. Carr, Jr.
Donald B. Rineer
Amy C. Mitchell
Douglas S. Jenks
Abigail K. White
David M. Rickert
Lindsey Deck
Jon L. Sutermeister
Lucas A. Strakowski*

SUBSCRIBE TODAY TO ROOFING CONTRACTOR



CONTENT IS KING

Don't miss any of our GREAT CONTENT!

- eMagazine
- eNewsletter
- Podcasts
- Webinars
- LinkedIn, Twitter, Facebook

RoofingContractor.com    



AMICUS CURIAE LEGAL BRIEF FILED IN IOWA

CONSUMER CREDIT TRANSACTIONS
AND ROOFING CONTRACTS



by: *Lucas A. Strakowski, Auman, Mahan & Furry*

The MRCA Board of Directors recently engaged MRCA general counsel, Auman, Mahan & Furry (Gary Auman and Lucas Strakowski), and Iowa attorney Alan Ostergren to file an amicus curiae brief (aka “friend of the court” brief) with the Iowa Supreme Court in a case pending

before it that is of significance to roofing contractors.

The case is *Degeneffe v. Home Pride Contractors*, Iowa Supreme Court Case No. 23-1510. This case is an appeal of an Iowa trial court decision that, in a nutshell, incorrectly held that the roofing contractor’s contract amounted to an extension of “consumer credit” because the contract contained a common provision providing for a late charge if the homeowner does not pay on time. MRCA decided to get involved because, if the trial court’s erroneous decision is allowed to stand, it would lay a trap for roofing contractors working for homeowners in Iowa. It would also set bad precedent and be at odds with rulings in other states on the same issue.

In the brief, MRCA argued the trial court incorrectly interpreted the contract under Iowa law. MRCA also showed the Iowa Supreme Court negative effects that could occur if the trial court’s ruling is allowed to stand. The Iowa Supreme Court accepted the brief for filing, and it was filed on February 14, 2024. MRCA firmly believes the

trial court ruling was not correct for multiple reasons, and hopes the Iowa Supreme Court will overrule the trial court.

The facts of the case likely sound familiar. The contractor worked on the homeowners’ damaged roof. The homeowners’ insurance was to be used to pay for the work. Under the contract, payment in full was due to the contractor upon completion of the job. If the homeowner did not pay on time, the homeowner would be in breach and would be subject to a late fee and default interest until payment is made. This is a common contract provision providing a contractual remedy to the contractor for breach/late payment, and not an extension of credit to the homeowner where the homeowner is “allowed” to pay over time. The contractor finished the job and the insurance company paid the homeowners. However, the homeowners did not pay the contractor and collection efforts ensued. The homeowners ended up suing the contractor alleging the contractor violated Iowa’s “Consumer Credit” protection statute (the “ICCC” for short) in trying to collect the money owed.

The ICCC is modeled after the “Uniform Consumer Credit Code” (the “UCCC” for short). Eleven states have laws following the UCCC. The ICCC and UCCC protect consumers from predatory and unethical practices when credit is extended to consumers.

Continued on page 15

The trial court agreed with the homeowner and held that the ICCC applied because the contract included a late charge for overdue payment. The trial court thought that this fee was a “time price differential” (where a seller charges one amount for immediate cash payment and another amount if payment is due at a future date or in installments) because the fee gave the homeowners the “right” to defer payment after the job was done. As the trial court thought the contractor granted the homeowners the right to defer payment, the contractor “extended credit” to the homeowners under the ICCC. Of course, equating a late fee to an extension of credit could cause disastrous results for roofing contractors in Iowa and possibly elsewhere. The trial court got it wrong: the homeowner did not have the “right” to pay later – the homeowner was in breach for failing to pay when due!

Generally, state and federal “consumer credit” statutes do not apply to typical roofing contractor contracts that have set payment schedules with final or full payment due upon completion of the job. Importantly, an erroneous interpretation of these statutes can make typical contractual remedies unlawful, like legal fees, court costs, late payment fees, and interest on overdue payments. A contractor that

violates these statutes can be penalized, such as with treble damages and attorneys fees.

A charge for late payment is a common feature of contracts. However, a late fee like the one in this case is not a “right” to defer payment or a “time price differential.” A late fee is simply a consequence of a customer breaching the contract by not paying the contractor when due. A late fee does not mean the customer has the right to wait to pay the contractor. In this case, the payment was due once the job was done!

If the trial court’s decision is upheld, typical roofing contractors’ contracts with homeowners throughout Iowa could unknowingly violate the ICCC. MRCA has urged the Iowa Supreme Court to overturn the trial court in this case.

For those interested in reading a full copy of the brief or for any questions or comments on this issue, please contact Lucas Strakowski at Auman, Mahan & Furry, las@amfd Dayton.com.





METAL DECK SUPPLY

METALDECKSUPPLY.COM

METAL DECK REPLACEMENT?

WE HAVE IT IN STOCK NOW!

YOUR ONE-STOP METAL DECK SHOP!™

Contact Us Today for the Best Service
and Lead Time

METALDECKSUPPLY.COM

-  Largest Inventory In Stock for Immediate Use
-  Variety of Deck in Stock
-  Pick Up Or Delivery
-  Knowledgeable Staff
-  15 Locations to Serve You

Visit our Website for our Metal Deck 101
Videos in English and Spanish

PROUD MEMBER



630-978-7800 · SALES@METALDECKSUPPLY.COM · 800-894-7741



CHOOSING THE RIGHT ROOF COATING REQUIRES CAREFUL CONSIDERATION



by: *Scott DeLeo is the Vice President of Product Management at ICP Group*

Ensuring the longest possible life for your roof is the goal of every residential and commercial building owner. Roofs are often expensive to replace, so applying the right coating for protection is paramount. Now that weather patterns are becoming more

unpredictable throughout the Midwest, it's time to decide which roof coating is right for your application.

Choosing the right coating for your clients' roofs may seem overwhelming because of the number of material options available, ranging from asphaltic blends to acrylic elastomeric, polyurethane and silicone coatings. It's important to consider the advantages and disadvantages of each coating type to determine which roof coating will work best for your application.

Understanding When Roof Coatings Make Sense

When roofing contractors are deciding what coating to apply to a roof, they must consider several different factors, including:

- The type of roof.
- The climate of the region.
- The particular needs of the home or building.

Adding a coating to a roof may save the customer significant

time and money by delaying or eliminating the need to do a full tear-off and replacement. Typically, roof coatings are designed to provide a durable and reflective surface regardless of what roofing material is already there and can easily be applied with a roller or spray equipment. All roof coatings can be added without violating local building codes because they do not add dead load to existing roofs.

Once the decision has been made to add a roof coating to a property, it is important to examine the different types of products available and choose the one that best fits an application's specific requirements.

Which Coating Is Right for You

Since each roofing project has its own challenges, the next question you must answer is which coating is right for the job. There are four types of roof coatings to choose from, each of which has advantages and disadvantages.

- **Asphaltic Blends:** Made with asphalt and solvents, asphaltic blends are one of the most common roof coatings in the Midwest. They are extremely durable and can handle the harsh winters and sweltering summers of the region. Over time, they can become brittle, so they may not be as effective over the long haul as some of the other choices available.
- **Acrylic Elastomeric Coatings:** Also known as rubberized

coatings, acrylic elastomeric coatings are well known to stretch and move with the building as temperatures change. Easy to apply and offering the most diverse options in the industry, they may oxidize over time, which could eventually compromise their performance. Additionally, they are usually water-based, which could cause problems when temperatures drop below freezing.

- **Polyurethane Coatings:** Polyurethane coatings are some of the strongest coatings on the market. They are versatile and can be applied to many different roofing surfaces, whether they're sloped or flat, textured or smooth. Their versatility is also reflected in the fact that they can be applied at a wider range of temperatures than other options. The drawbacks to polyurethane coatings are higher costs, odors both during and after application, and the toll they take on application equipment.
- **Silicone Coatings:** Silicone coatings are extraordinarily durable and can withstand a wide variety of weather conditions. Unlike many of the other options, silicone-based roofing coatings can often be applied as a single layer (one or two coats) to create ideal coverage and durability. Silicones also have the benefit of being one of the most environmentally friendly coating options. The reason silicone coatings aren't always the top choice is that they tend to be expensive.



Consult Your Supplier When Making a Decision

Ultimately, you must do your own research to decide which roof coating will meet the needs of yourself and your client. Look at all the options and consider the specific needs of your particular application. Finally, working with a reputable roof coating supplier who can offer you advice on which coating will meet your needs is critical.

As the weather in the Midwest continues to become more volatile, choosing the right roof coating is more important than ever. Understanding the choices you have will allow you to serve your clients and build your reputation as a roofing contractor.

These are no ordinary post frame screws





PANEL-TITE
BURR-BUSTER

- Low-angle thread help from over-driving the washer and increases resistance to back-out
- Saw tooth thread reduce tapping torque
- Patented BURR-BUSTER® Point reduces burrs caused during piercing of the steel



Checkout the performance versus ordinary screws!



TRIANGLE FASTENER CORPORATION
www.trianglefastener.com
800.486.1832

Call for free samples!

We make connections better!



WinR Highlight JOY JOHNSON



Jenna Kramer- Lefever Wm. Kramer & Sons, Inc.

In 2002, Wm. Kramer & Son, Inc. welcomed one of our first female roofers to our team. Joy Johnson, a fiery red-head, just 23 years old, made her way as one of the best roofers and detailers in the country! In 2002, as Joy made her debut in roofing, the top occupations for women of that time included nursing, teaching, secretaries, and waitresses, definitely NOT roofing!

Let's rewind to the beginning. I mentioned Joy was one of our first female roofers; she was not THE first. In 1989, Becky, Joy's mother, joined the team, following her brother who had also worked here! To say roofing is in Joy's blood is an understatement.

Much like Becky, Joy has worked her way up from helper to Journeyman, ensuring quality installs, running work, and filling in wherever needed. Joy is a reliable and vital member of our team; the trade

secrets and roofing best practices passed down to her through the various generations is invaluable. Her ability to fit in socially and technically in the roofing world is uncanceled. We are hoping that Joy's positive impact on this industry will inspire other women and daughters to seek this profession as a career. We are encouraging all of you to bring your daughters into this industry to keep the legacy alive!



BECOME PART OF THE COMMUNITY

ROOFERS
= COFFEE SHOP =

Classifieds Directory Read Listen Watch News & Community R-Club

RoofersCoffeeShop.com > RCS Directory > KPost Roofing & Waterproofing

KPost Roofing & Waterproofing

Welcome to KPost

KPost Company is an industry-leading commercial and residential contractor who provides its customers with a variety of services covering the entire building envelope. You need a roof you can count on to keep you safe and dry. KPost Roofing & Waterproofing is your #1 Dallas Fort Worth commercial and residential roofing contractor.

KPost services include: Commercial roof installation, repair, and maintenance, Residential Roof Replacement, Metal Roofing, Gutter Manufacturing, Lightweight Insulating Concrete Installation.

Our History

We have over 15 years of experience and have completed over 1,240 projects, including the Dallas Cowboys home: AT&T Stadium. With over 400 employees, we will provide you with the best roofing services possible. KPost opened its doors January 2004 with a core group of eleven roofing professionals that together had more than 300 years of combined construction experience. Today the team consists of over 400 employees, including more than 60 specialized crews, totaling over 5,000 years of experience.

KPost consistently ranks as a Top 100 Roofing Contractor in Roofing Contractor and as a Top 600 Specialty Contractor by Engineering News-Record. KPost has received numerous awards showcasing the company's state-of-the-art production techniques, individual employee craftsmanship, and the overall high-standards that the company is setting throughout the commercial roofing industry.

[Learn more.](#)

Safety. Quality. Value.

The corporate culture at KPost, and every project, is driven to deliver the highest level of **Safety, Quality, and Value** both for our customers and our employees.

Address: 1841 W. Northwest Hwy
Dallas, TX 75220

Phone: 972-382-5515

Websites: kpostcompany.com

Social Media: f t in i y

Latest Coffee Shop News:

- Steve Little - Secrets of a Successful Roofing Company - PODCAST TRANSCRIPT
- Employee benefits roofing companies can offer
- Don't Miss These Special Sessions at IRE 2024 - Day Two!

[Read More](#)



SCAN AND USE CODE **MRCARCLUB**
FOR FREE FIRST MONTH OF R-CLUB
RoofersCoffeeShop.com



DISASTER PREPAREDNESS FOR BUSINESSES



Tracy L. Edwards, CFP, Financial Advisor Ameriprise Financial

As a successful business owner, you don't want to think about your operations being interrupted by a natural disaster or other unexpected event. Yet the possibility is a real one.

Natural catastrophes represent just a portion of the crises that your business could face. Although you may not be located in an area prone to hurricanes, blizzards, tornadoes, floods, earthquakes, mudslides, or wildfires, you still need to consider the possibility of power outages, civil unrest, terrorism, cyber attacks, fire, data breaches, illness epidemics, and other potential hazards. Fortunately, there are many ways you can prepare your business for an emergency.

What is a disaster preparedness program?

A disaster preparedness program is a plan, either

self-directed or guided by an organization, that enables business owners to prepare themselves, their employees, and their businesses for the possibility of a natural or man-made disaster.

Organizations such as the Federal Emergency Management Agency (FEMA), the Small Business Administration (SBA), and state governments provide disaster assistance for damages to small businesses located in declared disaster areas.

Steps to implement a disaster preparedness program

Following are five steps that will help you create a disaster preparedness program, as outlined by [ready.gov](https://www.ready.gov), a national public service campaign designed to educate Americans about preparing for and responding to natural and man-made disasters.

Step 1: Program Management. In many cases,

Continued on page 21

Continued from page 20

there are minimum regulations that govern how certain businesses manage risk, but as a business owner you will need to determine whether the minimums are enough. As [ready.gov](https://www.ready.gov) states, “Many risks cannot be insured, so a preparedness program may be the only means of managing those risks.” Management commitment to a preparedness program, as well as a written preparedness policy and oversight committee, may be critical to ensuring your business’s longevity.

Step 2: Planning. This step should include the creation of a “risk assessment” that identifies all potential risks and hazards for your business, with ideas for mitigating their impact. It should highlight threats and hazards that are considered “probable,” as well as any that could cause injury, property damage, business disruption, or environmental impact. Another critical document is the “business impact analysis,” which details sensitive or critical processes as well as the financial and operational impacts that would occur due to disruption of those processes.

Step 3: Implementation. In this step, committee members identify and assess resources, draft written plans, develop a system to manage incidents, and train employees as needed. Several key documents contribute to successful program implementation, including crisis communications, emergency response, and business continuity plans.

Step 4: Testing & Exercises. To evaluate the program’s effectiveness, including the success of employee training, management should run tests and drills to see what works and note opportunities for improvement.

Step 5: Program Improvement. During testing or an actual incident, weaknesses in the program are likely to be revealed. They should be documented, along with lessons learned and strategies for addressing such problems in the future.

Other disaster preparedness resources

The Small Business Administration ([sba.gov](https://www.sba.gov)) offers a number of resources designed to help small businesses shore up their emergency preparedness, including links to templates and worksheets that will help you gather the data you need to put together the various written documents. The SBA’s Disaster Preparedness and Recovery Plan outlines the various ways in which the SBA can assist businesses recovering from disasters.

The SBA’s main form of support for businesses is the Disaster Loan Program. The organization has two types of disaster loans designed specifically for small business owners:

- The SBA Business Physical Disaster Loan provides loans of up to \$2 million to help qualified businesses and nonprofit organizations within a disaster area repair and replace real property, machinery, equipment, fixtures, and leasehold improvements not fully covered by insurance. Mitigation assistance that can help businesses make improvements to help protect against future disasters may also be available.
- The Economic Injury Disaster Loan offers up to \$2 million in loans to help small businesses, small agricultural cooperatives, and certain nonprofit organizations that suffer substantial economic distress because of a disaster. The SBA must determine that the business is unable to obtain credit elsewhere. Loan proceeds can be used to meet financial obligations and working capital needs that could have been met if a disaster had not occurred.

The American Red Cross also provides resources for small businesses that are preparing for the possibility of disasters and emergencies. American Red Cross Ready Rating™ is a self-guided online program designed to help member businesses, organizations, and schools assess their level of emergency preparedness. The core of the program is a 123-point assessment that is used to gauge one’s level of preparedness. Members also have access to a variety of online tools and resources to help create and refine a disaster preparedness plan. Examples include a hazard vulnerability assessment worksheet, an emergency response notification procedures document, and a damage assessment form. Visit [readyrating.org](https://www.readyrating.org) to view the program.

Finally, the Insurance Institute for Business & Home Safety ([disastersafety.org](https://www.disastersafety.org)) offers a variety of resources, including research reports and an online tool that allows you to enter your Zip code and receive information about specific risks in your area.

Disasters are unpredictable, and they can put you, your employees, and your business in jeopardy. But many of their worst effects can be prevented, or at least mitigated, through a structured disaster management plan.

Continued on page 22

BUSINESS MANAGEMENT

Continued from page 21

IMPORTANT DISCLOSURES

Broadridge Investor Communication Solutions, Inc. does not provide investment, tax, legal, or retirement advice or recommendations. The information presented here is not specific to any individual's personal circumstances. To the extent that this material concerns tax matters, it is not intended or written to be used, and cannot be used, by a taxpayer for the purpose of avoiding penalties that may be imposed by law. Each taxpayer should seek independent advice from a tax professional based on his or her individual circumstances.

These materials are provided for general information and educational purposes based upon publicly available



information from sources believed to be reliable — we cannot assure the accuracy or completeness of these materials. The information in these materials may change at any time and without notice.



MEMBERS

LEGAL SERVICES PLAN

Call today for your **FREE** monthly 30 minute consultation!

(937) 223-6003

www.amfdayton.com

**Auman
Mahan + Furry**
ATTORNEYS



The Midwest Roofing Contractors Association is partnered with the law firm of Auman, Mahan, and Furry to provide the MRCA membership with this unique service.



Auman, Mahan, and Furry specializes in

- labor and employment law
- wage-hour, prevailing wage
- workers' compensation
- unemployment compensation
- construction law
- government contract disputes
- occupational safety and health
- collective bargaining litigation



The purpose of this service is to provide MRCA members the opportunity to discuss and identify legal problems, and to resolve general questions and concerns quickly through convenient access to specialized and qualified legal counsel. Each MRCA member is entitled to one 30 minute consultation per month.

THE SOLUTION FOR ALL YOUR
ROOFING NEEDS

HANOVER® ROOF & PLAZA PAVERS

Hanover® Roof & Plaza Pavers provide environmental benefits while creating aesthetically appealing rooftops and plaza gardens. A wide range of paver styles, pedestal systems and high wind solutions are available. And with a library of over 3,800 granite-like colors to choose from, paving possibilities are endless.

Cummins Distribution Headquarters
Indianapolis, IN





Midwest Roofing
Contractors Association®
7250 Poe Ave. Ste. 410
Dayton, OH 45414
www.mrca.org

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



MIDWEST ROOFING CONTRACTORS ASSOCIATION



NRCA



CERTIFIED ROOFING TORCH APPLICATOR



TRAINING DELIVERED TO YOU

SCHEDULE YOUR CERTA TRAINING SESSION TODAY!

Questions? Call the **CERTA** line (937) 206-2132
or email: CERTA.Info@mrca.org

Scan with your phone ▶



MRC

MIDWEST ROOFER

Midwest Roofing Contractors Association

VOL 67 No. 2

**SAFETY: OSHA
HEAT ILLNESS
PREVENTION
STANDARD**

IN THIS EDITION

- MRCA 2024 EXPO PREVIEW
- BUSINESS MANAGEMENT: HOW SECURITY AWARENESS TRAINING IS EVOLVING
- YCC: WORKING WITHIN A MULTI-GENERATIONAL WORK FORCE
- TECHNICAL: MRCA TECHNICAL RESEARCH MEET THE TEAM!

EXPO PREVIEW

MRCA Midwest
Roofing
Contractors
Association

Saint Paul
OCTOBER 21-23

EXPO +
CONFERENCE
2024

MINNESOTA



EXTEND YOUR PIPE

**The only Pre-fabricated Vent Pipe Extension
for your short or broken plumbing stacks.**

When adding ISO or LWIC, raise your existing vent pipes up to code height in less than 3 minutes, no clamps or couplings required. Works on cast iron or PVC and guaranteed to never leak!



TUBOSTM

**Available
in 2, 3,
4 and 5"**

www.TUBOS.biz 727.504.0633 info@TUBOS.biz

Patent #8,752,344

MR

MIDWEST ROOFER

Vol 67 No 2

Contents

Columns

President's Message	4
Welcome New Members	5
On Deck: Sherry Freier of MRCA	6-7
EXPO PREVIEW Young Contractors Council Event	8
MRCA Foundation Event	10
Contractor Registration Form.....	11
Exhibitor Booth Form	12
Hotel Information.....	13
Conference & Expo Schedule at a Glance	14-15
Sponsorship Form	16-17
MRCA and Industry News	18-19
Technical: MRCA Technical Research Meet the Team!.....	20
YCC: Working within a Multi-Generational Work Force	22
Business Management: How Security Awareness Training Is Evolving ..	24-25
Safety: OSHA Heat Illness Prevention Standard.....	28-30
Ad Index	
Tubos	2
ACT Metal Deck Supply	5
Hanover Architectural Products.....	9
Ameriprise Financial	18
2024 MRCA Conference & Expo	19
BITEC	19
Auman Mahan + Furry.....	21
Roofing Contractor Magazine	21
Triangle Fastener Corporation.....	21
Roofers Coffee Shop	23
CERTA	23
Provia	26
MRCA Legal Services	27
Beeline Purchasing LLC	27
MRCA HAWT	27
RK Hydrovac.....	31
HOLCIM Malarkey Roofing Products.....	32



Midwest
Roofing
Contractors
Association

2024 MRCA Leadership Directory

Officers/Executive Committee
President
Robert Poutre
Roof Tech, Inc.

First Vice President
Laurie Moore
Krelling Roofing Co

Second Vice President/Treasurer
Jason Blickenderfer
Blickenderfer Roofing and Real Estate

Secretary
Chris Daly
Kaw Roofing & Sheet Metal Inc.

Immediate Past President
Chairman of the Board
Past President's Council Chair
Bill Seibert
Fisher Roofing of Kearney

Foundation President
Kelly Lea
MRB Contractors

Directors

Architectural Sheet Metal Co-Chair
Luke Haines
Roofmasters Roofing & Sheet Metal Co.

Don House
BL Dalsin Roofing

Chris Huntington
AAA Roofing

Michael Katrosh
Queen City Roofing & Contracting

Architectural Sheet Metal Co-Chair
Conference & Expo Chair
Daniel Knickelbein
Langer Roofing & Sheet Metal

Miles Maddux
Versatile Roofing, LLC

Larry Marshall III
L. Marshall Roofing & Sheet Metal

Mary McNamara
Cornell Roofing & Sheet Metal Co.

Andrew Meade
Meade Construction, Inc.

Membership & Marketing Chair
Michael Miller
Rackley Roofing Company, Inc.

John Minet
Diamond Roofing

Business Management Chair
Kevin Petersen
Carlson Racine Roofing and Sheet Metal, Inc.

Safety Chair
Ryan Petrick
Ridgworth Roofing Co Inc
Ian Rammel
Damschroder Roofing, Inc.

Paul Ramon
Ramon Roofing, Inc.

Casey Sneed
MRB Contractors

Steep Slope Chair
Brett Tesson
Tesson Roofing & Exteriors

Council / Committee Chairs

Advisory Council Chair
Greg Bloom
Beacon Building Products

Signatory Contractors Council Chair
Mark Langer
Langer Roofing

T&R Chairman
Randy Adams
R Adams Roofing, Inc.

Editorial Chair
Tracey Donels
Service First Solutions

CERTA Taskforce Chair
James Ramser
Highland Roofing Company, Inc.

HAWT Taskforce Chair
Fred Horner
Advanced Industrial Roofing

YCC Chair
Brian Cook
Dataforma

Women in Roofing Chair
Megan Blickenderfer
Alpha Roofing Company

Legal Counsel
Gary Auman
Auman, Mahan & Furry

Staff

Megan Pope
Executive Director & Foundation
mpope@mrca.org

Bob Pope
Associate Director
bpope@mrca.org

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

Chrystal Beavers
Account Manager
cbeavers@mrca.org

Morgan Arwood
Membership Director
marwood@mrca.org

Joe Williams
Graphic Designer
jwilliams@mrca.org

MRCA Headquarters

7250 Poe Ave. Ste. 410 | Dayton, OH 45414
Phone: 800.497.6722 | Fax: 937.278.0317

www.mrca.org

Find us on



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.

BECOMING ACTIVE IN MRCA



Bob Poutre, MRCA President

Get Involved!

I would like to touch on the importance of association membership and the benefits that can be realized if you put forth an effort to become involved and share your industry knowledge with others. It has been said many times, "The return you get out of

something depends on what you put into it." That is true with many organizations and associations.

Membership in industry associations can be highly valuable for professionals and businesses for several reasons:

- 1. Networking Opportunities:** Industry associations provide a platform for professionals to network with peers, potential clients, and industry leaders. These connections can lead to partnerships, collaborations, and valuable business opportunities.
- 2. Access to Resources and Information:** Being a member of an industry association often grants access to exclusive resources, such as industry reports, market trends, best practices, and regulatory updates. Staying informed about the latest developments in the industry can give businesses a competitive edge.
- 3. Professional Development:** Many industry associations offer training programs, workshops, seminars, and conferences aimed at enhancing the skills and knowledge of their members. These opportunities can help professionals stay updated with advancements in their field and develop new skills necessary for career growth.
- 4. Advocacy and Representation:** Industry associations often serve as advocates for their members' interests, representing them in discussions with policymakers, regulators, and other stakeholders. By participating in these advocacy efforts, members can influence decisions that impact their industry and business environment.
- 5. Brand Visibility and Credibility:** Membership in reputable industry associations can enhance a company's credibility and visibility within the industry. It signals to clients, partners, and stakeholders that the business is committed to professional standards and actively engaged in the industry community.
- 6. Collaboration and Problem-Solving:** Industry associations provide a platform for members to come together to address common challenges and explore opportunities for collaboration. By sharing experiences and expertise, members can collectively tackle industry-wide issues and find innovative solutions.

- 7. Access to Discounts and Benefits:** Many industry associations offer member-exclusive discounts on products, services, and events relevant to their industry. These cost-saving benefits can contribute to the bottom line of businesses, especially smaller ones.
- 8. Industry Recognition and Awards:** Some industry associations organize award programs to recognize outstanding achievements and contributions within the industry. Winning or even being nominated for such awards can boost a company's reputation and provide positive publicity.

In summary, membership in industry associations can offer a wide range of benefits, including networking opportunities, access to resources and information, professional development, advocacy and representation, brand visibility, collaboration opportunities, cost-saving benefits, and industry recognition. These benefits can contribute to the success and growth of businesses and professionals within their respective industries.

I have realized this personally after almost 30 years as an MRCA member. For many years I was a good dues paying member that would occasionally take advantage of an offer from the association that might help my business or myself personally. Attending several conference expos and listening to speakers on different industry topics furthered my desire to learn more.

After becoming active on the MRCA Board of Directors, I've seen the return on my due's investment multiply rapidly. Sharing ideas and sometimes struggles with fellow members, then getting great feedback from them is priceless. Getting answers to troublesome issues, and helping others by sharing your own experiences is one of the great benefits of any association.

I would like to challenge all who read this article, if you are a member as I was for so long, get more involved. If you are not a member, reach out to MRCA Staff Morgan Arwood, she would be happy to speak with you personally about the benefits of membership. I will also add that MRCA is running a very lucrative offer for first-time members with a \$500 stipend attached to the membership.

Wishing you all the very best,

A handwritten signature in blue ink, appearing to read 'Bob Poutre'. The signature is stylized and written in a cursive-like font.

Bob Poutre
MRCA President
Roof Tech, Inc.

Welcome

OUR NEW MEMBERS

WE'RE HERE FOR YOU

MRCA Membership Update

Messing Roofing	Peoria, IL
Terial Inc.	New York, NY
Wiss Janney Elstner Assoc Inc	Chicago, IL
IKO Industries	Wilmington, DE
Permits.com	Myrtle, SC
Rocket Equipment	Omaha, NE
Southern Roofing Company	Nashville, TN
SRS Distribution	Medina, MN
Versico Roofing Systems	Carlisle, PA

BRIX Recruiting Partners	Chaska, MN
Influent Energy	Kansas, MO
P21 Roofing	Irvine, CA
Right Roofing & Siding Inc.	Urbandale, IA



METALDECKSUPPLY.COM

METAL DECK REPLACEMENT?

WE HAVE IT IN STOCK NOW!

YOUR ONE-STOP METAL DECK SHOP!™

Contact Us Today for the Best Service and Lead Time

METALDECKSUPPLY.COM

- Largest Inventory In Stock for Immediate Use
- Variety of Deck in Stock
- Pick Up Or Delivery
- Knowledgeable Staff
- 15 Locations to Serve You

Visit our Website for our Metal Deck 101 Videos in English and Spanish



630-978-7800 · SALES@METALDECKSUPPLY.COM · 800-894-7741

ON DECK

SHERRY FREIER

Event and Advertising Sales Coordinator at MRCA



Sherry Freier attended Katharine Gibbs Business School, then went on to Pace University to Major in Business Administration with a History Minor. Sherry loves History and would speak for hours with her History Professor Father. Sherry worked full-time days and went to school at night.

Sherry grew up in New York, after coming from Germany at the age of six. Her parents sent her to Germany every summer in Junior High and High School to visit her immediate relatives which enabled her to stay fluent in her native language. She felt very fortunate to have the opportunity to stay connected to her German roots.

Sherry and her husband Rolf moved to Maui, HI in 2018 where they later married. Rolf wanted to write a book, and Sherry wanted to support him. Sherry worked for HBO Pictures on the set of The White Lotus when Covid first started. She was one of 5 staff members who tested the cast and crew daily for Covid, thus allowing them to shoot at the Four Seasons.



CONTACT US
MIDWEST ROOFING CONTRACTORS ASSOC.
DAYTON, OHIO
PH: 800.497.6722
WWW.MRCA.ORG

Sherry is totally into Music. She started with playing Violin for 9 years, 2 of which she played in the Local Philharmonic, 2nd String. However, while loving all Genres, her passion is Rock and Roll. Her husband recently bought her tickets to see Van Halen in August, an amazing gift.

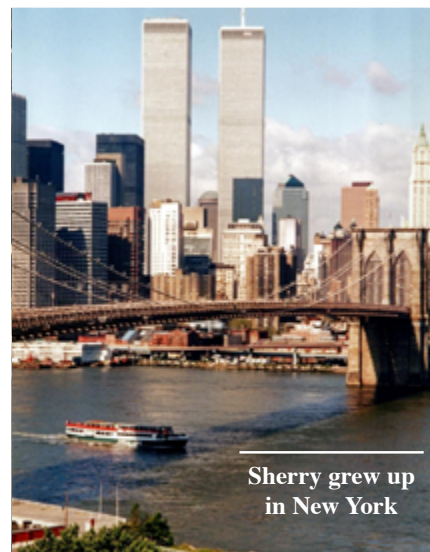
Sherry also worked for Maui Memorial Hospital during Covid, testing patients and entering them into the CDC Database. She is CPR and AED certified (having taken the 40-hour course). Her favorite job was working for Mic Fleetwood at the Fleetwood/Morrison Gallery in Lahaina. She sold Rock Photographs and Memorabilia by famous industry authorized photographers. The pictures were numbered and signed by said photographers and were known to be rare. Mic's private collection was also on display at the Gallery. Mic and his fiancé have kept in touch and reached out recently to see how things were going since the Fires. Fleetwood's burned down, taking the Gallery with it.

Sherry has two sons, Matthew and Eric. Both live in New York and are doing amazing things. Sherry is extremely family minded and has a large extended family that she talks to frequently and visits when she can.

Sherry and her husband Rolf are living in Waynesville, Ohio with family, but are looking to purchase a house to put down roots. Sherry joined the MRCA team in June as the new Assistant Event Coordinator and Advertising/Booth Sales Consultant. Look for her at the MRCA Conference & Expo this October in Saint Paul, MN!



Sherry and her husband Rolf



Sherry grew up in New York



Sherry and her husband Rolf moved to Maui 2018



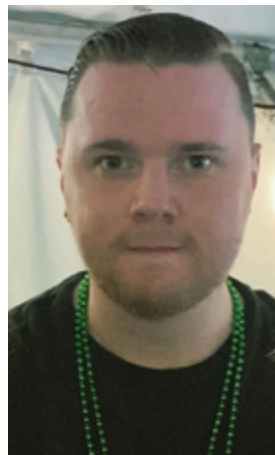
Sherry also worked for Maui Memorial Hospital during Covid



Sherry has two sons, Matthew and Eric



Sherry loves Rock and Roll.





THE YOUNG CONTRACTORS COUNCIL PRESENTS

TIMBER BASH

CASINO NIGHT

10-21-2024

7:30PM-10:00PM

\$50 PRE REGISTERED
OR \$60 AT DOOR

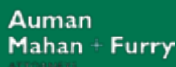
DRESS UP AS A LUMBERJACK
OR LUMBERJILL

PRIZES OPEN BAR FOOD

INTERCONTINENTAL SAINT PAUL RIVERFRONT HOTEL • GREAT RIVER BALLROOM

Registration includes food, access to our open bar, and some gaming money to get you started. It also gets you a seat at any of our game tables. Game tables will be hosted by professional dealers. 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! Proceeds from this event will benefit the MRCA Foundation. The YCC will also be holding their annual Service Project during the event to benefit a local cause. Welcome Party attendees who participate in the kit assembly service project will be given additional tickets towards the prize raffle that is drawn at the conclusion of the Welcome Party.

PROUD SPONSORS



QUESTIONS? CALL OR TEXT KATHLEEN UNGER AT 937-809-9809 OR EMAIL KUNGER@MRCA.ORG

1710 Platte Street
Denver, CO

THE SOLUTION FOR ALL YOUR
ROOFING NEEDS

HANOVER[®] ROOF & PLAZA PAVERS

Hanover[®] Roof & Plaza Pavers provide environmental benefits while creating aesthetically appealing rooftops and plaza gardens. A wide range of paver styles, pedestal systems and high wind solutions are available. And with a library of over 3,800 granite-like colors to choose from, paving possibilities are endless.



MRCA FOUNDATION PRESENTS

12TH ANNUAL



TUESDAY
22ND OCT

DRESS CODE
BLACK & WHITE

THE

BLACK AND WHITE BALL



RECEPTION & AUCTION

sponsored by



FREE TO ALL REGISTERED ATTENDEES & EXHIBITORS

★ SILENT AUCTION 5PM-8PM ★ LIVE AUCTION 6:45PM

INTERCONTINENTAL SAINT PAUL RIVERFRONT HOTEL GREAT RIVER BALLROOM

 To Benefit the Educational Programs, Industry Research, and Academic Scholarships for MRCA Members and their Families

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



MRCA 74TH ANNUAL CONFERENCE & EXPO

October 21-23, 2024
Saint Paul, Minnesota

CONTRACTOR REGISTRATION FORM

This registration form is for use by **Contractors, Builders, Consultants, Specifiers, Code Officials, Engineers, Architects, and Insurance Agents**
Online registration available at www.mrca.org

Company Name _____

Attendee Badge Name #1 _____ Unique Email (required) _____

Attendee Badge Name #2 _____ Unique Email (required) _____

Attendee Badge Name #3 _____ Unique Email (required) _____

Company Address _____

City _____ State _____ Zip _____ Work Phone _____

FULL Registrations: 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* \$150 x _____ attendees = \$ _____
 - Non-Member Individual Full Registration \$550
 - Additional Non-Member Full Registration* \$400 x _____ attendees = \$ _____
- (Note: "Join and Register" is a better value if registering more than 1 person)

*Discount for "Additional" is available only if registrants are from the same company. Also available to spouses or guests of attendees.

Join and Register Option for All Contractors:

Become an MRCA Member today and receive Silver Level Membership through 12/31/2024 and 1 complimentary FULL registration!

- Join MRCA and Register \$795
- Additional New MRCA Member Registration* \$150 x _____ attendees = \$ _____

1-Day Registrations: Includes 1 day of General Educational Sessions and Access to the Exhibit Hall on Tuesday. (Excludes activities requiring **separate registration fees** below in **Section B**.) Check the day you will attend:

- 1-Day Member Individual Registration \$175 Monday \$175 Tuesday
 - 1-Day Non-Member Individual Registration \$275 Monday \$275 Tuesday
- Selected rate \$ _____ x _____ attendees = \$ _____

EXPO ONLY Registrations:

This option is for Contractors, Builders, Consultants, Specifiers, Code Officials, Engineers, Architects, and Insurance Agents **ONLY**:

- Non-Exhibiting MFRS, SUPPLIERS and REPS: FREE
 - \$675 per person
- SUBTOTAL BOX A: \$ _____**

Activities Requiring Separate Registration Fee:

All registrations below can be stand-alone registrations

HAWT Instructor Training Course for Trainers (Includes Meals & Exhibit Hall Access)

- \$550 per person for MRCA Members
- \$650 per person for Non-Members

HAWT Applicator Training Course for Applicators (Includes Meals & Exhibit Hall)

- \$300 per person for MRCA Members
- \$400 per person for Non-Members

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

(Includes Meals & Access to Exhibit Hall)

- \$525 per person for MRCA and NRCA Members
- \$650 per person for Non-Members

CERTA Applicator Training Course for NEW Applicators and Reauthorization

(Includes Meals & Access to Exhibit Hall)

- \$425 per person for MRCA and NRCA Members
- \$550 per person for Non-Members

Young Contractors Council (YCC) Fundraiser Welcome Party

Themed Casino Night benefitting the MRCA Foundation: Monday, Oct. 21st 7:30-10:00pm

- \$50 per person (this registration fee goes directly to the MRCA Foundation)

Yoga Session hosted by MRCA WinR

Includes Yoga Mat: Monday, Oct. 21st at 9:00 am at the Intercontinental Hotel

- FREE (Registration is required)

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 AmEx Discover

Card # _____

Exp. Date _____ Billing Zip Code _____ CSV # _____

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 10/01/2024. All refunds will be processed after the conference.

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

EXHIBITOR BOOTH REGISTRATION

MIDWEST ROOFING

CONTRACTORS ASSOCIATION

74th Annual Conference & Expo

October 21-23, 2024

River Centre - Saint Paul, Minnesota



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 for Billing Purposes:

Company name as you wish it to appear on Signage and in Printed Materials:

Address: _____

City, State, Zip: _____

Office: _____ Cell: _____

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: The 50% deposit of total booth cost is due by June 30th when contract is submitted prior to June 30th. After June 30th through September 15th 50% of booth cost must be submitted with Contract. Full payment for Booth is to be made by September 15th.

EXHIBIT FEES:

	Member Rate	Non-Member Rate
10x10 Booth	\$2,000 each	\$2,500 each
4 or more booths	\$1,825 each	\$2,325 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: Sherry Freier
MRCA Exhibits
7250 Poe Ave. Ste. 410
Dayton, Ohio 45414

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



Credit Card Payment Information:

CC#: _____ CVV _____ Exp. Date _____

Name on Card: _____

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

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

Registration INFORMATION

SHOW LOCATION AND HOTEL

The 74th Annual MRCA Conference and Expo will be held at Saint Paul RiverCentre and the Intercontinental Saint Paul Riverfront Hotel just down the street.

Saint Paul RiverCentre

175 Kellogg Blvd West.
St Paul, MN 55102
www.rivercentre.org

CONVENTION CENTER PARKING:

<https://www.rivercentre.org/exhibit/parking-transportation>

InterContinental Saint Paul Riverfront Hotel

11 East Kellogg Blvd.
Saint Paul, MN 55101

Room Block Cut-Off Date: Friday, September 27, 2024

Room Rate: \$159.00 + taxes (14.875%) per night.

Check-In: 3:00 PM **Check-Out:** 11:00 AM

Hotel Room Reservations can be made securely online:

https://www.mrca.org/aws/MRCA/pt/sp/conference_hotel

OR dial: 651-292-1900 and identifying themselves as participants of the "2024 MRCA Conference & Expo". Reservations must be guaranteed with a major credit card equal to one night's room and tax. Cancellations must be made 72 hours prior to arrival in order to avoid being charged and by calling the hotel directly at 800-424-6835 and obtaining a cancellation number.

Hotel Parking

Valet Parking Only
Visit www.mrca.org for full parking details and maps.

Airports

Minneapolis-St.Paul International Arpt (MSP) - Shuttle not available
St. Paul Downtown Holman Field (STP) - Shuttle not available

CONFERENCE REGISTRATION

MRCA Member Companies pay \$350 for the first registration and \$150 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 \$675 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.

#MRCA2024

MONDAY, OCTOBER 21st

7:30 AM - 3:00 PM Registration (ROTUNDA)

7:30 AM - 3:00 PM Exhibitor Set-Up (EXHIBIT HALL A)

SAFETY TRAININGS (Separate Registration Required)

8:00 AM – 5:00 PM CERTA Train-The-Trainer: New and Re-Authorizations (ROOM 7)

9:00 AM – 5:00 PM CERTA Applicator Training: New and Re-Authorizations (ROOM 8)

WOMEN IN ROOFING YOGA SESSION (Separate Registration Required)

9:00 AM – 10:30 AM Women in Roofing (WinR) Sponsored Yoga Session (Intercontinental Hotel – KELLOGG ROOM)

MRCA BOARD MEETING (Closed Meeting)

10:00 AM - 12:00 PM MRCA Board Meeting & New Director Orientation (ROOM 9)

1:00 PM - 2:00 PM Educational Breakout Sessions

BUSINESS DEVELOPMENT EDUCATION (ROOM 10-12)

Practice to be Prepared: The Customer's Emergencies are Your Emergencies

Tracey Donels - Service First Solutions

GENERAL EDUCATION (ROOM 13-15)

Architectural Sheet Metal Best Practices: A Panel Discussion

Moderator: Luke Haines - Roofmasters Roofing & Sheet Metal

Management: Dylan Wiesner - Roofmasters Roofing & Sheet Metal

Manufacturer: Charlie Smith - McElroy Metal

Estimator: James P. Fleming - Langer Roofing & Sheet Metal

Field: Joe Huntington - AAA Roofing Co.

TECHNICAL & SAFETY EDUCATION

Roof Deck Integrity Study Results

Wiss, Janney, Elstner Associates, Inc.

2:00 PM – 2:15 PM BREAK

2:15 PM – 3:15 PM Educational Breakout Sessions

BUSINESS DEVELOPMENT EDUCATION (ROOM 10-12)

4 Predictable Ways Roofing Contractors Grow Their Business without Debt

Scott Beebe – Business On Purpose

GENERAL EDUCATION (ROOM 13-15)

Enhancing Your Leadership Skills: A Journey of Self-Reflection and Intentional Living

Larry Stock - Queen City Roofing and Sheet Metal

TECHNICAL & SAFETY EDUCATION (BALLROOM D)

Safety Implications for Subcontractors

Gary Auman – Auman, Mahan, & Furry

4:30 PM – 7:00 PM Past President's Dinner (By Invitation) (KINCAID'S FISH, CHOPS & STEAKS)

NEW MEMBER / FIRST TIMER RECEPTION (Intercontinental Hotel - GREAT RIVER BALLROOM FOYER)

Hosted by MRCA Women in Roofing (WinR)

7:00 PM – 7:30 PM

YOUNG CONTRACTORS COUNCIL (YCC) Fundraiser Welcome Party (ICH GREAT RIVER BALLROOM)

7:30 PM – 10:00 PM TIMBER BASH THEME CASINO NIGHT (Separate Registration Fee)

Schedule AT A GLANCE



TUESDAY, OCTOBER 22nd

- 8:00 AM - 4:00 PM Registration (ROTUNDA)
- 8:00 AM – 10:00 AM Breakfast (EDUCATION ROOMS FOYER)
- 8:00 AM - 11:00 AM Exhibitor Set-Up (EXHIBIT HALL A)

SAFETY TRAININGS (Separate Registration Required)

- 8:00 AM – 5:00 PM HAWT Train-The-Trainer (ROOM 7)
- 8:00 AM – 5:00 PM HAWT Applicator Training (ROOM 8)

8:30 AM – 9:30 AM Educational Breakout Sessions

BUSINESS MANAGEMENT EDUCATION (ROOM 10-12)

- 4 Blind Spots Preventing Roofing Contractors from Retaining Talent and Growing Profit
Scott Beebe – Business On Purpose

GENERAL EDUCATION (ROOM 13-15)

- Attic Ventilation: Ask the Expert
Paul Scelsi, Air Vent, Inc.

TECHNICAL & SAFETY EDUCATION (BALLROOM D)

- NRCA Low Slope Update on Roofing Industry Technical Issues
Mark Graham – NRCA Vice President of Technical Services

9:30 AM – 9:40 AM BREAK

9:40 AM – 10:40 AM Educational Breakout Sessions

BUSINESS MANAGEMENT EDUCATION (ROOM 10-12)

- Succession Planning: It's Not Just For Retirees
Larry Stock – Queen City Roofing & Sheet Metal

GENERAL EDUCATION (ROOM 13-15)

- Give Your Employee C.R.A.P.: The Success Formula for Building Loyalty
Jeff Kortess - Human Asset Management LLC

TECHNICAL & SAFETY EDUCATION (BALLROOM D)

- Safety Matters
Gary Auman – Auman, Mahan, & Furry

10:40 AM – 10:50 AM BREAK

MEMBERSHIP MEETING & KEYNOTE PRESENTATION (BALLROOM D)

10:50 AM – 12:20 PM “Fighting Back” with former Pittsburgh Steeler, Rocky Bleier

12:30 PM – 4:00 PM EXPO OPEN (EXHIBIT HALL A)

2:30 PM – 4:00 PM Signatory Contractors Roundtable Discussion (ROOM 9)

MRCA RECEPTION & FOUNDATION AUCTION BLACK & WHITE BALL (ICH- GREAT RIVER BALLROOM)

5:00 PM – 8:00 PM SILENT AUCTION

6:45 PM LIVE AUCTION


WEDNESDAY, OCTOBER 23rd

- 8:30 AM - 12:00 PM Registration (ROTUNDA)
- 9:00 AM - 12:00 PM EXPO OPEN, Breakfast on Expo Floor (EXHIBIT HALL A)


#MRCA2023

MRCA 2024 CONFERENCE & EXPO SPONSORSHIP OPPORTUNITIES

GENERAL SPONSORSHIPS

 **Conference Mobile App & Registration Kiosk Sponsor (\$10,000)**
(Exclusive Sponsorship - 1 Available)
 Exclusive Mobile App Sponsorship (w/ right of 1st refusal in 2025)
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition on signage near Educational Session rooms
 Logo recognition in Sponsor Section of the Conference Brochure
 Full Page Ad in MR Magazine created by MRCA to promote Conference App and Sponsor (Aug., Oct.)
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support
 Back Cover Ad in the 2024 Program Book


Keynote Speaker Sponsor (\$5,000) (2 Available)

 Optional 2-3 minute presentation prior to the Keynote Speaker
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition on signage in Session Room
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support
 Full page full color ad in onsite program book




Conference Logoed Tote Bag Sponsor (\$3,500) **(Exclusive Sponsorship - 1 Available)**

Logo printed on all Attendee Bags received at Registration
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

Contractor Lanyard Sponsor (\$3,500)

 **(Exclusive Sponsorship - 1 Available)**
 Logo printed on all Contractor Attendee Name Badge Lanyards
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

Attendee Breakfast Sponsor (\$1,500)




   Logo recognition on signage near Breakfast Buffet (2 Days)
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

MRCA FOUNDATION AUCTION SPONSORSHIPS

Foundation Auction Entertainment Sponsor (\$500)

    Logo recognition on signage in Session Room
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

Foundation Auction Food / Bar Sponsor (\$1,000)

   Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition on signage at Reception
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support
 Full page full color ad in onsite program book

EXPO FLOOR SPONSORSHIPS

MRCA Booth Digital Lounge / Charging Station Sponsor (\$2,500) (2 Available)

Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition on signage in the Digital Lounge
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support
 Half page full color ad in onsite program book

Tradeshow Floor Food or Beverage Sponsor (\$1000 each)


 Logo recognition on signage near Food or Beverage Station
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

CERTA/HAWT Training Break Sponsor (\$750)

Logo recognition on signage in VIP Suite
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

MRCA WOMEN IN ROOFING SPONSORSHIPS

MRCA New Member / 1st Time Attendee Reception Sponsor (\$500)

 **Hosted by MRCA Women in Roofing (WinR)**
 Logo recognition on signage in Reception Area
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

MRCA YOUNG CONTRACTORS SPONSORSHIPS

YCC Welcome Party Casino Game Sponsor (\$5500) **(Exclusive Sponsorship - 1 Available)**

 Logo recognition on signage at YCC Event Location
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

YCC Welcome Party Poker Chip Sponsor (\$3000) **(Exclusive Sponsorship - 1 Available)**

Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition on Poker Chip used in promo mailing
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Sponsorship ribbon to alert attendees of your support

YCC SPONSORSHIPS CONTINUED

PROGRAM BOOK SPONSORSHIPS

___ YCC Welcome Party Bar Sponsor (\$2,500)



- Logo recognition on signage at YCC Event Location
- Logo recognition on signage in Registration area
- Logo recognition on signage at Expo Entrance
- Logo recognition in Sponsor Section of the Conference Brochure
- Logo recognition on e-mail blasts sent promoting the conference
- Logo recognition on the MRCA website
- Logo recognition on MRCA Facebook Page
- Sponsorship ribbon to alert attendees of your support

___ YCC Welcome Party Food Sponsor (\$2,500)

- Logo recognition on signage at YCC Event Location
- Logo recognition on signage in Registration area
- Logo recognition on signage at Expo Entrance
- Logo recognition in Sponsor Section of the Conference Brochure
- Logo recognition on e-mail blasts sent promoting the conference
- Logo recognition on the MRCA website
- Logo recognition on MRCA Facebook Page
- Sponsorship ribbon to alert attendees of your support

___ YCC Welcome Party Prize Sponsor (\$500)



- Logo recognition on signage at YCC Event Location
- Logo recognition on signage in Registration area
- Logo recognition on signage at Expo Entrance
- Logo recognition in Sponsor Section of the Conference Brochure
- Logo recognition on e-mail blasts sent promoting the conference
- Logo recognition on the MRCA website
- Logo recognition on MRCA Facebook Page
- Sponsorship ribbon to alert attendees of your support

RESISTO

___ YCC Community Service Project Material Sponsor (\$500)



- Logo recognition on signage At Service Project
- Logo recognition on signage at Expo Entrance
- Logo recognition in Sponsor Section of the Conference Brochure
- Logo recognition on the MRCA website
- Logo recognition on MRCA Facebook Page
- Sponsorship ribbon to alert attendees of your support

___ Full Page Color Ad in On-Site Conference Program Book (\$825)

Run of Program, 7.5 x 10", high resolution .pdf



___ 1/2 Page Color Ad in On-Site Conference Program Book (\$675)

Run of Program, 7.5 x 4.875" or 3.625 x 10", high resolution .pdf

___ 1/4 Page Color Ad in On-Site Conference Program Book (\$575)

Run of Program, 7.5 x 2.25" or 3.625 x 4.875", high resolution .pdf

Company _____ Contact _____

Address _____ City _____ ST _____ ZIP _____

Phone _____ Email _____

Credit Card # _____ Exp. Date _____ CVV: _____ Bill Zip Code _____

Email completed form to: rpinkus@mrca.org

Or mail to: Midwest Roofing Contractors Association

7250 Poe Ave. Suite 410

Dayton, Ohio 45414

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

CONGRATULATIONS TO THE MRCA MEMBERS WHO WERE ELECTED TO SERVE ON THE 2024-2025 NRCA BOARD OF DIRECTORS!



Doug Duncan, president of Nations Roof, Villa Park, Ill., was elected chairman of the board, and Alex Hernandez, president of Clark Roofing Company, Broadview, Ill., was elected chairman of the board-elect. Chad Collins, president of Bone Dry Roofing Co., Bogart, Ga.; David Hesse, vice president of Kalkreuth Roofing and Sheet Metal Inc., Wheeling, W.Va.; and Tim Stephens, vice president of operations for Architectural Sheet Metal Inc., Orlando, Fla., were elected vice chairmen for two-year terms. Tupac de la Cruz, founder of Roofing Solutions LLC, Prairieville, La., was elected vice chairman for a one-year term.

Additionally, the following were elected as new NRCA directors:

- Chris Bowman, president of Collins Roofing Inc., Lehi, Utah
- Michelle Boykin, COO of Rackley Roofing Co. Inc.,

Carthage, Tenn.

- Chad Cron, senior vice president and general counsel of Tecta America Corp., Rosemont, Ill.
- Susan DeGrassi, president and COO of Antis Roofing & Waterproofing, Irvine, Calif.
- Jeff Embow, vice president of client services for Grove Roofing Services Inc., Buffalo, N.Y.
- Rudy Gutierrez, president and CEO of Shell Roofing Solutions Group, Chino, Calif.
- Dean Jagusch, president of Wagner Roofing Company, Hyattsville, Md.
- Michelle Lane, vice president of marketing, Elevate Commercial Roofing Systems & Lining, for Holcim Building Envelope, Nashville, Tenn.
- Dave Lawlor, national sales manager for ROCKWOOL, Milton, Ontario
- Steve Little, president of KPost Company, Dallas
- Geoff Mitchell, CEO of Mid-South Roof Systems, Forest Park, Ga.
- R.J. Radobenko, CEO and president of Global Roofing Group, Phoenix
- Jason Tetterton, project manager for Curtis Construction Co., Kinston, N.C.
- John Yuko, president of GSM Roofing, Ephrata, Pa.



Tracy L. Edwards, CFP®, APMA®

Financial Advisor

CERTIFIED FINANCIAL PLANNER™ practitioner

Platinum Financial Solutions

A financial advisory practice of
Ameriprise Financial Services, LLC

620.343.7937

702 Commercial St, Suite 1B, Emporia, KS 66801

tracy.l.edwards@ampf.com

ameripriseadvisors.com/tracy.l.edwards

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with plaque design) in the U.S.

Ameriprise Financial Services, LLC. Member FINRA and SIPC.



Continued on page 11

ROOFERSCOFFEESHOP 2024 TRENDS SURVEY

Tell us what's trending!

Take the RoofersCoffeeShop 2024 Roofing Industry Trends Survey, sponsored by Beacon, and share what's trending in roofing! The Trends Survey, in its seventh year, asks contractors to report on topics regarding current business issues, training and technology needs as well as sustainability efforts and use of subcontracting crews.

LINK

<https://forms.office.com/r/9mkLrR9Qw4>



DOES YOUR MEMBRANE **STAND UP** TO THE TEST?

Roof membranes have to be strong enough to withstand the constant abuse of Mother Nature. One made with high-quality asphalt, polymers and reinforcement will provide the waterproofing protection you deserve. A roof membrane with high filler content simply won't.

When raw material prices rose and most others in the industry chose to cheapen their products, Bitec remained loyal. We will not sacrifice quality because when it comes to roofing, **quality matters.**

BITEC
BITUMEN TECHNOLOGY

1.800.535.8597 • www.bi-tec.com



MRCA

MIDWEST ROOFING CONTRACTORS ASSOCIATION

74TH ANNUAL CONFERENCE & EXPO

ST PAUL
RiverCentre
175 Kellogg Blvd
St Paul, MN



OCT
21ST-23RD
2024

SAINT PAUL MINNESOTA

**SAVE
THE
DATE
FOR**

CUTTING-EDGE EDUCATIONAL SESSIONS, A TWO-DAY EXPO FEATURING THE LATEST ROOFING PRODUCTS AND INNOVATIONS PLUS FUN NETWORKING EVENTS WHERE ATTENDEES HAVE THE OPPORTUNITY TO BUILD VALUABLE CONTACTS!

WWW.MRCA.ORG



MRCA TECHNICAL RESEARCH MEET THE TEAM!



Heidi Mase



Patrick Shaughnessy



Richard Koziol

by: Rich Koziol - Wiss, Janney, Elstner, Associates Inc. (WJE)

It is with great pleasure that my colleagues Heidi Mase, Patrick Shaughnessy, and I (Rich Koziol) with Wiss, Janney, Elstner, Associates Inc. (WJE) introduce ourselves to MR readership as we kick-off the beginning of a new ongoing column for MR Magazine called T&R Knowledge Sharing. We specialize in the roofing and waterproofing practice area at WJE and have a combined 84 years of experience in roofing and waterproofing systems investigation, design, construction, and field/laboratory testing. Heidi and I are licensed architects, and Pat is a Registered Roof Consultant (RRC). We focus primarily on roofing and waterproofing projects and are members of MRCA, IIBEC, ASTM, and NRCA. We appreciate the useful real-world field experiences gained from collaboration with both experienced leadership and field personnel of many high-quality roofing contractor firms over the years. The knowledge received from our roofing contractor colleagues has been very valuable.

WJE is a firm comprised of architects, engineers, and materials scientists that specialize in forensic analysis and testing of building materials and systems, building enclosure consulting, and design of repairs for contemporary buildings and historic structures (see www.wje.com). We have offices located throughout the United States and in London and feature a 70,000 square foot state-of-the-art, accredited materials and structural testing laboratory in Northbrook, Illinois that allows us to solve technically challenging materials, design, and construction problems for buildings and structures that make up our built environment. Our laboratory capabilities include chemical, petrographic, and

metallurgical analysis, as well as both large- and small-scale structural testing.

WJE began working with the MRCA in 2018 when we collaborated with the Technical and Research (T&R) committee to develop a research and testing program focused on the physical and chemical properties of low-rise foam adhesive. Since then, we have furthered our low-rise foam adhesive research, studied hail impact on modified bitumen, and are currently testing the effect of multiple shingle roof applications on OSB sheathing. We feel our collaboration with the T&R committee continues to be a fruitful exchange and review of ideas and concepts that help create unique insight into both cutting edge and practical roofing research topics that are of interest to MRCA membership. We feel this collaboration has provided useful technical information to MRCA members and the roofing industry in general. We plan to utilize the expertise of our in-house chemists and scientists to help answer questions and contribute to articles when the subject matter involves chemistry and/or laboratory testing.

We are passionate about the roofing industry and look forward to regularly contributing to MR magazine by writing articles on both new and established roofing and building enclosure topics. We hope to answer inquiries from membership regarding problems or issues of interest that are being seen or experienced. Our objective is to provide a forum for knowledge sharing and the exchange of ideas and information about technical issues and best construction practices, and we look forward to writing this column.



Experienced Counsel and Determined Professionals

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

**Auman
Mahan + Furry**
ATTORNEYS

937-223-6003
amfdayton.com

Attorneys You Can Rely On for Effective Representation

*Gary W. Auman
Richard L. Carr, Jr.
Donald B. Rineer
Amy C. Mitchell
Douglas S. Jenks
Abigail K. White
David M. Rickert
Lindsey Deck
Jon L. Sutermeister
Lucas A. Strakowski*

SUBSCRIBE TODAY TO **ROOFING CONTRACTOR**



CONTENT IS KING

Don't miss any of our GREAT CONTENT!

- eMagazine
- eNewsletter
- Podcasts
- Webinars
- LinkedIn, Twitter, Facebook

RoofingContractor.com    

These are no ordinary post frame screws



PANEL-TITE
BURR BUSTER

- Low-angle thread help from over-driving the washer and increases resistance to back-out
- Saw tooth thread reduce tapping torque
- Patented BURR-BUSTER® Point reduces burrs caused during piercing of the steel



Checkout the performance versus ordinary screws!

TFC
TRIANGLE FASTENER CORPORATION
www.trianglefastener.com
800.486.1832

Call for free samples!

We make connections better!



WORKING WITHIN A MULTI-GENERATIONAL WORK FORCE

ok Boomer

Tyler you're so Skibidi toilet



by: Chris Huntington - AAA Roofing Co., Inc.

Millennials like myself often get a reputation for wanting participation trophies, for killing industries, and loving avocados. Boomers get a reputation for doing things the hard or long way. Gen X somehow gets off the hook of humor poking entirely because they just come to work and grind. Gen Z's somehow have more time off than on. Gen Alphas aren't yet in the workforce, but they have slang and phrases I have no idea how to navigate. Man in his late 30's complaining about the youths is not lost on my sense of humor. But there are so many things we can learn from each other as well. I find positive qualities about all our "generations."

Let's start with the olds, **Boomers** are incredibly loyal in their careers and have a wealth of knowledge to share and generally will when asked. Be prepared for long winded instructions, but good and honest information from past mistakes and successes has proven to be invaluable in my career.

Gen X's are just the workhorses, you want something done that's hard or tedious give it to an X'er no complaining just busting their backs to

get the work done, I have learned a lot from the put your head down and get to work mentality from the X's in my office.

Millennials literally grew up on computers, we learned to use them efficiently early, how to navigate the internet, and utilize technology for different tasks to make work easier. Millennials are generally curious and creative. You want some outside the box thinking give it to a millennial.

Gen Z is a little different as well. Gen Z's are wildly onto social media and if you want a true social media presence you better have one in your corner. I don't even think about putting out a social media post without passing it by my little sister.

Gen Alpha I have no idea how will shake out in the workforce but they are coming quickly and I hope I can figure out how to speak to and understand them.

We all have something to give each other in the workforce and the better we can embrace each other's strengths the stronger organizations we will be able to foster and create.



BECOME PART OF THE COMMUNITY



SCAN AND USE CODE **MRCARCLUB**
FOR FREE FIRST MONTH OF R-CLUB
RoofersCoffeeShop.com



CERTIFIED ROOFING TORCH APPLICATOR



TRAINING DELIVERED TO YOU

SCHEDULE YOUR CERTA TRAINING SESSION TODAY!

Questions? Call the **CERTA** line (937) 206-2132
or email: CERTA.Info@mrca.org

Scan with your phone ▶



HOW SECURITY AWARENESS TRAINING IS EVOLVING



by: Drew Robb – SHRM.org

HR departments were once blissfully divorced from cybersecurity responsibilities—but not anymore. Today, they are increasingly involved in cyber-training programs for employees.

Security awareness training, in particular, has risen from obscurity a decade ago and is now a huge industry. According to Cybersecurity Ventures, the security awareness training market is worth \$5.6 billion in 2023 and is expected to almost double in value by 2027 to over \$10 billion.

The driver of this trend has been the relentless phishing campaigns of cybercriminals. This year's installment of the annual Verizon Data Breach Investigations Report (DBIR) found that 74 percent of data breaches involved a human element, with phishing (a.k.a. social engineering) being one of the most prevalent attack vectors. In addition, 50

percent of all social engineering attacks involve pretexting—researching the intended phishing victim prior to launching an attack (such as reading their social media posts to glean background information on their job, family, lifestyle and habits). Businesses have realized that no matter how much they spend on cybersecurity, their employees and suppliers remain their weakest link. If they keep falling prey to phishing scams via emails, then the bad guys can gain access to the network and launch a ransomware attack.

“Given that it is impossible to prevent all attacks automatically, we need to make humans part of our firewall,” said Jamal Bihya, an analyst at technology research firm GigaOM in San Francisco. “Awareness training enables the mitigation of human risk when sitting in front of a computer.”

Continued on page 25

How HR Builds a ‘Human Firewall’

In addition to network firewalls and other security safeguards, companies are investing in the creation of a “human firewall” of employees who are educated enough not to fall for phishing scams. As every employee now has a definite cybersecurity duty, it is up to HR to train them. This often takes place during onboarding and in regular, usually quarterly training modules to keep phishing alertness front and center. Such training also covers password policy, breaking bad password habits and other areas of cyber-hygiene.

“The idea behind awareness training is, ‘Change everyone’s reflexes,’” Bihya said. “If I see an email with a link, my reflex should be to not click on the link.”

With human error being the path of least resistance for cybercriminals, the need to bring awareness and education to employees through security awareness training has been given more priority. It has become clear that annual lunch-and-learn trainings are no longer enough.

“While providing people information does have value, changing behavior should be the focus of an awareness program,” said Erich Kron, security awareness advocate at cybersecurity training firm KnowBe4. “Education should not be limited to topics that focus on email phishing, but also to overall security hygiene, including how to secure accounts with multifactor authentication (MFA) and how to use tools such as password vaults to create long, secure, and especially unique passwords.”

The Evolution of Security Awareness Training

In recent years, security awareness training has evolved to incorporate adult learning principles and elements such as:

- Continuous awareness, training and education on the cyberthreat landscape. Rather than text, most training modules use audio and visual elements with characters acting out scenarios of good and bad behavior.
- An opportunity to apply what has been learned using simulated programs, where fake phishing emails are sent out at random times to people in the organization to see how many are tricked into clicking on malicious attachments and links.
- Assessments and quizzes. At the end of each

section of training, the employee answers a few questions to see if they have understood the concepts. Then at the end of the module, they are assessed on their likelihood to follow the principles taught.

Kron recommended that HR departments find ways to automate training assignments and use positive messaging when communicating about such programs. Having leadership reinforce the importance of education and training programs can also improve completion rates and reduce the effort required to ensure people are doing the training. Kron favors the deployment of shorter training sessions more often and with a more targeted and thought-out approach.

“Unlike in the past, different types of training are now being developed to communicate with employees in the form of games, animation, live-action teaching and even season- and episode-formatted shows that look like high-quality television productions,” he said.

In addition, AI components are being introduced to tailor content provided to employees, based on their own specific areas of weakness or the latest threat vectors. Another development is point-of-failure training to provide real-time guidance as to why an action taken by an employee could be dangerous. This helps people better understand the threats they face and the purpose of the policies or security controls they may have inadvertently violated, or the reason for the simulated attacks.

“Security awareness has begun to blend into programs related to physical safety and awareness,” Kron said. “Just like safety campaigns that have been run for decades to warn people of dangers from machinery, chemicals and other physical threats, digital dangers will also be addressed in the same way with signage and coordinated, highly visible campaigns.”

Drew Robb is a freelance writer in Clearwater, Fla., specializing in IT and business.

Reprinted with permission from SHRM.org. © 2023. All rights reserved.

HEAVY-DUTY, NOT HEAVYWEIGHT

Added strength without any added weight.



ProVia metal roofing is constructed of highly durable 26-gauge galvanized steel—up to 30% more than the industry average. It's also 3x lighter than asphalt shingles, so it's easier to work with.

It's the right thing to do.



DOORS | WINDOWS
SIDING | STONE | ROOFING

6 Reasons to
Partner with ProVia
Metal Roofing





HOT AIR & INDUCTION WELDING SAFETY
CERTIFIED SAFE AUTHORIZED USER SAFETY TRAINING PROGRAM


CLASSES FORMING NOW!
Register online at mrca.org



CERTIFIED SAFE







beeline
Specialized Purchasing Brokers

You're buying from **HERE!**

Wouldn't you want to order from **HERE?**

We specialize in purchasing safety supplies directly from the manufacturer. Beeline will assist you, the customers, in this **NEW** ordering process which reduces the middleman and provides a cost savings.

Member Benefits

- No Cost to Join/Participate
- Cost Savings 15-30%
- Free **One-on-One** Consultation

Which side of the **supply chain** do you want to buy from?

Kevin Holden | Managing Partner | Beeline Purchasing LLC | kevin@beelinepurchasing.com | Cell 513-607-5955



MIDWEST ROOFING CONTRACTORS ASSOCIATION

MEMBERS

LEGAL SERVICES PLAN

Call today for your **FREE** monthly 30 minute consultation!

(937) 223-6003

www.amfdayton.com







The Midwest Roofing Contractors Association is partnered with the law firm of Auman, Mahan, and Furry to provide the MRCA membership with this unique service.



Auman, Mahan, and Furry specializes in

- labor and employment law
- wage-hour, prevailing wage
- workers' compensation
- unemployment compensation
- construction law
- government contract disputes
- occupational safety and health
- collective bargaining litigation



The purpose of this service is to provide MRCA members the opportunity to discuss and identify legal problems, and to resolve general questions and concerns quickly through convenient access to specialized and qualified legal counsel. Each MRCA member is entitled to one 30 minute consultation per month.

OSHA HEAT ILLNESS PREVENTION STANDARD



by: Gary W. Auman of Auman, Mahan & Furry

OSHA is ahead of schedule, for a change. While acting Secretary of Labor Su stated about forty-five days ago that OSHA would be issuing a proposed rule for heat illness prevention in October 2024, OSHA released the new standard on July 2, 2024. The indication

is that this proposed rule will become a final rule and that it will be enforceable sixty days after it is published in the Federal Register. That publication has not yet been made. As soon as the proposed rule is published, we will advise our members. As indicated, the standard will become enforceable within sixty days of that publication date however, that time may be extended if challenges to the new standard are filed.

The new proposed standard will be numbered 1910.148. While this is a general industry standard, it will also impact the construction industry as stated in proposed standard 1926.67. Standard 1926.67 states that the requirements for heat illness prevention applicable to construction under that section are identical to the requirements of 29 CFR 1910.148. The proposed rule appears to follow the five steps in the NIOSH Criteria Document.

The Proposed Rule (PR) addresses two trigger points. An initial heat trigger is identified as a heat index of 80°F while a high heat trigger means a heat index of 90°F. The

standard also defines heat index as combining the ambient temperature and humidity. As I have already stated, the standard for the construction industry is the same as the standard for general industry.

All employers with more than ten (10) employees are required to have a Heat Injury and Illness Prevention Plan (HIIPP) in writing. 29 CFR 1919.148 requires that the plan must contain a comprehensive list of the types of work covered by the plan. For construction this includes all field employees, unless they work in an air-conditioned office. In addition, the plan for an employer must include the heat index or the wet bulb temperature it will monitor to comply with the standard.

In addition to the preceding, all employers will have to designate one or more heat safety coordinators to implement and monitor the HIIPP. These individuals will have to be documented in any HIIPP. They must have the authority to ensure compliance with all aspects of the HIIPP. In addition to the preceding, the employer “must seek the input and involvement of non-managerial employees and their representatives, if any, in the development and implementation of the HIIPP.” Both of these requirements have not appeared before now in the enforcement of heat illness protections under the General Duty Clause. You must make the HIIPP readily available at the work site to

Continued on page 29

Continued from page 28

all employees working at the site and the plan must be available in a language each employee, supervisor, and heat safety coordinator understands. As I reviewed these requirements it became apparent that each HIIPP must be site specific.

At least twice in the PR, OSHA states that the employer must identify the heat metric that it will monitor to comply with the identification of heat hazards. The heat metric may be either the heat index or the wet bulb globe temperature. When addressing this in outdoor work, it states that this will be used to determine the appropriate heat trigger. But when the heat metric is discussed with regard to indoor work, the implication is that the heat metric chosen will determine the applicable initial and high heat triggers for purposes of the standard.

Each time you have a heat-related illness or injury that results in death, days away from work, medical treatment beyond first aid, or loss of consciousness, you must review and evaluate the effectiveness of your HIIPP. If none of these occur, you must evaluate it annually.

When engaged in outdoor work, the employer must monitor the heat index with sufficient frequency to determine with reasonable accuracy your employees' exposure to heat. In connection with this, you must monitor heat conditions at outdoor work areas by tracking the local heat index forecasts. I found it interesting that the new standard does not suggest using the OSHA Heat Tool App to perform this task.

For indoor work, the employer must identify each work area where there is a reasonable expectation that employees are or may be exposed to heat at or above the initial heat trigger (80°F). The standard also indicates that for indoor work, this information will need to be updated anytime there is a change in production, processes, equipment, or a substantial increase in outdoor temperature which has the potential to increase the heat exposure indoors.

As with outdoor workers, employers must seek input and involvement of non-managerial employees and their representatives, if any, when evaluating the work site to identify work areas with a reasonable expectation of exposures at or above the initial heat trigger. While the standard does not specifically require documentation, I strongly suggest that you do document (1) when you sought input and involvement from non-managerial employees; (2) who you sought for that input and their response; and (3) if you did not use the input you received, why you did not implement that input.

Next the standard discusses the requirements the employer has under the standard to its employees for both the initial and high heat triggers. When working outdoors, employers are required to monitor the heat conditions at the work site. This can be accomplished by tracking

the National Weather Service (NWS) or other reputable sources. From here, you need to determine the heat index at the site. And, you are expected to monitor the heat index with sufficient frequency to determine with "reasonable accuracy" employees' exposure to heat.

Indoor work areas have much the same requirements. The employer for employees working indoors must identify each work area where there is a "reasonable expectation that employees will be exposed to heat at or above the initial heat trigger." This section also requires the employer to reassess whenever there is a change in production, equipment, controls, or a substantial increase in outdoor temperature, which has the potential to increase heat exposure indoors.

In this standard there is a section which removes the obligation for heat testing under certain conditions. This section states that you, the employer, can assume that the temperature at the work area is at or above both the initial heat and high heat triggers and implement the steps for the high heat trigger without repeating steps to determine the necessary protection for your employees. Basically, it appears that if you assume that your employees are exposed to high heat and you protect them accordingly, you can be excused from all monitoring requirements in the standard. This gives you relief you do not get in other standards, such as working with air contaminants, etc.

The standard sets out several requirements for employers when the measurements are above the initial heat trigger. First, the employer must provide access to potable water for drinking. This is water that is placed in locations readily accessible to employees, suitably cool, and in sufficient quantities to provide at least one quart of drinking water per employee per hour. Also, there is an explanation of the requirement for break areas at outdoor and indoor work areas. For outdoor work areas, the employer must provide areas for employees to take breaks that can accommodate the number of employees on break and which are accessible to the work area and provide artificial shade from a tent or pavilion, (but not from equipment), or air conditioning in an enclosure. For indoor work areas, the employer must provide a means to get increased air movement with fans or comparable natural ventilation. Air conditioning is also an available mechanism. If the employer has radiant heat sources inside the facility, it must take steps to effectively reduce employee exposure to the radiant heat source.

The new standard also addresses acclimatization. It requires that new employees be acclimated by gradual acclimatization, with the employee exposure to heat being restricted to no more than 20% the first day, 40% on the second day, and so forth until fully acclimated. For returning employees, you must reacclimate them by no more than 50% of a normal work shift the first day, 60% the second day

Continued on page 30

SAFETY

Continued from page 29

and 80% on the third day. An exception to this requirement exists if the employer can demonstrate that the employee consistently worked under the same or similar conditions as the employer's working conditions within the prior fourteen days.

Rest breaks “if needed.” This is a significant change from the NIOSH criteria document regarding rest breaks. Under the new standard, the employer must allow and encourage employees to take paid rest breaks, if needed, to prevent overheating. Interpreting the NIOSH Criteria Document, the employer had to make sure the employees all took the rest breaks scheduled for them. Under the new standard, it appears that employees will have more to say about if and when they feel they need to take a rest break.

Finally, you, the employer, must maintain effective communications with your employees in the field. You are “required” to regularly communicate with your employees. Again, be sure you document what you are doing to comply with the standard and to protect your employees. Also, you must document those cases when you feel you can deviate from the protections required by the standard. Because we will now have a standard, you will no longer have all of the flexibility to comply as you did under the General Duty Clause.

Finally, we move on to situations where employees will be working in conditions above the high heat trigger. When the work environment moves into this area, you will have to implement some changes. First, you will be required to provide all employees fifteen-minute rest breaks every two hours. You may count a meal break as a rest break, but you cannot count the time it takes them to don or doff their equipment as a rest break.

When working with a high heat trigger, you must observe your employees for signs and symptoms of heat illness. This will include a mandatory buddy system where workers observe each other, or observation by a supervisor or heat safety coordinator with no more than twenty employees to observe.

Plan Ahead and Be Prepared

Provide training on heat illness to all workers. Have an emergency plan.

Work Safely in Heat

Indoor and outdoor workers are at risk for heat illness.

Heat illness is preventable

- Drink cool water
- Take rest breaks
- Find shade or a cool area
- Wear light-colored, loose-fitting clothing where possible
- Check on each other
- Some equipment can increase your heat exposure

For more information:
1-800-321-OSHA (6742)
TTY 1-877-889-5627
www.osha.gov/heat

Federal law entitles workers to a safe workplace. Workers have the right to speak up about hazards without fear of retaliation. See www.osha.gov/workers for information about how to file a confidential complaint with OSHA and ask for an inspection.
1-800-321-OSHA (6742) | TTY 1-877-889-5627
www.osha.gov/heat

OSHA 3422-07R 2023

For employees working at a worksite alone, you will need to maintain two-way communications with the solo employee and make contact with the employee at least every two hours. Also, before the shift starts if you have determined there is a high heat trigger, you will have to notify your employees of drinking plenty of water, their right to, at their election, take rest breaks if needed, and remind them how to seek help and the procedures to take in a heat emergency.

If you find the indoor worksite is under excessively high heat temperatures (exceeding 120°F) on a regular basis, you will be required to post warning signs, which are legible, visible, and understandable for employees entering the work areas.

There is a long list of steps to take for heat illness and emergency response/planning in the new standard. We will be doing a webinar on these requirements in the near future, and we will get into much more detail on these requirements at that time.

Similarly, there is a long list of topics and materials to be covered in your formal training. Annual refresher training is also a requirement. Also, there is a list of topics you need to discuss as part of your supervisor training. For those who know me, you know that my first focus is protection of employees and secondarily to that is my concern about OSHA compliance and avoiding OSHA citations and fines. So, while I am and will be discussing OSHA compliance, I will also remind you of areas and topics that are important, even though not a part of the standard.



NATIONAL LEADER

OVER 40 YEARS OF EXPERIENCE

SERVICES PROVIDED



Dry-Vac
Wet-Vac



Ballast
Removal



Pneumatic
Ballasting

NATIONWIDE SERVICE

322 Wyndham Way
Piqua, OH 45356



PO Box 616
Pittston, PA, 18640



PO Box 669052
Charlotte, NC, 28266

1 - 8 8 8 - 4 9 3 - 7 6 8 2

www.RKHHydroVac.com



Midwest Roofing
Contractors Association®
7250 Poe Ave. Ste. 410
Dayton, OH 45414
www.mrca.org

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

DWELL ON THE POSSIBLE.

Smog-reducing granules help clean the air of emission pollutants.

Malarkey pioneered the industry's first smog-reducing shingle. *All Malarkey shingles include Smog-Reducing Granules.* By integrating these innovative granules, Malarkey shingles help actively reduce smog air pollution equivalent to planting ~2 trees per roof.

Better performance, and better for the environment –
That's a Malarkey shingle!

WHEN IT MATTERS®



MWR

MIDWEST ROOFER

Midwest Roofing Contractors Association
2024 VOL. 67 No.3

MARCA

MIDWEST ROOFING CONTRACTORS ASSOCIATION
EXPO +
CONFERENCE

Saint Paul

OCTOBER 21-23

IN THIS EDITION

- **BUSINESS: AVOID THESE 7 COSTLY MISTAKES WHEN ATTENDING A TRADE SHOW**
- **YCC: BEST PRACTICES FOR RETAINING THE WORKFORCE IN THE ROOFING INDUSTRY**
- **SAFETY: OSHA HEAT INJURY AND ILLNESS PREVENTION PROPOSED RULE**
- **LEGALLY SPEAKING: FEDERAL TRADE COMMISSION'S NON-COMPETE BAN**

EXTEND YOUR PIPE

**The only Pre-fabricated Vent Pipe Extension
for your short or broken plumbing stacks.**

When adding ISO or LWIC, raise your existing vent pipes up to code height in less than 3 minutes, no clamps or couplings required. Works on cast iron or PVC and guaranteed to never leak!



**Available
in 2, 3,
4 and 5"**



TUBOS™

www.TUBOS.biz 727.504.0633 info@TUBOS.biz

Patent #8,752,344



2024 Vol 67 No 3

Contents
Columns

Presidents Message: Suicide Prevention Month 4
 Business: Avoid These 7 Costly Mistakes When Attending a Trade Show 6-8
 Industry News: GAF Supports Girls Construction Camp in Ohio. 10-11
 YCC: Best Practices for Retaining the Workforce in the Roofing Industry 12-13



CONFERENCE & EXPO INFORMATION

Mobil App 14
 MRCA Foundation Event 15
 Conference & Expo Schedule at a Glance 16-17
 Sponsorship Form 18-19
 Contractor Registration Form 20
 Hotel Information 21
 Full Schedule 22-25
 Sponsors 26
 Yoga Session 27
 Young Contractors Council Event 28
 Free Contractor Passes 29-30

Legally Speaking: Federal Trade Commission's Non-Compete Ban 32
 Safety: OSHA Heat Injury and Illness Prevention Proposed Rule 36-39

Ad Index

Tubos 2
 Hanover Architectural Products. 5
 Ameriprise Financial.. 9
 Triangle Fastener 9
 Roofing Contractor Magazine. 11
 GAF 13
 Auman Mahan + Furry 13
 CertainTeed Corporation 31
 Provia 33
 ACT Metal Deck Supply 34
 Roofers Coffee Shop 34
 RK Hydro-Vac. 35
 Malarkey Roofing Products. 40

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.



Midwest
Roofing
Contractors
Association

2024 MRCA Leadership Directory

Officers/Executive Committee
President
Robert Poutre
 Roof Tech, Inc.

Paul Ramon
 Ramon Roofing, Inc.

Casey Snead
 MRB Contractors

First Vice President
Laurie Moore
 Kreiling Roofing Co

Steep Slope Chair
Brett Tesson
 Tesson Roofing & Exteriors

Second Vice President/Treasurer
Jason Blickenderfer
 Blickenderfer Roofing and Real Estate

Council / Committee Chairs

Advisory Council Chair
Greg Bloom
 Beacon Building Products

Secretary
Chris Daly
 Kaw Roofing & Sheet Metal Inc.

Signatory Contractors Council Chair
Mark Langer
 Langer Roofing

Immediate Past President
Chairman of the Board
Past President's Council Chair
Bill Seibert
 Fisher Roofing of Kearney

T&R Chairman
Randy Adams
 R Adams Roofing, Inc.

Foundation President
Kelly Lea
 MRB Contractors

Editorial Chair
Tracey Donels
 Service First Solutions

Directors

Architectural Sheet Metal Co-Chair
Luke Haines
 Roofmasters Roofing & Sheet Metal Co.

CERTA Taskforce Chair
James Ramser
 Highland Roofing Company, Inc.

Don House
 BL Dalsin Roofing

HAWT Taskforce Chair
Fred Horner
 Advanced Industrial Roofing

Chris Huntington
 AAA Roofing

YCC Chair
Brian Cook
 Dataforma

Michael Katrosh
 Queen City Roofing & Contracting

Women in Roofing Chair
Megan Blickenderfer
 Alpha Roofing Company

Architectural Sheet Metal Co-Chair
Conference & Expo Chair
Daniel Knickelbein
 Langer Roofing & Sheet Metal

Legal Counsel
Gary Auman
 Auman, Mahan & Furry

Miles Maddux
 Versatile Roofing, LLC

Staff

Larry Marshall III
 L. Marshall Roofing & Sheet Metal

Megan Pope
Executive Director & Foundation
 mpope@mrca.org

Mary McNamara
 Cornell Roofing & Sheet Metal Co.

Bob Pope
Associate Director
 bpope@mrca.org

Andrew Meade
 Meade Construction, Inc.

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

Membership & Marketing Chair
Michael Miller
 Rackley Roofing Company, Inc.

Chrystal Beavers
Account Manager
 cbeavers@mrca.org

John Minet
 Diamond Roofing

Business Management Chair
Kevin Petersen
 Carlson Racine Roofing and Sheet Metal, Inc.

Morgan Arwood
Membership Director
 marwood@mrca.org

Safety Chair
Ryan Petrick
 Ridgeworth Roofing Co Inc

Joe Williams
Graphic Designer
 jwilliams@mrca.org

Ian Rammel
 Damschroder Roofing, Inc.

MRCA Headquarters
 7250 Poe Ave. Ste. 410 | Dayton, OH 45414
 Phone: 800.497.6722 | Fax: 937.278.0317
 www.mrca.org

Find us on   

SEPTEMBER IS SUICIDE PREVENTION MONTH



Bob Poutre, MRCA President

Mental health in our industry is a critical issue that has gained increasing attention recently. With September being Suicide Prevention Month, I feel there is no better time than now to touch on this subject for our members.

Our friends at NRCA have addressed the issue recently and sent out a Suicide Prevention Packet for their members to use. It included a Cover Letter, a Fact Sheet, a Toolbox Talk, Hard Hat Stickers and Breakroom Posters to raise awareness of this important issue. They have also announced a Mental Health Webpage that is now on their site.

Roofing work is often physically demanding and can involve long hours, tight deadlines, and high-pressure environments, all of which can contribute to mental health challenges. Here are some key points to consider:

Key Issues

- 1. Stress and Anxiety:** The high-pressure nature of roofing work, combined with safety concerns and job insecurity, can lead to significant stress and anxiety. Workers often face unpredictable schedules and challenging working conditions, which can exacerbate these issues.
- 2. Isolation:** Some roofing workers spend long periods away from their families and social support networks, leading to feelings of isolation and loneliness. This can be especially true for workers on remote sites or those who travel frequently for work.
- 3. Stigma:** There is often a stigma associated with discussing mental health issues in the roofing industry. Workers might fear judgment or repercussions, which can prevent them from seeking help or talking about their struggles.
- 4. Substance Abuse:** The stress and pressure in the industry can sometimes lead to substance abuse as a coping mechanism. This can further complicate mental health issues and impact overall well-being.
- 5. Work-Life Balance:** The demanding nature of roofing work can make it difficult for workers to maintain a healthy work-life balance, contributing to mental health challenges.

Strategies for Improvement

- 1. Mental Health Training:** Providing training for both workers and management on mental health awareness can help reduce stigma and encourage early intervention. Training can also include strategies for managing stress and supporting colleagues.
- 2. Access to Support Services:** Ensuring that workers have access to mental health resources, such as counseling services and employee assistance programs, is crucial. Employers can also provide information on how to access these services and encourage their use.
- 3. Promoting Open Dialogue:** Creating an environment where mental health can be openly discussed without fear of judgment is important. This can involve regular check-ins and fostering a supportive culture.
- 4. Improving Working Conditions:** Addressing factors such as long hours, physical strain, and unsafe working conditions can help reduce stress and improve mental health. Ensuring that workers have adequate breaks and time off is also beneficial.
- 5. Supportive Leadership:** Leaders in the industry can play a key role by modeling healthy behaviors, showing empathy, and creating policies that prioritize mental health. Leadership support can significantly impact the overall culture and acceptance of mental health initiatives.

By addressing these issues and implementing supportive measures, the Roofing Industry can make significant strides in improving mental health and overall well-being for its workers, our most important resource.

Wishing you all the very best,

A handwritten signature in blue ink, appearing to read 'Bob Poutre'. The signature is stylized and somewhat cursive.

Bob Poutre
MRCA President
Roof Tech, Inc.

Hilton Columbus Downtown, Columbus, OH
Guardian® Paver System in Limestone Gray & Charcoal
Tudor® Finish

THE SOLUTION FOR ALL YOUR
ROOFING NEEDS

HANOVER® ROOF & PLAZA PAVERS

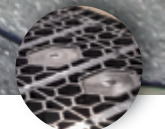
Hanover® Roof & Plaza Pavers provide environmental benefits while creating aesthetically appealing rooftops and plaza gardens. A wide range of paver styles, pedestal systems and high wind solutions are available. And with a library of over 3,800 granite-like colors to choose from, paving possibilities are endless.



GUARDIAN®
PAVER SYSTEM



ELEVATOR® PEDESTAL
SYSTEM



GRIDLOC®
SYSTEM





AVOID THESE 7 COSTLY MISTAKES WHEN ATTENDING A TRADE SHOW



By: Phillip M. Perry

Trade shows offer tremendous opportunities for boosting business profits. Yet attendees must plan for success to avoid returning home with nothing more valuable than some vague impressions. In this article, experts tell how to avoid the most common errors made by trade show participants.

Trade shows are back. In a post-pandemic world, businesspeople are returning to exhibition hall floors to obtain profitable insights only in-person exchanges can provide.

“People feel that the value proposition of a B2B exhibition is very high,” said Nancy Drapeau, VP Research at the Center for Exhibition Industry Research (ceir.org). “They see tremendous value and power in the ability to discuss new products with exhibitors, exchange ideas with colleagues, attend educational sessions and keep pace with industry trends.” Unlike product catalogs on the Internet, said Drapeau, trade shows let attendees touch and feel merchandise while establishing vendor relationships that can put buyers in better negotiating positions.

Attending a trade show can be expensive, however, and not everyone gets the most bang from the buck invested in time and travel. It’s easy to fall into the habit of committing common errors.

Consultants advise avoiding the following common mistakes.

Mistake #1: Ambiguous goals

Don’t attend a show without setting specific goals. “Identify two or three things you really want to accomplish that will impact your bottom line,” said Meridith Elliott Powell, sales and leadership strategist based in Asheville, NC. (meridithelliottpowell.com). “If you succeed in doing those things, the conference will have been a success.”

In general, goals will fall into one of three categories: seeing new products and services, networking with peers, and attending seminars. Perhaps you want to find a better source for a certain category of product. Or maybe assess the quality of a new equipment line by requesting a demonstration. Is there a certain seminar about a topic of critical importance that you must attend? Finally, you may want to set a goal of meeting with specific colleagues to brainstorm solutions to an

industry problem.

Bonus tip: Not everyone can attend the show. Ask colleagues if they need you to track down some information.

Mistake #2: Undeveloped strategies

Having specific goals is one thing. Pulling them off is another. Given the limited time available at a show, it's wise to apportion your hours with goal completion in mind.

Very often reaching a goal means touching base effectively with a key exhibitor. "It's too easy to aimlessly walk from one vendor to another and get sucked into conversations about products or services that take you off focus about what will really help your business," said Powell. "Devote your time to those vendors who are most important to your specific goals."

Make appointments with people who can help you reach your goals. Offer to speak with them in a quiet spot away from their booths. Maybe the show has a relaxation area with chairs and water. Or you might meet an important colleague at a nearby restaurant for lunch.

Bonus tip: Schedule meetings with critical vendors early in the morning before the day gets hectic, when they won't mind leaving their booths for a coffee and donut.

Mistake #3: Undisciplined time management

You want to see the right vendors in a timely fashion, so you don't run out of time before your essential work is done. And that requires careful planning. "Rather than wandering around aimlessly, approach the show floor strategically," said Orvel Ray Wilson, a speaker and coach on trade shows (GuerrillaGroup.com). "Use a yellow highlighter or red sharpie to circle the A hit list -- those exhibitors you really need to see. Then connect the dots to their booths and prioritize the visits. After that, mark the locations of the B Hit List, your second tier of vendors."

Avoid getting hijacked by interesting displays that are irrelevant to your work, he adds. "Knowing who you're going to skip is as important as who you're going to see."

And take some time off. Sure, you are a go-getter and are excited about the show's possibilities. But pacing is important. "You need downtime,"

said Powell. "If you spend four hours at seminars and four hours at the exhibitor hall and then go out to dinner with people, you're going to be so exhausted none of it is going to take hold."

Bonus tip: If you miss someone you want to see at a booth, leave your business card with a note on when you will try again.

Mistake #4: Ineffectual booth conversations

To avoid wasting time when you enter an exhibition booth, control the conversation. To do so you need to know what you need to discuss in advance, and then steer the conversation immediately in that direction .

"Avoid open-ended questions such as 'what's new?' that invite the exhibitor to ramble on, wasting your time," said Peter LoCascio, a Salem, Oregon,-based consultant (tradeshowconsultants.com). "Try an opener like this: 'My name is Jane Walter from the XYZ Company. I am making a business decision to buy a [product]. Why should I consider your model over the one from your competitor?'"

Another approach is to ask, "Who's your best expert on [subject]?" Or "We've had problems with your customer service. Who here has the authority to fix that for me?"

Not every booth staffer is at the same level of product expertise. If there is no one available to answer your question, obtain the name and contact information for someone who can. Sometimes that will require making a phone call after the show is over. That can be a prudent step in any case. "Exhibitors often fail to follow up trade show leads in a timely fashion," says LoCascio. Obtaining the name and number of a person in your territory can help you perform your own follow-up to learn more about a product or service."

Bonus tip: Ask yourself "What is the biggest problem I have in my business?" Ask exhibitors for solutions.

Mistake # 5: Unstructured note taking

Trade shows tend to create a state of information overload. "You are going to forget a lot of what you see," said Chance Castellucio, Executive VP of Sales at PromoLeaf, a promotional products company (promoleaf.com). "There are so many presentations that things can get jumbled in your memory. One solution to the problem is to take

pictures that capture the essential information in each booth, including the company name and the relevant product or service. These images will prove helpful later when you return home.”

It’s also wise to take careful notes regarding follow-ups. Whom did you talk to? What did they promise to do or send? Later you can monitor whether you received what they promised, or whether a phone call is appropriate.

Bonus tip: Record important booth conversations on your smart phone or portable device, then have the recording transcribed back home.

Mistake #6: Unproductive networking

Networking is vital to success. Many people though, fail to understand that it is a skill like any other. Trade show experts advise taking the time to practice in advance until you know exactly what you will do in a variety of common situations. Chance suggests rehearsing your approach in three areas: How you first address an individual, what you say during the ensuing conversation, and how you disengage gracefully to move down the aisle. Nailing this routine will give you the self confidence to approach others quickly, easily and productively.

Bonus tip: Set specific follow-up times with vendors and colleagues who are especially important to your business. Let them know you will call them at a certain time.

Mistake #7: Haphazard seminar selections

Seminars can be essential components of a successful trade show event. Attending too many, or going to ones that are less important, can waste valuable time that could be spent interacting with vendors and colleagues.

“Sit down ahead of time and ask, ‘which seminars relate to the three goals I have established for this show?’” said Powell. Rather than attend a questionable presentation, check to see whether it will be recorded for later viewing on social media or a website.

Bonus tip: Introduce yourself to seminar speakers after their presentations, thanking them and exchanging business cards. Such contacts can be valuable later when you have questions only they can answer.

Conclusion

Follow the tips from these experts and you will have a much greater chance of making a trade show pay off. Mental preparation is key. “Too often we let trade shows happen to us, rather than plotting out how we are going to get the best return from them,” said Powell. “Trade shows are important tools for advancing an organization, but it takes a good strategy to make it all happen. Set a goal, make a plan, return home, and implement.”

CHECKLIST FOR A SUCCESSFUL SHOW

Will you get the most profitable return you can from your investment attending a trade show? Give yourself 10 points for each “Yes” answer to these questions. Then total your points to see how prepared you are for your next show.

1. Have you set three specific goals for the show?
2. Have you decided on the one major business problem for which you will pursue a solution?
3. Have you outlined detailed strategies to reach your three goals?
4. Have you identified a quiet spot for business discussions with important contacts?
5. Have you outlined a walking pattern that maximizes your time?
6. Have you practiced how to control the conversation when you enter a booth?
7. Have you established a system of effective note taking?
8. Have you rehearsed productive conversational tactics for use when you meet, engage and disengage with people?
9. Have you marked seminars worth attending?
10. Have you asked colleagues what information you can obtain for them?

What’s your score? Over 80: Success! You are ready for your show. Between 60 and 80: Time to fine tune your planning skills. Below 60: It’s a good idea to re-gear by instituting ideas from the accompanying story.



Tracy L. Edwards, CFP®, APMA®

Financial Advisor

CERTIFIED FINANCIAL PLANNER™ practitioner

Platinum Financial Solutions

A financial advisory practice of
Ameriprise Financial Services, LLC

620.343.7937

702 Commercial St, Suite 1B, Emporia, KS 66801

tracy.l.edwards@ampf.com

ameripriseadvisors.com/tracy.l.edwards

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with plaque design) in the U.S.
Ameriprise Financial Services, LLC. Member FINRA and SIPC.



These are no ordinary post frame screws

PANEL-TITE BURR BUSTER

- Low-angle thread help from over-driving the washer and increases resistance to back-out
- Saw tooth thread reduce tapping torque
- Patented BURR-BUSTER® Point reduces burrs caused during piercing of the steel

Call for free samples!

Checkout the performance versus ordinary screws!

TFC
TRIANGLE FASTENER CORPORATION
www.trianglefastener.com
800.486.1832

We make connections better!



GAF SUPPORTS FREE THIRD ANNUAL GIRLS' CONSTRUCTION CAMP IN NORTHEAST OHIO

CAMP TEACHES PRACTICAL SKILLS IN BUILDING TRADES

By: Roofing Contractor Staff

The Let's Build Construction Camp (LBCC) for Girls returned to the Mahoning County Career and Technical Center for its third year this summer. This free, week-long day camp for girls ages 12-17 teaches practical skills in the building trades through hands-on projects, field trips, games, live workshops, and interactive discussions.

With support from local unions, trade organizations, and national and Northeast Ohio businesses in the construction, design and manufacturing industries, campers learn from professionals about careers in the trades, manufacturing, building science, and more.

Roofing manufacturer GAF donated shingles for the camp's roofing workshop. This donation was part of GAF's social impact initiative, GAF Community Matters, which is focused on making a positive difference for neighbors and community partners by leveraging roofing expertise, resources and products to help build resilient communities.

As part of the collaboration between GAF and LBCC, instructors from GAF Roofing Academy, a free national training program that teaches the

basics of roofing, were on hand to teach campers how to install roofing materials. These volunteers are also part of Women Inspiring Sustained Equality, a GAF employee resource group driven by employees from across the country committed to empowering, inspiring and collectively supporting women to achieve and advance in their careers.

"As roofing professionals, we have a responsibility to positively impact the industry as a whole, especially when it comes to diversifying the workforce. We are proud to donate the materials needed to make this camp a success and continue to encourage young women to become leaders in traditionally male-dominated careers," said Kimberly Santiago-Vega, Roofing Academy program manager at GAF, in a written statement.

LBCC empowers participants with a sense of purpose and confidence in otherwise unfamiliar job areas with the ultimate goal of increasing the percentage of women in the construction industry.

"This hands-on experience not only boosts their confidence in their own abilities, but also gives them a taste of potential professions for when they're ready to begin making career decisions,"

says Shelly Higgins, architectural & national accounts director for S-5! Metal Roof Innovations and managing trustee for LBCC INC. “By introducing these young women to the construction and roofing industries, we hope to inspire a new generation to consider the trades a viable and rewarding career option.”

This article originally ran in Roofing Contractor magazine and has been reprinted with permission. Visit roofingcontractor.com for complete coverage of news, products, manufacturers, suppliers and companies that keep America sheltered. Remember, walls without a roof are just fences.



MRCA
HOT AIR & INDUCTION WELDING SAFETY
CERTIFIED SAFE AUTHORIZED USER SAFETY TRAINING PROGRAM

CLASSES FORMING NOW!
Register online at mrca.org

POWERED BY KOHLER

MRCA | CERTIFIED SAFE
 CERTIFIED ROOFING TOUCH APPLICATOR | SHARP SAFETY & HEALTH AGENCIES FOR ROOFING PROFESSIONALS | HOT AIR & INDUCTION WELDING SAFETY

SUBSCRIBE TODAY TO ROOFING CONTRACTOR

CONTENT IS KING
Don't miss any of our GREAT CONTENT!

- eMagazine
- eNewsletter
- Podcasts
- Webinars
- LinkedIn, Twitter, Facebook

RoofingContractor.com



BEST PRACTICES FOR RETAINING THE WORKFORCE IN THE ROOFING INDUSTRY



Ian Rammel, Damschroder Roofing Inc.

The roofing industry is a critical segment of the construction sector, responsible for the safety and integrity of buildings. However, this industry often faces challenges related to workforce retention, including high turnover rates, a scarcity of skilled labor,

and the physically demanding nature of the job. To navigate these challenges effectively, roofing companies must adopt best practices that promote employee satisfaction, loyalty, and professional growth. Here are key strategies for retaining talent in the roofing industry.

1. Training and Development Opportunities

Investing in employee development is vital in the roofing industry. Companies should provide ongoing training and certification programs to equip workers with the latest skills and techniques relevant to roofing. This investment not only enhances productivity but also signals to employees that their growth and career advancement are important. Apprenticeship programs can also attract new talent eager to learn the trade.

2. Promoting a Safe Work Environment

Given the inherent risks associated with roofing work, safety must be a top priority. Employers must comply with OSHA regulations and implement stringent safety protocols. Regular safety drills, thorough training on equipment use,

and maintaining a safe work environment can significantly reduce accidents and instill a sense of security among employees. A strong safety culture fosters trust and job satisfaction.

3. Building a Positive Company Culture

A supportive and positive workplace culture is essential for retaining talent in the roofing industry. Companies should focus on fostering a high-performing culture that values teamwork, open communication, and respect. Recognizing achievements—be they large or small—can strengthen team cohesion. Regular feedback sessions allow employees to feel more integrated into the company and valued in their contributions.

4. Employee Recognition Programs

Recognizing and rewarding employees for their hard work and accomplishments is crucial for retention. Implementing programs that celebrate milestones, such as tenure or outstanding performance, can inspire workers to stay. Simple gestures like employee of the month awards, public shoutouts in meetings, or small bonuses can significantly impact morale.

5. Opportunities for Advancement

Establishing clear pathways for career progression is essential for retaining employees in the roofing industry. Workers who start in entry-level positions should have

Continued on page 13

Continued from page 12

opportunities to advance to supervisory or managerial roles. Providing guidance on career trajectories boosts morale and encourages employees to envision a long-term future with the company.

6. Seek Employee Feedback

Regularly soliciting feedback from employees helps identify areas for improvement within the organization. This can be done through surveys, suggestion boxes, or individual discussions. Employees who feel their opinions are valued are more likely to remain engaged and committed. Taking action based on received feedback demonstrates that the company is attentive to the workforce's needs.

Conclusion

Retaining talent in the roofing industry requires a comprehensive approach that addresses employee needs and fosters a positive work environment. By prioritizing training opportunities, safety, company culture, and effective communication, roofing companies can cultivate a dedicated and skilled workforce that contributes to long-term success. With these best practices in place, employers can create a sustainable business model marked by the dedication and satisfaction of their employees.

Experienced Counsel and Determined Professionals

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

**Auman
Mahan + Furry**
ATTORNEYS

937-223-6003

amfd Dayton.com

Attorneys You Can Rely On for Effective Representation

*Gary W. Auman
Richard L. Carr, Jr.
Donald B. Rineer
Amy C. Mitchell
Douglas S. Jenks
Abigail K. White
David M. Rickert
Lindsey Deck
Jon L. Sutermeister
Lucas A. Strakowski*

GAF Commercial

Our new Polyiso plant is shipping now



Great news for GAF Midwest customers! We're now shipping EnergyGuard™ Polyiso insulation from our newest plant in Peru, Illinois, expanding availability and service to our valued customers in the region.

gaf.com/commercial

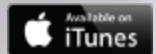
We protect what matters most™

GAF

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

INTRODUCING THE 2024 CONFERENCE & EXPO APP



DOWNLOAD
EVENTS
SEARCH "MRCA"
WITHIN THE APP

POWERED BY

GAF

MRCA FOUNDATION PRESENTS

12TH ANNUAL



TUESDAY
22ND OCT

DRESS CODE
BLACK & WHITE

THE

BLACK
AND WHITE
BALL



RECEPTION & AUCTION

sponsored by



BEACON

GAF



SOPREMA



PERFORMANCE
ROOF SYSTEMS
A SOPREMA GROUP COMPANY

FREE TO ALL REGISTERED ATTENDEES & EXHIBITORS

★ SILENT AUCTION 5PM-8PM ★ LIVE AUCTION 6:45PM

INTERCONTINENTAL SAINT PAUL RIVERFRONT HOTEL GREAT RIVER BALLROOM



To Benefit the Educational Programs, Industry Research, and Academic Scholarships for MRCA Members and their Families

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

MRCA *Schedule* AT A GLANCE

MONDAY, OCTOBER 21ST

7:30 AM - 3:00 PM Registration (**ROTUNDA**)

7:30 AM - 3:00 PM Exhibitor Set-Up (**EXHIBIT HALL A**)

MORNING YOGA SESSION (Separate Registration Required)

9:00 AM – 10:30 AM Women in Roofing (WinR) Sponsored Yoga Session ([Intercontinental Hotel – KELLOGG ROOM](#))

MRCA BOARD MEETING (Closed Meeting)

10:00 AM – 12:00 PM MRCA Board Meeting & New Director Orientation (**ROOM 9**)

1:00 PM – 2:00 PM Educational Breakout Sessions

BUSINESS DEVELOPMENT EDUCATION (**ROOM 10-12**)

Practice to be Prepared: The Customer's Emergencies are Your Emergencies - Tracey Donels - Service First Solutions

GENERAL EDUCATION (**ROOM 13-15**)

Architectural Sheet Metal Best Practices: A Panel Discussion

Moderator: Luke Haines - Roofmasters Roofing & Sheet Metal

Management: Dylan Wiesner - Roofmasters Roofing & Sheet Metal

Manufacturer: Charlie Smith - McElroy Metal

Estimator: James P. Fleming - Langer Roofing & Sheet Metal

Field: Joe Huntington - AAA Roofing Co.

TECHNICAL & SAFETY EDUCATION (**BALLROOM D**)

Roof Deck Integrity Study Results - Richard Kristie and Heidi Mase - Wiss, Janney, Elstner Associates, Inc.

2:00 PM – 2:15 PM BREAK

2:15 PM – 3:15 PM Educational Breakout Sessions

BUSINESS DEVELOPMENT EDUCATION (**ROOM 10-12**)

4 Predictable Ways Roofing Contractors Grow Their Business without Debt - Scott Beebe – Business On Purpose

GENERAL EDUCATION (**ROOM 13-15**)

Enhancing Your Leadership Skills: A Journey of Self-Reflection and Intentional Living

Larry Stock - Queen City Roofing and Sheet Metal

TECHNICAL & SAFETY EDUCATION (**BALLROOM D**)

Safety Implications for Subcontractors - Gary Auman – Auman, Mahan, & Furry

4:30 PM – 7:00 PM Past President's Dinner (By Invitation) (KINCAID'S FISH, CHOPS & STEAKS)

NEW MEMBER / FIRST TIMER RECEPTION

([Intercontinental Hotel - GREAT RIVER BALLROOM FOYER](#))

Hosted by MRCA Women in Roofing (WinR)

7:00 PM – 7:30 PM

YOUNG CONTRACTORS COUNCIL (YCC) FUNDRAISER WELCOME PARTY

([Intercontinental Hotel - GREAT RIVER BALLROOM](#))

7:30 PM – 10:00 PM TIMBER BASH! CASINO NIGHT (Separate Registration Fee)

Schedule AT A GLANCE

TUESDAY, OCTOBER 22ND

8:00 AM - 4:00 PM Registration (**ROTUNDA**)

8:00 AM - 10:00 AM Breakfast (**EDUCATION ROOMS FOYER**)

8:00 AM - 11:00 AM Exhibitor Set-Up (**EXHIBIT HALL A**)

8:30 AM - 9:30 AM Educational Breakout Sessions

BUSINESS MANAGEMENT EDUCATION (ROOM 10-12)

4 Blind Spots Preventing Roofing Contractors from Retaining Talent and Growing Profit
Scott Beebe - Business On Purpose

GENERAL EDUCATION (ROOM 13-15)

Attic Ventilation: Ask the Expert - Paul Scelsi, Air Vent, Inc.

TECHNICAL EDUCATION (BALLROOM D)

NRCA Low Slope Update on Roofing Industry Technical Issues - Mark Graham - NRCA Vice President of Technical Services

9:30 AM - 9:40 AM BREAK

9:40 AM - 10:40 AM Educational Breakout Sessions

BUSINESS DEVELOPMENT EDUCATION (ROOM 10-12)

Succession Planning: It's Not Just For Retirees - Larry Stock

GENERAL EDUCATION (ROOM 13-15)

Give Your Employee C.R.A.P.: The Success Formula for Building Loyalty - Jeff Kortez - Human Asset Management LLC

TECHNICAL & SAFETY EDUCATION (BALLROOM D)

Safety Matters - Gary Auman - Auman, Mahan, & Furry

10:40 AM - 10:50 AM BREAK

MEMBERSHIP MEETING & KEYNOTE PRESENTATION (BALLROOM D)

10:50 AM - 12:20 PM **Keynote "Fighting Back" with former Pittsburgh Steeler Rocky Bleier**

12:30 PM - 4:00 PM EXPO OPEN (**EXHIBIT HALL A**)

2:30 PM - 4:00 PM Signatory Contractors Roundtable Discussion (**ROOM 9**)

John Quarnstrom, CEO of the Sheet Metal and Roofing Contractors Association, St. Paul Minnesota
Valerie Pope, MRCA Signatory Contractors Council Staff and Director of Labor Relations

MRCA RECEPTION & FOUNDATION AUCTION BLACK & WHITE BALL

(Intercontinental Hotel - GREAT RIVER BALLROOM)

5:00 PM - 8:00 PM SILENT AUCTION

6:45 PM LIVE AUCTION

WEDNESDAY, OCTOBER 23RD

8:00 AM - 12:00 PM Registration (**ROTUNDA**)

8:00 AM - 12:00 PM EXPO OPEN, Breakfast ON Expo Floor (**EXHIBIT HALL A**)

#MRCA2024

MRCA 2024 CONFERENCE & EXPO SPONSORSHIP OPPORTUNITIES

GENERAL SPONSORSHIPS

Conference Mobile App & Registration Kiosk Sponsor (\$10,000) (Exclusive Sponsorship - 1 Available)



Exclusive Mobile App Sponsorship (w/ right of 1st refusal in 2025)
Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition on signage near Educational Session rooms
Logo recognition in Sponsor Section of the Conference Brochure
Full Page Ad in MR Magazine created by MRCA to promote Conference App and Sponsor (Aug., Oct.)
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support
Back Cover Ad in the 2024 Program Book

Keynote Speaker Sponsor (\$5,000) (2 Available)



Optional 2-3 minute presentation prior to the Keynote Speaker
Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition on signage in Session Room
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support
Full page full color ad in onsite program book



Conference Logoed Tote Bag Sponsor (\$3,500) (Exclusive Sponsorship - 1 Available)



Logo printed on all Attendee Bags received at Registration
Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support

Contractor Lanyard Sponsor (\$3,500) (Exclusive Sponsorship - 1 Available)



Logo printed on all Contractor Attendee Name Badge Lanyards
Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support



Attendee Breakfast Sponsor (\$1,500)



Logo recognition on signage near Breakfast Buffet (2 Days)
Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference



Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support



MRCA FOUNDATION AUCTION SPONSORSHIPS

Foundation Auction Entertainment Sponsor (\$500)



Logo recognition on signage in Session Room
Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support



Foundation Auction Food / Bar Sponsor (\$1,000)



Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition on signage at Reception
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support
Full page full color ad in onsite program book



EXPO FLOOR SPONSORSHIPS

MRCA Booth Digital Lounge / Charging Station Sponsor (\$2,500) (2 Available)

Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition on signage in the Digital Lounge
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support
Half page full color ad in onsite program book



Tradeshow Floor Food or Beverage Sponsor (\$1000 each)

Logo recognition on signage near Food or Beverage Station
Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support

CERTA/HAWT Training Break Sponsor (\$750)

Logo recognition on signage in VIP Suite
Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support

MRCA WOMEN IN ROOFING SPONSORSHIPS

MRCA New Member / 1st Time Attendee Reception Sponsor (\$500) Hosted by MRCA Women in Roofing (WinR)



Logo recognition on signage in Reception Area
Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support



MRCA YOUNG CONTRACTORS SPONSORSHIPS

YCC Welcome Party Casino Game Sponsor (\$5500) (Exclusive Sponsorship - 1 Available)



Logo recognition on signage at YCC Event Location
Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition in Sponsor Section of the Conference Brochure
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Logo recognition on MRCA Facebook Page
Sponsorship ribbon to alert attendees of your support


YCC Welcome Party Poker Chip Sponsor (\$3000) (Exclusive Sponsorship - 1 Available)










Logo recognition on signage in Registration area
Logo recognition on signage at Expo Entrance
Logo recognition on Poker Chip used in promo mailing
Logo recognition on e-mail blasts sent promoting the conference
Logo recognition on the MRCA website
Sponsorship ribbon to alert attendees of your support

YCC SPONSORSHIPS CONTINUED

YCC Welcome Party Bar Sponsor (\$2,500)
 Logo recognition on signage at YCC Event Location
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

YCC Welcome Party Food Sponsor (\$2,500)
 Logo recognition on signage at YCC Event Location
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

YCC Welcome Party Prize Sponsor (\$500)
 Logo recognition on signage at YCC Event Location
 Logo recognition on signage in Registration area
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on e-mail blasts sent promoting the conference
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support

YCC Community Service Project Material Sponsor (\$500)
 Logo recognition on signage At Service Project
 Logo recognition on signage at Expo Entrance
 Logo recognition in Sponsor Section of the Conference Brochure
 Logo recognition on the MRCA website
 Logo recognition on MRCA Facebook Page
 Sponsorship ribbon to alert attendees of your support


PROGRAM BOOK SPONSORSHIPS

___ **Full Page Color Ad in On-Site Conference Program Book (\$825)**
 Run of Program, 7.5 x 10", high resolution .pdf



___ **1/2 Page Color Ad in On-Site Conference Program Book (\$675)**
 Run of Program, 7.5 x 4.875" or 3.625 x 10", high resolution .pdf

___ **1/4 Page Color Ad in On-Site Conference Program Book (\$575)**
 Run of Program, 7.5 x 2.25" or 3.625 x 4.875", high resolution .pdf

Company _____ Contact _____

Address _____ City _____ ST _____ ZIP _____

Phone _____ Email _____

Credit Card # _____ Exp. Date _____ CVV: _____ Bill Zip Code _____

Email completed form to: rpinkus@mrca.org

Or mail to: Midwest Roofing Contractors Association

7250 Poe Ave. Suite 410

Dayton, Ohio 45414

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



MRCA 74TH ANNUAL CONFERENCE & EXPO

October 21-23, 2024
Saint Paul, Minnesota

CONTRACTOR REGISTRATION FORM

This registration form is for use by **Contractors, Builders, Consultants, Specifiers, Code Officials, Engineers, Architects, and Insurance Agents**
Online registration available at www.mrca.org

Company Name _____

Attendee Badge Name #1 _____ Unique Email (required) _____

Attendee Badge Name #2 _____ Unique Email (required) _____

Attendee Badge Name #3 _____ Unique Email (required) _____

Company Address _____

City _____ State _____ Zip _____ Work Phone _____

FULL Registrations: 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* \$150 x _____ attendees = \$ _____

Non-Member Individual Full Registration \$550

Additional Non-Member Full Registration* \$400 x _____ attendees = \$ _____

(Note: "Join and Register" is a better value if registering more than 1 person)

*Discount for "Additional" is available only if registrants are from the same company. Also available to spouses or guests of attendees.

Join and Register Option for All Contractors:
Become an MRCA Member today and receive Silver Level Membership through 12/31/2024 and 1 complimentary FULL registration!

Join MRCA and Register \$795

Additional New MRCA Member Registration* \$150 x _____ attendees = \$ _____

1-Day Registrations: Includes 1 day of General Educational Sessions and Access to the Exhibit Hall on Tuesday. (Excludes activities requiring **separate registration fees** below in **Section B**.) Check the day you will attend:

1-Day Member Individual Registration \$175 Monday \$175 Tuesday

1-Day Non-Member Individual Registration \$275 Monday \$275 Tuesday

Selected rate \$ _____ x _____ attendees = \$ _____

EXPO ONLY Registrations:
This option is for **Contractors, Builders, Consultants, Specifiers, Code Officials, Engineers, Architects, and Insurance Agents ONLY:** FREE

Non-Exhibiting MFRS, SUPPLIERS and REPS: \$675 per person

SUBTOTAL BOX A: \$ _____

Activities Requiring Separate Registration Fee:
All registrations below can be stand-alone registrations

Young Contractors Council (YCC) Fundraiser Welcome Party
Themed Casino Night benefitting the MRCA Foundation: Monday, Oct. 21st 7:30-10:00pm
 \$50 per person (this registration fee goes directly to the MRCA Foundation)

Morning Yoga Session hosted by MRCA WinR
Includes Yoga Mat: Monday, Oct. 21st at 9:00 am at the Intercontinental Hotel
 FREE (Registration is required)

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 AmEx Discover

Card # _____

Exp. Date _____ Billing Zip Code _____ CSV # _____

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 10/01/2024. All refunds will be processed after the conference.

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

Registration INFORMATION

SHOW LOCATION AND HOTEL

The 74th Annual MRCA Conference and Expo will be held at Saint Paul RiverCentre and the Intercontinental Saint Paul Riverfront Hotel just down the street.

Saint Paul RiverCentre

175 Kellogg Blvd West.
St Paul, MN 55102
www.rivercentre.org

CONVENTION CENTER PARKING:

www.rivercentre.org/exhibit/parking-transportation

InterContinental Saint Paul Riverfront Hotel

11 East Kellogg Blvd.
Saint Paul, MN 55101
www.hilton.com/en/hotels/omacvhh-hilton-omaha

Hotel Room Reservations can be made securely online:
<https://book.passkey.com/e/50479983>

OR by dialing: 651-292-1900 and identifying themselves as participants of the "2024 MRCA Conference & Expo". Reservations must be guaranteed with a major credit card equal to one night's room and tax. Cancellations must be made 72 hours prior to arrival in order to avoid being charged and by calling the hotel directly at **800-424-6835** and obtaining a cancellation number.

Room Rate: \$159.00 + taxes (14.875%) per night.

Check-In: 3:00 PM Check-Out: 11:00 AM

Room Block Cut-Off Date: Friday, September 27, 2024.

Basic wireless internet is complimentary for all registered Hilton Honors Members.

Parking

Valet parking only
Visit www.mrca.org for full parking details and maps.

Airports

Minneapolis-St.Paul International Arpt (MSP)
St. Paul Downtown Holman Field (STP)

CONFERENCE REGISTRATION

MRCA Member Companies pay \$350 for the first registration and \$150 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.

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 \$675 per person.

Two Easy Ways to Register

Online: www.mrca.org

Phone: 800.497.6722

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.

#MRCA2024

Educational SESSIONS

MONDAY, OCTOBER 21ST

7:30 am–3:00 pm Registration (ROTUNDA)

7:30 am–3:00 pm Exhibitor Set-up (EXHIBIT HALL A)

MORNING YOGA SESSION

Women in Roofing (WinR) Sponsored Yoga Session

9:00 am–10:30 am (Intercontinental Hotel – KELLOGG ROOM)



Join the Women in Roofing Committee and kick off conference with a relaxing yoga session with Instructor, Rachel Garcia. Participants will be guided through a session designed for the beginner and intermediate yogi alike and everyone will go home with their very own yoga mat!

MRCA BOARD MEETING (Closed Meeting)

10:00 am–12:00 pm (ROOM 9)

MRCA Board Meeting & New Director Orientation

BUSINESS DEVELOPMENT EDUCATION

Practice to be Prepared: The Customer's Emergencies are Your Emergencies

1:00 pm–2:00 pm ROOM 10-12



Speaker: Tracey Donels - Service First Solutions

The success of your service department hangs on your ability to provide amazing customer service. Providing amazing customer service is easier when you have a team of staff members trained specifically to handle the unpredictable situations faced when helping customers with their emergencies. Just like firefighters are primarily responsible for responding to emergency situations, service department staff must respond to the customer with a similar alertness while maintaining a professional demeanor. Tracey will identify the characteristics of the staff necessary to create a customer-centric culture and explain how to train simple, repeatable processes that will organically yield greater brand trust and loyalty among customers. Like firefighters, your service department must work as a team to resolve the customer's emergency and maximize the company's goals. He will address how strategically placed staff members in your service department must be educated in both their roles and the roles of their teammates to allow for seamless communication. Similar to how controlled burns are used to train firefighters, you must train your service department with routine procedures. Finally, Tracey will review how to maximize the time of your staff between emergencies. Like firefighters, your service department has downtime, but in those moments your team cannot be committed elsewhere; otherwise, there will be no one prepared when a customer's emergency arises.

GENERAL EDUCATION

Architectural Sheet Metal Best Practices: A Panel Discussion

1:00 pm–2:00 pm ROOM 13-15

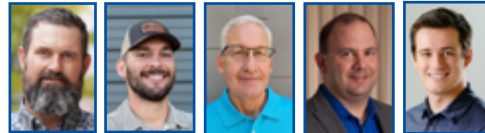
Moderator: Luke Haines - Roofmasters Roofing & Sheet Metal

Management: Dylan Wiesner - Roofmasters Roofing & Sheet Metal

Manufacturer: Charlie Smith - McElroy Metal

Estimator: James P. Fleming - Langer Roofing & Sheet Metal

Field: Joe Huntington - AAA Roofing Co



Please join our panel of professionals as they share their expertise regarding estimating,

measuring, ordering, fabricating, transporting and installing architectural sheet metal. This interactive seminar will encourage attendee participants to share their successes and even their not-so-successful experiences for a collaborative learning experience.

TECHNICAL EDUCATION

Roof Deck Integrity Study Results

1:00 pm–2:00 pm BALLROOM D



Speaker: Richard Kristie and Heidi Mase - Wiss, Janney, Elstner Associates, Inc.

The MRCA Research and Testing Program for 2024 focused on oriented strand board (OSB) roof sheathing and asphalt shingles. The purpose was to help answer questions related to multiple asphalt shingle roof replacements on the same structure(s) and how diminishment in structural performance of the OSB sheathing may impact asphalt shingle roofing replacement considerations and installation practice(s). The objective of the research and testing program was to identify and compare structural changes in sheathing substrate conditions and extent of strength loss in 1/2-inch (15/32) and 5/8-inch (19/32) OSB sheathing resulting from multiple roof replacements as measured by fastener withdrawal and concentrated load strength testing.

2:00 pm – 2:15 pm BREAK

BUSINESS DEVELOPMENT EDUCATION

4 Predictable Ways Roofing Contractors Grow Their Business without Debt



2:15 pm – 3:15 pm ROOM 10-12

Speaker: Scott Beebe – Business On Purpose
In this mindset-shifting talk, Scott Beebe, CEPA, the founder of Business on Purpose will walk you through the difference between a "lifestyle business" and a "value creation" business that allows you to unlock the purpose, people, process,

Educational SESSIONS

and profit of your business while living with real impact and purpose today and tomorrow. This talk will catapult you from feeling like your business is a burden and chore and reframe your business into a massive asset that allows for significant value for you, your family, and many others. You will leave feeling hopeful about the business you already have instead of dreading what you are afraid your business has become.

GENERAL EDUCATION

Enhancing Your Leadership Skills: A Journey of Self-Reflection and Intentional Living

2:15 pm – 3:15 pm Room 13-15



Speaker: Larry Stock - Queen City Roofing and Sheet Metal

Have you ever wondered what it's like to be on the receiving end of your leadership? Leaders are perpetual learners, and the most challenging person to lead is often oneself. This session will delve into the importance of self-reflection and understanding our own tendencies and their impacts. Discover strategies to become more present and productive, even when time feels scarce. Learn how living intentionally, rather than accidentally, can yield significant personal and professional benefits.

Larry is a former MRCA board member who recently sold his roofing company that he had owned and worked for 45 years. He is now enjoying providing leadership development and team productivity improvement training to others.

TECHNICAL & SAFETY EDUCATION

Hail Impact and Granule Surfaced Modified Bitumen Study Findings

2:15 pm – 3:15 pm BALLROOM D



Speaker: Gary Auman – Auman, Mahan, & Furry

Join MRCA Legal Counsel, Gary Auman, for an essential educational session tailored for roofing contractors. This session will delve into the critical considerations and safety responsibilities involved when hiring subcontractors. Attendees will gain valuable insights into managing safety liabilities, ensuring compliance with industry standards, and implementing best practices to protect their workforce and business. Don't miss this opportunity to learn how to keep an "arms-length" relationship with your subcontractors and what obligations you may have with them.

4:30 pm – 7:00 pm Past President's Dinner
(By Invitation) KINCAID'S FISH, CHOPS & STEAKS

NEW MEMBER / FIRST TIMER RECEPTION

7:00 pm – 7:30 pm Intercontinental Hotel - GREAT RIVER BALLROOM FOYER



Hosted by: MRCA Women in Roofing (WinR).

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 2024 Annual Meeting, and a sneak peek at what is to come in 2025.

YCC FUNDRAISER WELCOME PARTY TIMBER BASH! CASINO NIGHT

(Separate Registration Fee)

7:30 pm – 10:00 pm Intercontinental Hotel - GREAT RIVER BALLROOM

Hosted by: YOUNG CONTRACTORS COUNCIL

Dress Up as a Lumber Jack or Lumber Jill! Your YCC Event 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, Blackjack, Craps, and Roulette. Game tables will be hosted by professional dealers. 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! **Proceeds from this event will benefit the MRCA Foundation.**



#MRCA2024

Educational SESSIONS

TUESDAY OCTOBER 22ND

8:00 am–4:00 pm Registration (ROTUNDA)

8:00 am–10:00 am Breakfast (EDUCATION ROOMS FOYER)

8:00 am–11:00 am Exhibitor Set-Up (EXHIBIT HALL A)

BUSINESS DEVELOPMENT EDUCATION 4 Blind Spots Preventing Roofing Contractors from Retaining Talent and Growing Profit

8:30 am–9:30 am ROOM 10-12



Speaker: Scott Beebe – Business On Purpose

Most contractor owners cross their fingers and hope for the best when desiring a solid culture, meaningful profit, and a product that they are proud of. Luck is not a strategy! This highly engaging education program will reveal

four critical blind spots sabotaging the growth of your business and your team. You will leave this presentation with ONE action item to immediately implement into your business and you will wish you had heard this talk ten years ago! After this presentation you will have clarity on why the younger generation “will not listen” and how you can respond, the leadership “RPM’s for a healthy culture, and the one system that will ensure necessary profit that will fuel culture and growth.

GENERAL EDUCATION

Attic Ventilation: Ask the Expert

8:30 am–9:30 am ROOM 13-14



Speaker: Paul Scelsi, Air Vent, Inc.

This is a technical overview of the various benefits of a balanced attic ventilation system and how to properly specify and install it. The program includes installation tips, how to calculate if there is enough ventilation, real-life case studies, answers to frequently asked questions, and a Q & A period.

TECHNICAL & SAFETY EDUCATION

NRCA Low Slope Update on Roofing Industry Technical Issues

8:30 am–9:30 am BALLROOM D



Speaker: Mark Graham – NRCA Vice President of Technical Services

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.

9:30 am – 9:40 am BREAK

BUSINESS DEVELOPMENT EDUCATION

Strategic Succession Planning for Your Company

9:40 am – 10:40 am ROOM 10-12



Speaker: Larry Stock - Queen City Roofing and Sheet Metal

As a busy business owner, it’s essential to allocate time for strategic thinking about your company’s future. Whether you’re considering retirement or transitioning to a new phase of life, effective succession planning is crucial.

In this program, we’ll explore key topics, including:

- Developing and empowering your management team and leaders.
- Aligning personal and ownership goals with the company’s vision.
- Identifying 4 potential buyer category options for selling your business to.
- Avoiding common pitfalls when selling a construction company.
- Practical advice on timing and preparation to maximize your return on investment.

Larry is a former MRCA board member who recently sold his roofing company that he had owned and worked for 45 years. He is now enjoying providing leadership development and team productivity improvement training to others.

GENERAL EDUCATION

Give Your Employee C.R.A.P.: The Success Formula for Building Loyalty

9:40 am – 10:40 am Room 13-15



Speaker: Jeff Kortez - Human Asset Management LLC

Have you ever wondered why some bosses and organizations have people who are incredibly loyal to them and who will do anything for them while others have a revolving door of employee turnover? Those bosses and

organizations people want to follow give their employees lots of C.R.A.P.! (Caring, Respect, Appreciation and Praise). Jeff provides a “headhunter’s” insight into why some Employees are loyal and others work only to get a paycheck. Through real-life stories and interactive participation, Jeff has created a program which helps participants understand how to demonstrate Caring, Respect, Appreciation, and Praise, so that they can systematically build employee loyalty in their organization. Jeff’s unique insight will enable participants to leave the session with actionable steps to begin building employee loyalty and drive retention in their department or organization while participating in a program with realistic takeaways that will resonate with attendees.

Educational SESSIONS

TECHNICAL & SAFETY EDUCATION

Safety Matters

9:40 am – 10:40 am BALLROOM D



Speaker: Gary Auman – Auman, Mahan, & Furry

This presentation will provide attendees with practical information on safety compliance as well as steps to take to ensure that safety is being practiced in the field the way you mandate it for your employees. You will get a look at how the various departments of OSHA interpret their responsibilities to ensure a safe working environment for all employees. Gary will also touch on some of the subtleties in OSHA standards that are often missed by contractors in our industry. Finally, he will cover any new standards or developments from OSHA and how they may/will affect you and your employees.

10:40 am – 10:50 am Break

MEMBERSHIP MEETING & KEYNOTE PRESENTATION

“Fighting Back” with former Pittsburgh Steeler, Rocky Bleier

10:50 am – 12:20 am BALLROOM D

How can ordinary people become extraordinary achievers? With the same optimism, sense of humor and steadfast determination that were Rocky’s trademarks as a Pittsburgh Steeler’s running back. Rocky Bleier takes audiences from his



early years through his professional career and talks about the lessons he learned along the way...lessons that we all can benefit from. Not falling within the ideal of what a running back should look like, Bleier had to run harder and play smarter to be able to stand out. Despite his drive and ability to make the big play, the Pittsburgh Steelers only considered

him a late round pick. But before the season ended that first year, he was drafted again...this time by the United States Army. At the height of the Vietnam War, Bleier was thrust into combat early and was seriously wounded when his platoon ran into an ambush. Receiving wounds from both rifle fire and grenade fragments in his legs, he was barely able to walk and his professional football career seemed to have ended before it began...



12:30 pm–4:00 pm EXPO OPEN (EXHIBIT HALL A)

Signatory Contractors Roundtable Discussion

2:30 pm – 4:00 pm ROOM 9

Speakers: John Quarnstrom, CEO of the Sheet Metal and Roofing Contractors Association in Saint Paul, MN
Valerie Pope, MRCA Signatory Contractors Council Staff and Director of Labor Relations



John will discuss the separate Architectural Agreement they have with their Local Union and how that has benefited the Roofing Contractors in his area. Valerie will talk

about the separate architectural addendum that the Dayton, Ohio contractors have with their SMART Local, and how that has led to discussions about a possible separate architectural sheet metal apprentice program. In addition, there will be general discussion about the area settlements that occurred with the Roofers and Waterproofers Local Unions this past spring.

MRCA RECEPTION & FOUNDATION AUCTION

Intercontinental Hotel - GREAT RIVER BALLROOM

5:00 pm – 8:00 pm Silent Auction

6:45 pm Live Auction

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 silent auction 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.

WEDNESDAY, OCTOBER 23RD

8:00 am–12:00 pm Registration (ROTUNDA)

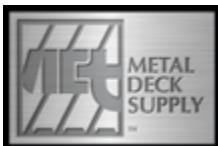
9:00 am–12:00 pm EXPO OPEN (EXHIBIT HALL A)

(Breakfast on Expo floor!)



#MRCA2024

THANKS TO OUR SPONSORS



MRCA

YOGA SESSION

Start your Conference experience off on the right balanced foot! The MRCA Women In Roofing Council is excited to present this unique opportunity to ALL attendees. Yoga gives us a chance to enhance our physical and mental well-being by improving flexibility, strength and balance. These are all great personal tools to have primed up as you enter into your time at the MRCA Conference and Expo.

Please join us for this casual yoga session that is open to all skill levels!

Monday, October 21st

9:00 AM

Kellogg Rooms at the
InterContinental Saint Paul Riverfront Hotel

Yoga mats will be provided for the first 40 participants!

Instructor: Rachel Garcia
of Malarkey Roofing Products



HOSTED
BY:





THE YOUNG CONTRACTORS COUNCIL PRESENTS

TIMBER BASH

CASINO NIGHT

10-21-2024

7:30PM-10:00PM

\$50 PRE REGISTERED
OR \$60 AT DOOR

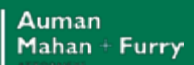
DRESS UP AS A LUMBERJACK
OR LUMBERJILL

PRIZES OPEN BAR FOOD

INTERCONTINENTAL SAINT PAUL RIVERFRONT HOTEL • GREAT RIVER BALLROOM

Registration includes food, access to our open bar, and some gaming money to get you started. It also gets you a seat at any of our game tables. Game tables will be hosted by professional dealers. 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! Proceeds from this event will benefit the MRCA Foundation. The YCC will also be holding their annual Service Project during the event to benefit a local cause. Welcome Party attendees who participate in the kit assembly service project will be given additional tickets towards the prize raffle that is drawn at the conclusion of the Welcome Party.

PROUD SPONSORS



QUESTIONS? CALL OR TEXT KATHLEEN UNGER AT 937-809-9809 OR EMAIL KUNGER@MRCA.ORG

Free Contractor Expo PASSES

TWO FREE EXPO FLOOR PASSES FOR CONTRACTORS!



MRCA MIDWEST ROOFING CONTRACTORS ASSOCIATION
EXPO + CONFERENCE 2024

Saint Paul
OCTOBER 21-23
MINNESOTA

Saint Paul RiverCentre | EXPO HOURS
175 Kellogg Blvd West | OCT. 22ND 12:30PM-4:00PM
St Paul, MN 55102 | OCT. 23RD 9:00AM-12:00PM

CONTRACTOR EXPO PASS



INSTRUCTIONS: 1. CUT OUT 2. FILL OUT BACK 3. BRING TO THE EXPO



MRCA MIDWEST ROOFING CONTRACTORS ASSOCIATION
EXPO + CONFERENCE 2024

Saint Paul
OCTOBER 21-23
MINNESOTA

Saint Paul RiverCentre | EXPO HOURS
175 Kellogg Blvd West | OCT. 22ND 12:30PM-4:00PM
St Paul, MN 55102 | OCT. 23RD 9:00AM-12:00PM

CONTRACTOR EXPO PASS



#MRCA2024

Free Contractor Expo PASSES



JOIN TODAY
START GROWING YOUR
BUSINESS AND TAKE
ADVANTAGE OF MRCA'S
PROGRAMS AND SERVICES!

FREE CONTRACTOR EXPO PASS

This card serves as a Free Pass for Contractors to attend the
MRCA EXPO on Oct 22nd-23rd

Register online or bring this free pass with you to the EXPO!
**GOOD FOR CONTRACTORS, CONSULTANTS, SPECIFIERS, CODE OFFICIALS,
ENGINEERS, ARCHITECTS & INSURANCE AGENTS ONLY.**

(please print)

NAME _____

COMPANY _____

COMPANY ADDRESS _____

COMPANY PHONE _____

EMAIL _____



**PRE REGISTER
HERE TODAY!**

www.mrca.org



Got Training?
Ask us about training
at the EXPO!



JOIN TODAY
START GROWING YOUR
BUSINESS AND TAKE
ADVANTAGE OF MRCA'S
PROGRAMS AND SERVICES!

FREE CONTRACTOR EXPO PASS

This card serves as a Free Pass for Contractors to attend the
MRCA EXPO on Oct 22nd-23rd

Register online or bring this free pass with you to the EXPO!
**GOOD FOR CONTRACTORS, CONSULTANTS, SPECIFIERS, CODE OFFICIALS,
ENGINEERS, ARCHITECTS & INSURANCE AGENTS ONLY.**

(please print)

NAME _____

COMPANY _____

COMPANY ADDRESS _____

COMPANY PHONE _____

EMAIL _____



**PRE REGISTER
HERE TODAY!**

www.mrca.org



Got Training?
Ask us about training
at the EXPO!



Landmark[®] PRO

The Expert's Choice



Max Def
Red Oak

Max Def
Coastal Blue

Max Def
Espresso

Max Def
Evergreen

Ceilings • Gypsum • Insulation • Roofing • Siding • Trim
800-782-8777 • CertainTeed.com

- Four **NEW** Max Def Colors
- **UL 2218 Class 3 Impact Rated**
- **StreakFighter[®]** 30-year algae resistant
- **NailTrak[®]** wider nailing area for a more accurate installation



SCAN QR CODE
TO LEARN MORE

 **certainteed**
SAINT-GOBAIN



FEDERAL TRADE COMMISSION'S NON-COMPETE BAN RULED UNLAWFUL



**Auman
Mahan + Furry**
ATTORNEYS

By Doug Jenks, Abby White, Amy Mitchell

A Federal District Court in Texas has halted the Federal Trade Commission's ban on non-compete agreements and has blocked enforcement nationwide. Scheduled to take effect on September 4, 2024, the FTC's ban sought to invalidate most non-compete agreements between employers and employees. For all but the top senior executives, existing non-compete agreements would have been immediately invalidated, and new non-competes prohibited altogether.

Recently, the FTC (among other government agencies) had been criticized for exceeding its authority. And on August 20, 2024, Judge Ada Brown of the Federal District Court of the Northern District of Texas agreed, ruling that the FTC's non-compete ban was arbitrary and capricious.

Significantly, Judge Brown cited *Loper Bright Enterprises*, a recent case in which the United States Supreme Court critically weakened federal agencies' power to set rules. This decision out of the Northern District of Texas, therefore,

will likely be one of many citing *Loper Bright Enterprises* to limit federal agencies' power.

There will be an appeal to the Fifth Circuit, where the non-compete rule is expected to face a hostile reception. And other courts are also considering the legality of the non-compete rule, thereby guaranteeing continued litigation for the foreseeable future, including a likely appeal to the U.S. Supreme Court. Based on the trend to limit federal agency power, it now appears doubtful that the non-compete rule will ever become effective in its current form.

What does that mean for you? Employers that were planning to comply with the non-compete rule can now stand down. The non-compete ban will no longer take effect on September 4, 2024, or any time soon.

For now, employers can continue to operate without the constraints of the FTC's proposed rule.

HEAVY-DUTY, NOT HEAVYWEIGHT

Added strength without any added weight.



ProVia metal roofing is constructed of highly durable 26-gauge galvanized steel—up to 30% more than the industry average. It's also 3x lighter than asphalt shingles, so it's easier to work with.

It's the right thing to do.



DOORS | WINDOWS
SIDING | STONE | ROOFING

6 Reasons to
Partner with ProVia
Metal Roofing





METALDECKSUPPLY.COM

METAL DECK REPLACEMENT?

WE HAVE IT IN STOCK NOW!

YOUR ONE-STOP METAL DECK SHOP!™

Contact Us Today for the Best Service and Lead Time

METALDECKSUPPLY.COM

630-978-7800 · SALES@METALDECKSUPPLY.COM · 800-894-7741

A.C.T. METAL DECK SUPPLY

- Largest Inventory In Stock for Immediate Use
- Variety of Deck in Stock
- Pick Up Or Delivery
- Knowledgeable Staff
- 15 Locations to Serve You

SHOW SPONSOR
VISIT US AT
BOOTH
#317

Visit our Website for our Metal Deck 101 Videos in English and Spanish



BECOME PART OF THE COMMUNITY



SCAN AND USE CODE **MRCARCLUB**
FOR FREE FIRST MONTH OF R-CLUB
RoofersCoffeeShop.com



NATIONAL LEADER

OVER 40 YEARS OF EXPERIENCE

SERVICES PROVIDED



Dry-Vac
Wet-Vac



Ballast
Removal



Pneumatic
Ballasting

NATIONWIDE SERVICE

322 Wyndham Way
Piqua, OH 45356



PO Box 616
Pittston, PA, 18640



PO Box 669052
Charlotte, NC, 28266

1 - 8 8 8 - 4 9 3 - 7 6 8 2

www.RKHydroVac.com



OSHA®

OSHA HEAT INJURY AND ILLNESS PREVENTION PROPOSED RULE



By Gary Auman - Auman, Mahan & Furry

OSHA has finally issued a proposed rule for heat injury and illness prevention. The proposed rule was published in the Federal Register on August 30, 2024. The purpose of this article is to provide a summary of the requirements of the new standard. The proposed rule will become effective sixty days after the final rule is published in the Federal Register. Employers will be required to comply with all requirements of the new standard no later than 150 days after the date of publication of the final rule in the Federal Register. Comments on the proposed rule may be filed with OSHA by December 30, 2024. While the new rule has been published under the general industry standard, 29 CFR 1910.148, it will also be enforced in several other enumerated specific industries. For example, it will be enforced for shipyard employment under standard 29 CFR 1915.95

and it will also be enforced in the construction industry under 29 CFR 1926.67. Beyond this, it will also be enforced under the standards for marine terminals, longshoring, and agriculture.

The new standard will not apply to work activities for which there is no reasonable expectation of exposure at or above the initial heat trigger, which has been defined as 80°F. It will also not apply to short duration employee exposures at or above the initial heat trigger of fifteen minutes or less in any sixty minutes. And it will not apply to work activities performed in indoor work areas or vehicles where air conditioning consistently keeps the ambient temperature below 80°F. Finally, it will not apply to telework activities or sedentary work activities that only involve some combination of sitting with occasional standing and walking for brief periods of time and occasional lifting of objects weighing less than ten pounds.

Continued on page 37

Section 1910.148(c)(1) will require every employer to develop and implement a worksite-specific heat injury and illness prevention plan (HIIPP) with site-specific information. This plan will have to include a comprehensive list of the types of work activities that are covered by the plan, all policies and procedures which are necessary to comply with the requirements of this standard, and it will have to identify the heat metric that the employer will monitor to comply with the required procedures to identify heat hazards. By metric, the standard refers to either the heat index or the wet bulb globe temperature. If the employer has more than ten employees, the HIIPP must be written. The standard is not clear whether the ten employee requirement refers to total number of employees in the Company or the number of employees on the site affected by the plan. In developing the plan, the employer is required to seek input and involvement of non-managerial employees and their representatives, if any. While it is not stated, you should document whatever efforts you have undertaken to comply with this requirement. You must have your plan available to all employees performing work at the work site. Also, you must review and evaluate the effectiveness of your HIIPP whenever a heat-related illness or injury occurs that results in death, days away from work, medical treatment beyond first-aid, or loss of consciousness, but at least annually.

Under section 1910.148(d), requirements are identified for the employer to monitor heat conditions at outdoor and indoor work areas. For outdoor work areas, the employer must monitor heat conditions by tracking the local heat index forecasts provided by the National Weather Service (NWS) or other reputable sources, or as close as possible to work areas by measuring the heat index or the wet bulb globe temperature. This monitoring must be done with sufficient frequency to accurately determine your employees' exposure to heat. For indoor workers, you must identify each work area where there is a reasonable expectation that employees are or may be exposed to heat at or above the initial heat trigger (remember, the initial heat trigger refers to a heat index of 80°F or above). You must also develop and implement a monitoring plan covering each work area which you have identified to determine when employees are exposed to heat at or above the initial and

high heat triggers. The high heat trigger has been identified as 90°F or higher.

You must seek the input and involvement of non-managerial employees and their representatives when evaluating the work site to identify work areas with a reasonable expectation of exposures at or above the initial heat trigger. This requirement applies whenever there is a change in production, processes, equipment, controls, or a substantial increase in outdoor temperature which has the potential to increase heat exposure indoors. The indoor work area rules do provide for an exemption from monitoring when you can assume that the temperature at a work area is at or above both the initial heat and high heat triggers instead of conducting on-site measurements or tracking the local forecasts. In such cases you must provide all control measures which are outlined for work in areas above the initial heat trigger and work in areas above the high heat trigger.

Requirements for employees who are exposed to heat at or above the initial heat trigger (80°F) include placing drinking water at locations readily accessible to the employee which is suitably cool and in sufficient quantity to provide access to 1 quart of drinking water per employee per hour. You must also provide one or more areas for employees to take breaks that can accommodate the number of employees on break and make the break areas readily accessible to the work area. These areas must provide artificial shade (such as tents or pavilions), natural shade (such as trees), air-conditioning in an enclosed area, but not shade from equipment. For indoor work sites, the break areas must be provided in areas that are air-conditioned or have increased air movement and, if appropriate, de-humidification, and can accommodate the number of employees on break and are readily accessible to work areas. Also, for indoor work areas, you must ensure that there is increased air movement such as fans or air-conditioned work areas. If you are using fans and the ambient temperature is above 102°F, you must evaluate the humidity to determine if fan use is harmful. If you determine it is, you must discontinue the use of fans. Finally, if your work area is above the initial heat trigger, you must provide for acclimatization for new employees, as well as for returning employees who have been away on vacation or sick leave for more than

Continued on page 38

Continued from page 37

fourteen days. For those returning employees, acclimatization must be provided for their first week back. You must also allow for rest breaks and encourage employees to take paid rest breaks in the break areas you have established. You must also maintain a means of effective two-way communication with employees and regularly communicate with them regarding your HIIPP. If you provide cooling PPE for employees, you must ensure that the cooling properties of the PPE are maintained at all times during use by employees.

The requirements of the standard state that if employees are working in areas at or above the high heat trigger (90°F), you must provide them a minimum fifteen-minute paid rest break at least every two hours in the established break areas. The time for employees to walk to and from the break area is not included in the time they are required to rest in the break area. Also, you must provide methods for observation of employees for signs and symptoms of heat stress. These include either a mandatory buddy system or observation by a supervisor or heat safety coordinator (with no more than twenty employees observed per supervisor). For employees who are alone at a worksite, you must maintain a means of effective, two-way communication with those employees. Prior to the work shift, or when you determine the high heat trigger has been met or exceeded, you must notify employees of the importance of drinking plenty of water; their right to, at their election, take rest breaks if needed (as well as or in addition to the rest breaks required by the standard); and how to seek help in the event of a heat emergency. Again, for mobile work sites, you must advise employees of the location of break areas available to them at each new site.

Finally, in excessively high heat areas where the ambient temperatures regularly exceed 120°F, all warning signs must be legible, visible, and understandable to all employees entering those areas.

In addition to the preceding, you must develop and implement a heat emergency response plan in your HIIPP. That plan must include a list of emergency phone numbers; a description of how employees can contact a supervisor and emergency medical services; individuals designated to ensure that heat emergency procedures are invoked when

Employers are Responsible for Protecting Workers from Heat Illness

By law employers are responsible for providing workplaces free of known safety hazards, including extreme heat.

It is your responsibility to:

- Provide workers with water, rest and shade.
- Allow new or returning workers to gradually increase workloads and take more frequent breaks during the first week of work as they build a tolerance for working in the heat.
- Plan for emergencies and train workers on prevention.
- Monitor workers for signs of illness.

[osha.gov/heat](https://www.osha.gov/heat)



appropriate; and a description of how to transport employees to a place where they can be reached by an emergency medical provider. You must also include clear and precise directions to the work site and procedures for responding to an employee who is experiencing signs and symptoms of heat related illness. If an employee is experiencing signs and symptoms of a heat related illness you must relieve him/her from duty; monitor him/her; ensure they are not left alone; offer them on-site first-aid or medical services before ending monitoring; and provide them with a means to reduce their body temperature. If employees are experiencing signs and symptoms of a heat emergency, you must take immediate actions to reduce their body temperature before emergency medical services arrive. You should contact emergency medical services immediately in addition to the activities noted for a heat related illness.

Your initial training for employees must ensure that each employee is trained and understands heat stress hazards; heat related injuries and illnesses; and the risk factors for heat related injuries or illnesses, including the contributions of physical exertion, clothing, personal protective equipment, lack of acclimatization and personal risk factors such as age, health, alcohol consumption, and the use of certain medications. They must also understand the signs and symptoms of heat related illness; the importance of removing PPE that may impair cooling during rest breaks; the

Continued on page 39

Continued from page 38

importance of taking rest breaks to prevent heat related injuries; the importance of drinking water to prevent heat related illness or injury; the location of break areas; the location of employer-provided water; the importance of employees reporting any signs or symptoms of heat related illness in those they observe and their co-workers; all policies and procedures that are applicable to their duties; the identity of the heat safety coordinators on site; the requirements of the OSHA standard; and how they can access the worksite's HIIPP. They must also be advised that they have a right to the protections required by the OSHA standard such as rest breaks and water and that you are prohibited from discharging or in any manner discriminating against any employee who exercises his/her rights under the standard.

The new standard also sets out requirements for supervisor training. You must ensure that each supervisor who is responsible for supervising employees performing any work at or above the initial heat trigger, as well as every heat safety coordinator, receives training on and understands the policies and procedures developed to comply with the standard and the procedures the supervisor or the heat safety coordinator must follow if an employee exhibits signs or symptoms of heat related illness. The employer must also ensure that each employee receives annual training on and understands all subjects required for initial training. You are also required to provide supplemental training promptly to employees whenever changes occur that affect the employee's exposure to heat at work; you change the policies and procedures addressed in your program; there is an indication that the employee has not retained the necessary understanding; or a heat related illness or injury occurs at the work site that results in death, days away from work, medical treatment beyond first-aid or loss of consciousness.

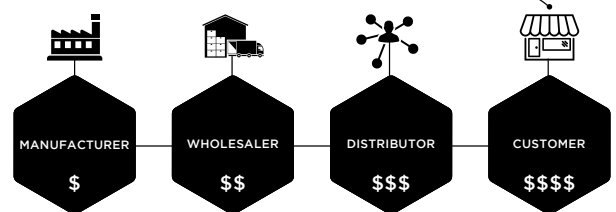
Finally, you are required to maintain records of any on-site measurements at indoor work areas pursuant the standard. You must have written or electronic records of those indoor work area measurements and retain those records for six months.

As you can see, the new standard codifies much of what OSHA has been expecting from employers through enforcement of heat illness prevention under

the General Duty Clause. However, codification has a price. I believe that price is a more rigid set of requirements that all employers will have to follow to be in compliance with the heat injury and illness prevention standard. Among these requirements is the requirement that you have a site-specific HIIPP for each site on which you are performing work. Also, you must have specific requirements for employees who are exposed to working at a location or in a facility which meets the initial heat trigger of 80°F. If you look at the OSHA heat tool app, a work area with a temperature of 80°F and 41% humidity is just barely in the warning area, yet because the temperature is 80°F, the employer must meet the minimum requirements for a HIIPP. Because heat illness and injury prevention is a very publicized issue today, in both the local and national media, I feel that this new standard, which will begin to affect many employers in the spring and summer of 2025, will get quite a bit of attention from OSHA.



You're buying from **HERE!**



Wouldn't you want to order from **HERE?**

We specialize in purchasing safety supplies directly from the manufacturer.

Beeline will assist you, the customers, in this **NEW** ordering process which reduces the middleman and provides a cost savings.

Member Benefits

- No Cost to Join/Participate
- Cost Savings 15-30%
- Free **One-on-One** Consultation

Which side of the **supply chain** do you want to buy from?

Kevin Holden | Managing Partner | Beeline Purchasing LLC | kevin@beelinepurchasing.com | [Cell 513-607-5955](tel:513-607-5955)



Midwest Roofing
Contractors Association®
7250 Poe Ave. Ste. 410
Dayton, OH 45414
www.mrca.org

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

BUILT TO PROTECT... & CONSERVE

ENVIRONMENTAL STEWARDSHIP

Malarkey shingles are made of **Rubberized Asphalt** to last longer (the very definition of sustainable), **Upcycled Tires & Plastics** to help divert them from polluting our land and water, and **Smog-Reducing Granules** that help clean the air.

Better performance, and better for the environment - that's a Malarkey shingle!



WHEN IT MATTERS®



 **Malarkey**
Roofing Products®



MIDWEST ROOFER

EXPO +
CONFERENCE

Saint Paul
HIGHLIGHTS



JAMES Q MCCAWLEY
AWARD WINNER
BOB POPE

IN THIS EDITION

- BUSINESS: ARTIFICIAL INTELLIGENCE AND THE BOTTOM LINE
- SAFETY: FALL PROTECTION & WORKING FROM HEIGHTS
- LEGALLY SPEAKING: CHEVRON DECISION MAY LEAD TO ENVIROMENTAL SUITS AND PERMIT DELAYS

Landmark[®] PRO

The Expert's Choice



Max Def
Red Oak

Max Def
Coastal Blue

Max Def
Espresso

Max Def
Evergreen

Ceilings • Gypsum • Insulation • Roofing • Siding • Trim
800-782-8777 • CertainTeed.com

- Four **NEW** Max Def Colors
- **UL 2218 Class 3 Impact Rated**
- **StreakFighter[®] 30-year algae resistant**
- **NailTrak[®] wider nailing area** for a more accurate installation



SCAN QR CODE
TO LEARN MORE

 **certainteed**
SAINT-GOBAIN

MIDWEST ROOFER

2024 Vol 67 No 4

Contents Columns

Incoming Presidents Message..... 4-5

Business: Artificial Intelligence and the Bottom Line 8-11

Conference and EXPO Highlights 12,34

Thanks to our Sponsors 14

Certified Safety Award Winners 15

James Q McCawley Award Winner..... 16-17

Naphis Mitchell-Reyes Excellent Safety Professional Award 19

Young Contractors Timber Bash Welcome Party 20-21

2025 Save The Date! 22

Innovation, Impact and Service Award Winners 26

MRCA Family Legacy Award 27

MRCA Foundation Ball & Gwaltney Family Scholarship 28-29

Young Contractors Council Service Project 31

Presidents Dinner..... 32-33

Safety: Fall Protection & Working from Heights 36-37

Legally Speaking: Chevron Decision May Lead to Enviromental Suits and Permit Delays 40-42

Ad Index

Certainfeed 2

Ameriprise Financial.. 6

Auman Mahan + Furry..... 6

Roofers Coffee Shop 7

Triangle Fastener 9

Roofing Contractor Magazine 10

GAF..... 17

Apollo Health Insurance 18

Hanover Architectural Products. 23

Geocel 30

Bitec 37

ACT Metal Deck Supply 38

Advanced Architectural. Sheet Metal Supply..... 38

RK Hydro-Vac. 39

Provia. 43

Malarkey Roofing Products. 44

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.



Midwest
Roofing
Contractors
Association

2024 MRCA Leadership Directory

Officers/Executive Committee

President
Laurie Moore
Kreiling Roofing Co

First Vice President
Foundation President
Bill Seibert
Fisher Roofing of Kearney

Second Vice President/Treasurer
Chris Daly
Kaw Roofing & Sheet Metal Inc.

Secretary
Ryan Petrick
Ridgworth Roofing Co Inc

Immediate Past President
Chairman of the Board
Robert Poutre
Roof Tech., Inc.

Directors

Luke Haines
Roofmasters Roofing & Sheet Metal Co.

Don House
BL Dalsin Roofing

Chris Huntington
AAA Roofing

Michael Katrosh
Queen City Roofing & Contracting

Daniel Knickelbein
Langer Roofing & Sheet Metal

Miles Maddux
Versatile Roofing, LLC

Larry Marshall III
L. Marshall Roofing & Sheet Metal

Andrew Meade
Meade Construction, Inc.

Michael Miller
Rackley Roofing Company, Inc.

Gil Morales
CIM Roofing, Inc.

Kevin Petersen
Carlson Racine Roofing and Sheet Metal, Inc.

Kellie Paasch
Independent Roofing Co., Inc.

Ian Rammel
Damschroder Roofing, Inc.

Casey Snead
MRB Contractors

Brett Tesson
Tesson Roofing & Exteriors

Matt Smith
Fat Matt Roofing

Council / Committee Chairs

Advisory Council Chair
Greg Bloom
Beacon Building Products

Signatory Contractors Council Chair
Mark Langer
Langer Roofing

T&R Chairman
Randy Adams
R Adams Roofing, Inc.

Reserve Investment Chair
Kurt Steinkuhler
Wray Roofing

CERTA Taskforce Chair
James Ramser
Highland Roofing Company, Inc.

HAWT Taskforce Chair
Fred Horner
Advanced Industrial Roofing

YCC Chair
Rachel Garcia
Malarkey Roofing Products

Women in Roofing Chair
Megan Malone
Rackley Roofing Co., Inc.

Legal Counsel
Gary Auman
Auman, Mahan & Furry

Staff

Megan Pope
Executive Director & Foundation
mpope@mrca.org

Bob Pope
Associate Director
bpope@mrca.org

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

Chrystal Beavers
Account Manager
cbeavers@mrca.org

Morgan Arwood
Membership Director
marwood@mrca.org

Joe Williams
Graphic Designer
jwilliams@mrca.org

MRCA Headquarters

7250 Poe Ave. Ste. 410 | Dayton, OH 45414
Phone: 800.497.6722 | Fax: 937.278.0317
www.mrca.org

Find us on





INCOMING PRESIDENT'S MESSAGE



Laurie Moore, MRCA President

For those who haven't met me yet, I am president and sole owner of a 100-year-old roofing and sheet metal company in Peoria, Illinois.

Like a lot of other roofers' kids, I was climbing up ladders

before I was in kindergarten. At 20, I proposed that I work on the roof so I could understand the methods and time requirements of the work firsthand. What I didn't realize was that a term of this proposal with my dad, Arnie Heller, may have been that every job I was scheduled to work on was a pitch and fiberglass tear off. I mostly worked the chute and was instructed to "watch it all the way down" – lol. In the meantime, I was still trying to drag my dad's company out of the rotary dial phone-CB radio-typewriter era.

In 2005, I received an ultimatum to either buy the company or forever let it go. I saw potential with the reputation my dad spent 50 years building mostly intact, so I moved forward to figure out the purchase and continuity of the company.

By 2009, the company was mine alone to captain. It felt like I was steering the titanic to avoid hitting an iceberg that could take down not only my family financially, but also that of the other employees that now depended on my ability to lead and make good decisions.

This was a scary, heavy and lonesome burden.

Growing up, I heard stories of my parents attending the MRCA. There was a lot of fun, but also serious discussion and learning. When faced with business challenges, mailing off materials to Renee Dupuis for testing along with polaroids of shattered roofs, consulting with Stephen Phillips for legal guidance and trading succession planning ideas with Glenn Langer were all part of the intrinsic benefits of the MRCA. Realizing the many liabilities and challenges of this business was scary, but I knew the MRCA was where my company got help before and it was still there for me.

When you're in survival mode, it's hard to justify the time and money spent on going to MRCA; however, the need to connect with experts supporting the industry and other contractors who shared my pain was greater. MRCA proved to be a place where I could experience the relief of instant understanding between contractors. Contractors by nature seem to be highly receptive to direct and efficient communication. While we have many

differences, we seem to share a common bond in the trenches of running our roofing companies.

In 2014, I was invited to serve on the MRCA board. I knew this opportunity would include working closely with well-respected contractors who are not my competitors and experts who would be present at the board meetings. I was confident that the relationships built while working together would bring me peace of mind in knowing where to go when my company has a difficult challenge. In this industry, there are always new things to fear and luckily, in the MRCA community there is no limit on comfort or support.

What I discovered in my time on the board is that it was even more exciting to be of help than it was to receive it. I clearly remember being asked about my experience with a consultant and I was told my information was helpful. I was surprised to know my experience and knowledge had value to someone I respected. Sometimes we don't realize what we already have is valuable to others until it is shared. Through my sharing of ideas and experiences in MRCA committee and board meetings I could see that some of my participation actually became interwoven into the fabric of the industry.

I realize the importance of continuing the MRCA for the benefit and long-term success of my company. Just as I fiercely protect my company, I fiercely protect the MRCA. We are a collection of contractors who compulsively seek to improve our businesses. We all bring our unique sets of experiences and knowledge together along with our instant understanding of ideas communicated in our preferred direct style along with a heaping cup full of passion to bring you the best support we can dream up.

I look forward to continuing to take additional steps toward being the best support we can for roofing contractors in the coming year of MRCA. We will be spending time assessing the current needs and key topics on which to focus our resources. Please reach out to the MRCA with your ideas or be thinking about what is important in your business as you may be the next contractor we reach out to for input.

MRCA President
Kreiling Roofing Company



Tracy L. Edwards, CFP®, APMA®

Financial Advisor

CERTIFIED FINANCIAL PLANNER™ practitioner

Platinum Financial Solutions

A financial advisory practice of
Ameriprise Financial Services, LLC

620.343.7937

702 Commercial St, Suite 1B, Emporia, KS 66801

tracy.l.edwards@ampf.com

ameripriseadvisors.com/tracy.l.edwards

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with plaque design) in the U.S.
Ameriprise Financial Services, LLC. Member FINRA and SIPC.



MRCA
HOT AIR & INDUCTION WELDING SAFETY
CERTIFIED SAFE AUTHORIZED USER SAFETY TRAINING PROGRAM

CLASSES FORMING NOW!
Register online at mrca.org

POWERED BY
KOHLER

MRCA | CERTIFIED SAFE
CERTIFIED ROOFING TORCH APPLICATOR | SAFETY & HEALTH AGENDA FOR ROOFING PROFESSIONALS | HOT AIR & INDUCTION WELDING SAFETY

Experienced Counsel and Determined Professionals

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

Auman Mahan + Furry
ATTORNEYS

937-223-6003
amfdayton.com

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

*Gary W. Auman
Richard L. Carr, Jr.
Donald B. Rineer
Amy C. Mitchell
Douglas S. Jenks
Abigail K. White
David M. Rickert
Lindsey Deck
Jon L. Sutermeister
Lucas A. Strakowski*

BECOME PART OF THE COMMUNITY

ROOFERS
= COFFEE SHOP =

1 days, 1 hours and 29 minutes **Coffee Conversations!**

Search... JoshSmithRCS English

Countdown to IRE 2024!

Sign up for Week in Roofing

Classifieds Directory Read Listen Watch News & Community R-Club

RoofersCoffeeShop.com > RCS Directory > KPost Roofing & Waterproofing

KPost Roofing & Waterproofing

Welcome to KPost

KPost Company is an industry-leading commercial and residential contractor who provides its customers with a variety of services covering the entire building envelope. You need a roof you can count on to keep you safe and dry. KPost Roofing & Waterproofing is your #1 Dallas Fort Worth commercial and residential roofing contractor.

KPost services include: Commercial roof installation, repair, and maintenance, Residential Roof Replacement, repair, and maintenance, Storm Damage Repair, Custom Metal Roofing, Gutter Manufacturing, Lightweight Insulating Concrete Installation.

Our History

We have over 15 years of experience and have completed over 1,240 projects, including the Dallas Cowboys home: AT&T Stadium. With over 400 employees, we will provide you with the best roofing services possible. KPost opened its doors January 2004 with a core group of eleven roofing professionals that together had more than 300 years of combined construction experience. Today the team consists of over 400 employees, including more than 60 specialized crews, totaling over 5,000 years of experience.

KPost consistently ranks as a Top 100 Roofing Contractor in Roofing Contractor and as a Top 600 Specialty Contractor by Engineering News-Record. KPost has received numerous awards showcasing the company's state-of-the-art production techniques, individual employee craftsmanship, and the overall high-standards that the company is setting throughout the commercial roofing industry.

[Learn more.](#)

Safety. Quality. Value.

The corporate culture at KPost, and every project, is driven to deliver the highest level of **Safety, Quality, and Value** both for our customers and our employees.

Address: 1841 W. Northwest Hwy, Dallas, TX 75220
Phone: 972-382-5515
Websites: kpostcompany.com
Social Media: f t in i y

Latest Coffee Shop News:

- Steve Little - Secrets of a Successful Roofing Company - PODCAST TRANSCRIPT
- Employee benefits roofing companies can offer
- Don't Miss These Special Sessions at IRE 2024 - Day Two!

[Read More](#)



SCAN AND USE CODE **MRCARCLUB**
FOR FREE FIRST MONTH OF R-CLUB
RoofersCoffeeShop.com





ARTIFICIAL INTELLIGENCE AND THE BOTTOM LINE MAKING CHATBOTS PAY OFF



By: Phillip M. Perry

Artificial intelligence is infiltrating business operations. ChatGPT and similar programs can improve the efficiency of everything from customer service to long range business planning. Impressive as they are, AI-generated materials must be checked for accuracy and for conformance with company values.

Artificial intelligence is invading the business world. Companies of all sizes are experimenting with ChatGPT and similar programs to improve their performance in such areas as sales optimization, inventory management, business planning, customer service, and fraud detection.

“Artificial intelligence is enabling a new way of working, communicating, and sharing information throughout all business operations,” said Jake Maymar, VP of Innovation at the Glimpse Group, a technology company working with generative AI (theglimpsegrou.com). “It is a new age dawning that will extend the technological advances that began a few decades ago when the computer replaced the printing press.”

The benefits of AI accrue not just to large corporations. “Smaller businesses are often laser focused on selling, closing deals, and working productively with customers,” said Patrick Delaney, a software engineer specializing in artificial intelligence. “AI is well suited to enhance

the efficiency and potency of those very business activities.”

Minding the store

While AI is a promising venture for most any enterprise, managers must ensure that unmonitored technology does not damage a company’s operations or tarnish its image. Especially in these early days, skepticism is as valid an attitude as enthusiasm.

Managers must keep their eyes open for several potential problems. The first is accuracy. Given the impressive size of AI’s resources, humans are apt to place too much trust in its output. In fact, AI often produces many factual errors which technologists call “hallucinations.” Experts warn that everything generated by the new technology must be validated by a human.

Unchecked errors, of course, can damage any company’s reputation. But a second problem is a lack of empathy that is all too evident in much of the output that emanates from AI programs. Customers and employees can be irritated when

AI disrupts the personal, one-on-one human interactions that can create robust feelings of loyalty. "Over reliance on AI can lead to a missing out of human intuition," said Delaney.

Third, no matter how "smart" the output from a chatbot program, it remains true that an experienced human being can develop an affinity with customers that can only be achieved through years of productive interactions. "Someone who has operated as a service professional for 20 years will have vastly more knowledge and customer savvy than an AI program that has been trained on three or four years of data," said Piyush Tripathi, lead engineer at Square. "Businesses need to balance what is produced by the machine with what is produced by the human."

Finally, managers must constantly address AI activity in light of the company's current posture with employees and the public. Do the initiatives created by AI align with company values?

"While AI is objective in its analysis and conclusions, it is not aware of how to assess values and why they are important," said Tripathi. "A project plan may be perfect in the eyes of a robot, but a human

can look at it and instantly know it's not going to be acceptable to the employees or the public."

Improving performance

So where can an investment in AI return the most bang for the buck? Here are some areas of business operations for which chatbot programs seem especially suited:

* Customer service. Chatbot programs that handle customer problems are advancing far beyond the familiar, simple-minded web helpers of the past. Rather than accessing a limited database of information and spitting out canned responses to customer questions, the new programs handle inquiries in creative ways, using natural language. And their answers are informed by all of the information they have absorbed from the Internet.

* Advertising and marketing. Artificial intelligence can develop complete marketing campaigns, starting with themes and moving on to story boards, promotional text, and even artwork and videos.

"An AI program can do the work of a creative director and even perform A/B testing," said Maymar. "It can

These are no ordinary post frame screws





- Low-angle thread help from over-driving the washer and increases resistance to back-out
- Saw tooth thread reduce tapping torque
- Patented BURR-BUSTER® Point reduces burrs caused during piercing of the steel



Checkout the performance versus ordinary screws!



TRIANGLE FASTENER CORPORATION
www.trianglefastener.com
800.486.1832

Call for free samples!

We make connections better!

speed up such projects dramatically, completing in maybe an hour what unaided humans might require two weeks to accomplish.”

* Performance reviews. AI Programs can complete the foundational work of employee evaluations by comparing worker achievements against company metrics. They can also produce reports that reveal performance trends over the years.

* Project planning. “Thanks to its sophisticated algorithms, AI can create smart schedules that analyze the various parts of a project and identify the often-hidden dependencies that must be addressed to avoid unexpected delays,” said Tripathi. “Very often it’s hard to do all of that manually, because there are so many loose connections and variables that must be kept in mind.”

Such programs can analyze worker and resource availabilities, equipment capabilities, and budgetary limitations when planning timelines for peak performance. The result is often a more

objective plan, noted Tripathi. “These programs can help avoid the natural bias that can arise with the tendencies to go with what worked in the past or what is familiar, as opposed to what is logical.”

* Training programs. “AI programs can make the task of developing staff educational modules much easier,” said Phil Siegel, founder of CAPTRS, a nonprofit organization working with artificial intelligence (captrs.org). In the past, businesses would write static manuals that required constant updating over time. Modern AI programs can create dynamic, interactive modules built upon foundational performance parameters provided by company management. “Training initiatives can be made more specific than in the past, responding to the needs of people who are having trouble with certain parts of their jobs,” said Siegel.

* Supplier and customer evaluations. Will a prospective customer be able to pay their bills? Will a vendor close up shop before delivering critical materials? “Because AI can analyze data so deeply, it can figure out that something is likely to go wrong at an organization long before a human can spot problems,” said Tripathi. “This allows the business to take the appropriate action to avoid a hit to the bottom line.”

* Business plans. What is the best course of action for a business over the next three years? Into what new markets should it expand? “Artificial intelligence can lay out a potential business direction, along with an appropriate marketing plan,” said Maymar. “It will provide stimulating ideas and a clear path to follow, even if current management lacks an MBA or formal business education.”

Laying groundwork

While AI can increase company profitability by lending efficiencies to all of the above areas, the fact remains that a watchful eye is essential for ensuring that the activities of the new technology are accurate, empathic, informed by human experience, and aligned with company values. “We should not think of AI as some kind of magical process, because then we would lack the understanding of its internal operations necessary to criticize its performance,” said Delaney. “We need to know that it has limitations, that it can’t give all the answers, and that there’s still value in cross-checking everything it does.”

SUBSCRIBE TODAY TO ROOFING CONTRACTOR

IN THIS ISSUE: EDITOR'S CHOICE 2021
ROOFING CONTRACTOR
RESHAPING ROOFING

ALSO IN THIS ISSUE

BY THE BOOK COVER IN A YEAR LATER
ROOFING CONTRACTOR
WHOLE NEW BALLGAME

CONTENT IS KING
Don't miss any of our GREAT CONTENT!

- eMagazine
- eNewsletter
- Podcasts
- Webinars
- LinkedIn, Twitter, Facebook

RoofingContractor.com    

Experts advise using a two-step process in every area of company operations. That means letting AI do the foundational work, and then having a human check for errors of fact and nuance.

Some examples will make this clear. Despite their sophistication, AI-fueled customer service interactions can still seem tone-deaf. That's why a human representative must usually step in after the AI program has completed such foundational work as performing an initial analysis and assessing metrics.

With promotional initiatives, too, experienced humans need to come in and check the work provided by artificial intelligence. "While AI programs may seem valid on their surface, very often they lack the human element that makes such initiatives work.," said Maymar. "Without the human touch, they can seem soulless."

In the area of performance reviews, employees will benefit from one-on-one conversations that discuss why targets were achieved in some areas and not in others. "The human manager needs to provide the encouragement that an AI program cannot," said Maymar. "Personal interaction is necessary to transform an objective review into an opportunity to grow, coach, and share knowledge."

Getting started

While AI holds promise for any business enterprise, it can be difficult to get the ball rolling. Experts advise starting with simple projects, encouraging everyone to participate. "Figure out a way to make AI a common part of daily operations throughout your business," advises Delaney. "Schedule learning periods so the staff becomes familiar with the system." Delaney compares the role of ChatGPT to that of Microsoft Word twenty years ago. What was a novelty then has become a routine part of the business world.

Experimentation will be necessary, and that can lead to some failures. Businesses need to keep in mind that if a certain operation doesn't work particularly well with AI right now, it may do so in the future. "AI programs get smart really fast," said Joe Karasin, an AI consultant and SEO specialist. "As you continue to train the program, it continues to improve, and gives you better, more targeted information."

A major driver for the improvement of AI performance is the ability of the human operator to write effective questions. "AI learns from the corrections an individual makes to their prompts, and with repeated iterations does a better job of providing productive

CHATBOTS AND THE BUSINESS ENTERPRISE

In the accompanying article, technology experts tell how artificial intelligence can help companies improve their operations and increase their profits. But how does the typical chatbot program feel about that? The author asked ChatGPT to assess its capabilities in the business environment. Here's the response:

Phillip M. Perry: Can AI be used to help businesses run better?

ChatGPT: Yes, Artificial Intelligence (AI) can indeed help businesses run better. In fact, many organizations are already harnessing AI to improve various aspects of their operations. Here are some of the ways AI is used to help businesses:

Improving Customer Service.

Data Analysis and Insights.

Supply Chain Management.

Personalization.

Fraud Detection.

HR and Talent Acquisition.

Sales Optimization.

Risk Management.

Process Automation.

Product Development.

Remember, successful implementation of AI requires a clear understanding of business needs, suitable data infrastructure, and a skilled team that can deploy and manage AI systems. Additionally, ethical considerations such as data privacy and AI fairness should be taken into account.

results," said Karasin. "At the same time, the human operator learns how to fashion prompts that bring productive responses."

While the AI learning curve may seem daunting, it's wise for every business to get an early start, even at a basic level. "Managers need to become aware of how AI works, and how it can be used as a force multiplier for business capabilities," said Maymar. "Everyone is going to be using AI pretty soon, and you don't want to be the one left behind. The best thing to do is to ride the wave now instead of being buried in the crest as it goes over."



AR

CONFERENCE & EXHIBITION



CA

PO

SAINT PAUL, MN



Find us on



www.mrca.org

Midwest Roofer

THANKS TO OUR SPONSORS



Congratulations to our 2024 Certified Safety Award Winners

The Midwest Roofing Contractors Association’s ELITE Safety Award Program is pleased to recognize MRCA Member companies that have demonstrated a commitment to improving jobsite safety through development, implementation, and enforcement of a safety and risk management program.



Platinum Safety Award Winners

Advanced Industrial Roofing, Inc.
 Beldon Roofing Company
 CIM Roofing, Inc.
 Independent Roofing Co., Inc.
 Johnson Roofing, Inc.
 KPost Roofing & Waterproofing

L. Marshall Roofing & Sheet Metal, Inc.
 Langer Roofing & Sheet Metal, Inc.
 Manchester Roofing, Inc.
 McDowall Company
 MRB Contractors
 Premier Contracting, Inc.

Roof Tech, Inc.
 Roofmasters Roofing & Sheet Metal Co., Inc.
 Royalty Roofing
 T&K Roofing & Sheet Metal Company
 Texas Roof Management, Inc.
 Zenith Roofing Services, LLC

Gold Safety Award Winners

AAA Roofing Company, Inc.
 Delta Innovative Services
 Knickerbocker Roofing & Paving Co., Inc.

Rackley Roofing Company, Inc.
 Waukegan Roofing Co., Inc.

Silver Safety Award Winner

Ridgeworth Roofing Co., Inc.

Bronze Safety Award Winner

B L Dalsin Roofing

Thank you to everyone who submitted applications for the Awards Program. The MRCA Safety Committee is committed to providing you with tools to continually improve your safety program and safety culture. For more information about the MRCA SHARP Plus Safety Program, contact Morgan Arwood at marwood@mrca.org.

James Q McCawley Award Winner **Bob Pope**



James Q McCawley Award

In recognition of the devotion given in his life to the industry, MRCA established the James Q. McCawley Award, which was first presented in 1969. Since then, this award has been presented to individuals in recognition for their outstanding service to the roofing industry.

This year's honor was awarded to Robert H. Pope. Bob Pope joined the roofing industry in 1979 as he took the helm of the Sheet Metal and Roofing Contractors Association of the Miami Valley in Dayton, Ohio.

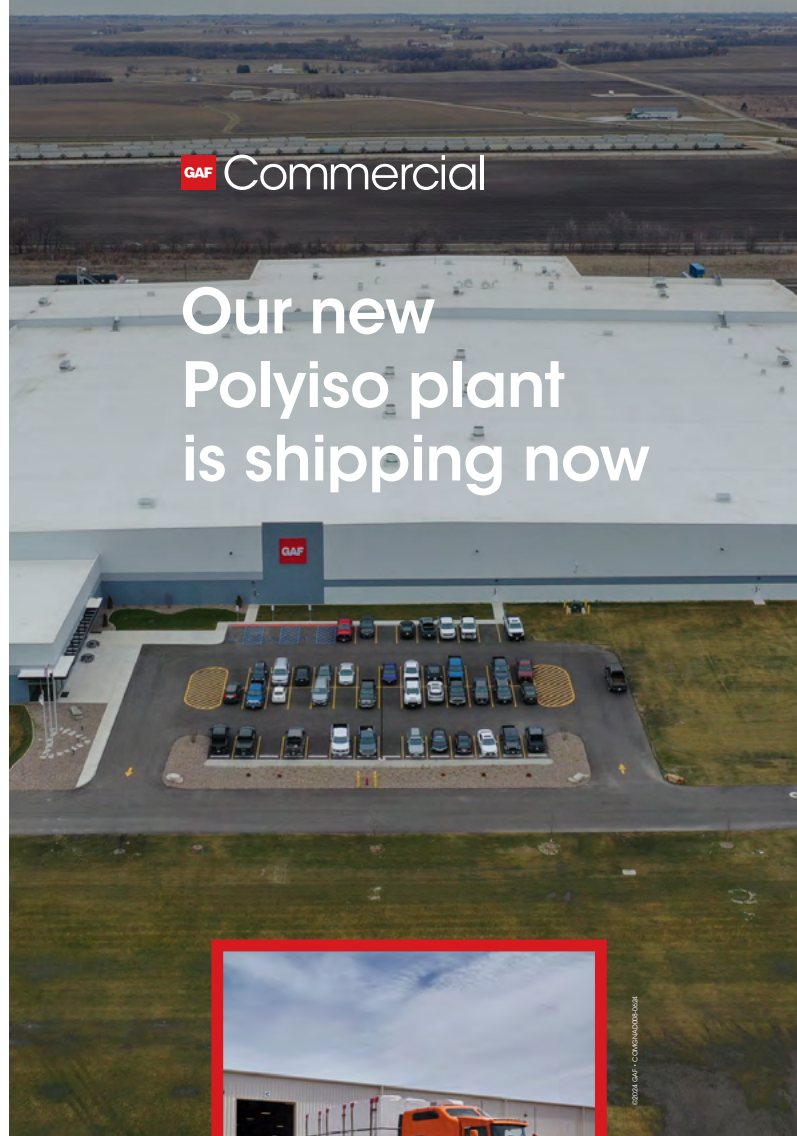
In 1985, Bob partnered with future NRCA President, Chuck Bechtle of H.J. Becker Company to establish the Ohio Roofing Contractors Association with a key group of charter members including such MRCA Past Presidents as Ed Williams and Fred Horner.

In 1999, Bob established the Roofing Contractors Association of Central Ohio and their Labor Relations Division. Pope oversaw the reestablishment of Roofers Local 86, which was coming out of receivership, and has transitioned the contractor member base and the joint training, retirement and health funds into stable, well-functioning institutions for Central Ohio.

In 2000, Bob and the ORCA Board of Directors created the Certified Roofing Contractors accreditation program. This program was a precursor to ORCA's legislative initiative to create a commercial roofing licensing program in Ohio.

In 2015, Bob Pope was hired to administer the Midwest Roofing Contractors Association. The Technical and Research Committee has historically been the core of the MRCA. Bob has served as staff to this integral committee since 2015. His ability to work closely with committee members, consultants and national staff has yielded continued successes for the organization. Pope also conceived and created the Signatory Roofing Contractors Council. Bob recognized a key service gap in the industry as there was no central location for signatory contractors to share information and gain education on their unique industry issues. By making a home for these contractors and their local association executives inside the MRCA, a new group of members has found a new resource in the MRCA.

Mr. Bob Pope is everything this award was meant to represent and more – a lifetime spent in the advancement of the roofing industry and more specifically, roofing contractors.



GAF Commercial

Our new
Polyiso plant
is shipping now



Great news for GAF Midwest customers! We're now shipping EnergyGuard™ Polyiso insulation from our newest plant in Peru, Illinois, expanding availability and service to our valued customers in the region.

gaf.com/commercial

We protect what matters most™





BUILDING A BRIGHTER FUTURE

Get the health coverage you deserve. Discover your options with **Apollo Health Insurance**.

Apollo Health Insurance is providing MRCA members with exclusive access to a range of flexible and affordable health plans. Experience the Apollo difference by scanning the QR code or by visiting:

apollo-insurance.com/mrca-health-insurance-partner/

(816) 282-1242



MIDWEST
ROOFING
CONTRACTORS
ASSOCIATION



Apollo
Health Insurance



Naphis Mitchell-Reyes Excellent Safety Professional Award Winner Brock Hamre



Naphis Mitchell-Reyes was MRCA's Safety Committee Chairman for 2020 and 2021. After Naphis passed away, MRCA decided to honor Naphis' memory by creating the Naphis Mitchell-Reyes Excellent Safety Professional award. An award that is not to be bestowed every year, but only when a nominee truly embodies the passion and knowledge of safety that Naphis exemplified. This year's Award was presented to **Brock Hamre of TCRCA** for his years of dedication to Safety in the Roofing Industry.



Young Contractors Timber Bash Welcome Party

The MRCA Young Contractor's Council (YCC) Timber Bash Casino Night proved to be successful once again raising **\$14,100!** The money will be donated to the MRCA Foundation.

Thank You to our event sponsors



To take part in our Young Contractors Council Visit:
<https://mrca.org/aws/MRCA/pt/sp/YCC>







SEE YOU IN

ILLINOIS

ARCA

75TH

**CONFERENCE
& EXPO**

2025

OCTOBER 20-22, 2025

**RENAISSANCE SCHAUMBURG
CONVENTION CENTER HOTEL**

SCHAUMBURG, IL





THE SOLUTION FOR ALL YOUR
ROOFING NEEDS

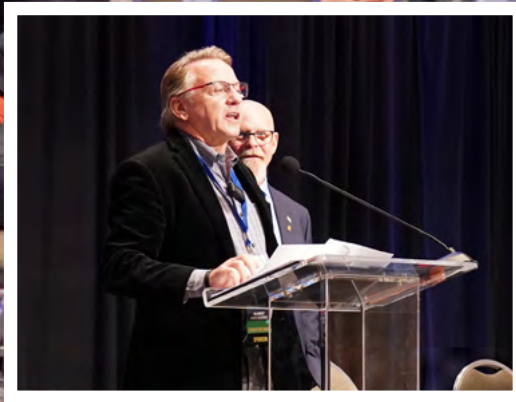
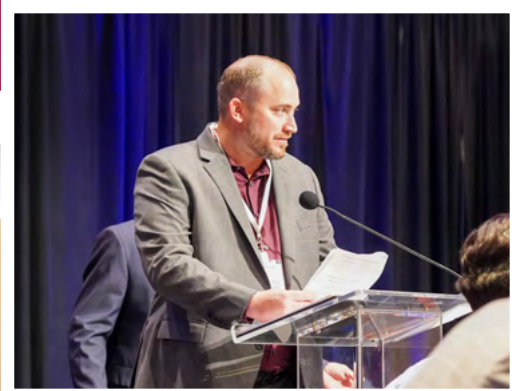
HANOVER[®] ROOF & PLAZA PAVERS

Hanover[®] Roof & Plaza Pavers provide environmental benefits while creating aesthetically appealing rooftops and plaza gardens. A wide range of paver styles, pedestal systems and high wind solutions are available. And with a library of over 3,800 granite-like colors to choose from, paving possibilities are endless.

Cummins Distribution Headquarters
Indianapolis, IN







Find us on



Congratulations to our 2024 Innovation, Impact and Service Award Winners

Innovation Award Winner

The Innovation Award recognizes Associate Members who have contributed to the advancement of the roofing industry through innovations or product development related to safety, technology, efficiency, or environment, and have significantly improved the well-being of the roofing contractor. This year's Industry Innovation Award goes to GAF for their Roofing Academy program and its innovation in education and workforce development.



2024 Impact Award



The Community Impact Award recognizes a MRCA Member Company that has demonstrated a commitment to improving the well-being of communities or individuals through philanthropy or community service demonstrated at a local or national level. This year we were pleased to present the award to Independent Roofing Company for their ongoing collaboration and support of the Omaha Home for Boys.

Board Service Awards



The duties of each MRCA Board Member require a large amount of their personal time and resources. Our volunteer leaders have given back in a huge way to the MRCA, and we thank them for their service.

Foundation Service Award



The MRCA Foundation has its own Board of Directors, and it is led by the Immediate Past Chairman of the MRCA Board. The MRCA Foundation funds Scholarships for Members and their families. It also funds research projects led by the MRCA T&R Committee, and it funds our Industry-related education.

Kelly Lea, we thank you for all of the time and effort you have put into leading this Foundation.

MRCA Family Legacy Awarded to the Dalsin Family



MRCA Members are known for their strong tradition of Family-owned multi-generational companies. And these companies make up a large part of the backbone of MRCA and its tradition of being the Roofing Contractors Advocate.

Diversity of service and leadership innovation are also strong aspects of these family-based companies. They are willing to participate at multiple levels from committee positions to being the President of MRCA.



To properly honor these MRCA Members, the Board of Directors has established the MRCA Family Legacy Award. Recipients of this award are multi-generational member firms who have a strong tradition of giving back to the industry through their support of MRCA and who are also noted for their impact in contributing to their local communities.

The winner of this year's MRCA Family Legacy Award was the Dalsin Family of **John A. Dalsin & Son**.





MRCA FOUNDATION AUCTION

The 12th Annual MRCA Foundation Auction was a record breaker **raising \$137,000!** These contributions will fund the Annual Scholarship program for MRCA Members and their families as well as vital Roofing Industry research and education.

2024 Scholarship Recipients:

- Ali Masoodi - Delta Innovation Services, Kansas City, KS**
- Ashlyn Moore - Roofmasters Roofing & Sheet Metal, Hays, KS**
- Ava Kloehn - Interstate Roofing & Waterproofing, Inc., Onalaska, WI**
- Camila Perez - F.J.A. Christiansen Roofing Co., Inc., Milwaukee, WI**
- Chase Taylor - R. Adams Roofing Inc., Indianapolis, IN**
- Connor Tulley - G.E. Riddiford Co., Arlington Heights, IL**
- Garrett Pesch - Berwald Roofing Co., Inc., St. Paul, MN**
- Genesis Trujillo-Lopez - Academy Roofing & Sheet Metal Co., Des Moines, IA**
- Grace Rucka - Malarkey Roofing Products, Portland, OR**
- Hallie Lemmon - Kalkreuth Roofing & Sheet Metal Inc., Wheeling, WV**
- Isabel Esparza - Korellis Roofing Inc., Hammond, IN**
- Jillian Krivanek - Independent Roofing Co., Inc., Omaha, NE**
- Jonah Ruder - Roofmasters Roofing & Sheet Metal, Hays, KS**
- Joshua Patterson, Jr. - Schefers Roofing Co., Grain Valley, MO**
- Kylie Horn - McDowell Company, Waite Park, MN**
- Laurelyn Harris - Hausman Metal Works & Roofing Inc., St. Joseph, MO**
- Lily Seibert - Fisher roofing of Kearney, Kearney, NE**
- Lindsay Poutre - Roof Tech, Inc., Stillwater, MN**
- Mirabellah Hernandez - Korellis Roofing Inc., Hammond, IN**
- Sydney Baxter - O'Hara's Son Roofing, Chicago, IL**
- Trista Oberle - Roof Tech, Inc., Stillwater, MN**
- Viviana Bahena - Ridgeworth Roofing Co., Inc., Frankfort, IL**

Thank You to our event sponsors:



see more photos on





GWALTNEY FAMILY SCHOLARSHIP

The Gwaltney Family has been an active part of the leadership of the MRCA right up until Kevin's passing on January 29, 2023. Kevin, Rick, and Mark Gwaltney all stood for education, and they supported elevating the level of professionalism in the roofing industry. They had a strong belief in self-improvement through education and training. In addition, the Gwaltney Family was always a strong supporter of the Annual MRCA Foundation Auction which raises funds for scholarships.

The MRCA Executive Board felt that this dedication needed to be memorialized, and that the best way would be to designate each year one of the MRCA Foundation Scholarships in the name of the Gwaltney Family.

**Congratulations to this year's
Gwaltney Family Scholarship recipient
Ella Miller - Rackley Roofing Company, Inc.**

To learn about the MRCA Foundation or Gwaltney Family Scholarship visit: www.mrca.org



Geocel®

WHEN WEATHER HITS HARD, FIXING LEAKS IS EASY.

If it's harsh outside, you need to protect what's inside. Geocel® and Kool Seal® products are made to take on cold, wet or icy conditions no matter what nature throws your way.



See our range of high-performance products that get the job done fast:

WET WEATHER PRODUCTS	FEATURED BENEFITS	APPLICATION TEMPERATURE	TACK FREE	CURE TIME
4350 Metal Roof & Siding Construction Sealant	Minimally shrinking, UV-resistant and paintable sealant. Meets ASTM C 920 Class 50. Available in 23 standard metal roofing colors.	0 ° to 120 °F	90 Mins	3 Days
4500® Roof Bonding Sealant	Applies, adheres and cures underwater while remaining flexible.	30 ° to 120 °F	90 Mins	1 Day
4600® Structural Adhesive Sealant	Long-lasting waterproof seal for many common building substrates. Heavy-bodied formula is ideal for both vertical and horizontal applications.	0 ° to 120 °F	< 2 Hrs	3-4 Days
COLD WEATHER PRODUCTS	FEATURED BENEFITS	APPLICATION TEMPERATURE	TACK FREE	CURE TIME
2300® Construction Tripolymer Sealant	Tenacious, long-lasting adhesion to a variety of materials, even in the harshest of conditions.	0 ° to 140 °F	45 Mins	5 Days
2310® Tripolymer Brushable Repair Coating	Clear, brushable version of 2300 that remains flexible and won't crack.	0 ° to 140 °F	2 Hrs	4 Days
2315LRF® Leak Repair-Fibered Brushable Coating	Fibered for strength and designed to stop leaks fast while remaining permanently flexible.	0 ° to 140 °F	4 Hrs	5 Days
2320® & 2321 Construction Tripolymer Gutter And Narrow Seam Sealant	Seals and repairs narrow seams fast with great adhesion and long-lasting durability.	0 ° to 140 °F	15 Mins	5 Days
8125® 100% Silicone High Performance Acetoxo Cure Sealant	100% acetoxo cure silicone that resists weather, vibration and moisture with +/-25% joint movement.	-20 ° to 122 °F	25 Mins	1 Day
8150® 100% Silicone High Performance Neutral Cure Sealant	100% neutral cure silicone that resists weather, vibration and moisture with +/-25% joint movement.	-20 ° to 122 °F	1 Hr	1 Day

To learn more about these and other wet or cold weather products, call us at 1-800-348-7615 or customerservice@geocelworldwide.com

Young Contractors Council Fishing For Life Service Project

The MRCA Young Contractors Council (YCC) organizes a community service event each year in conjunction with the Conference & Expo. These events are designed to give back to the community that is local to the show's location. This year, during the Welcome Party, all attendees had the opportunity to build fishing tackle kits for Fishing For Life, Saint Paul, MN.

Founded in 2004, Fishing For Life has dedicated over a decade to serving youth, families, veterans, and communities through its fishing and outdoor programs.

These programs serve as avenues for building relationships with various groups across the state, including at-risk youth, families, veterans, and communities in Minnesota and throughout the Midwest.

MRCA was able to complete and deliver 100 kits! The YCC is grateful for all the participation and support this year in completing the community service project!

Thank you to those that sponsored!



#MRCA2024

ANNUAL PRESIDENTS DINNER



President's Dinner

MRCA President, Bob Poutre, hosted the Annual President's Dinner in Saint Paul, MN last month. This special event honors the MRCA Past Presidents whose legacy is the strong roots of the association and in whose footsteps all current and future leaders' tread.

The entire MRCA Board of Directors and their guests were there as well to help celebrate those who have given their time, dedication, and talents over many years to improve MRCA and the roofing industry as a whole.

A special thanks to **2015 MRCA President, Larry Marshall, and his wife Sheila**, for sponsoring the dinner.



MRCA CON-EXPO Highlights





CERTIFIED ROOFING TORCH APPLICATOR



TRAINING DELIVERED TO YOU

SCHEDULE YOUR CERTA TRAINING SESSION TODAY!

Questions? Call the **CERTA** line (937) 206-2132
or email: CERTA.Info@mrca.org



Scan with your phone ➔



MEMBERS

LEGAL SERVICES PLAN

Auman Mahan + Furry
ATTORNEYS

Call today for your **FREE** monthly 30 minute consultation!

(937) 223-6003

www.amfd Dayton.com



The Midwest Roofing Contractors Association is partnered with the law firm of Auman, Mahan, and Furry to provide the MRCA membership with this unique service.



- Auman, Mahan, and Furry specializes in
- labor and employment law
 - wage-hour, prevailing wage
 - workers' compensation
 - unemployment compensation
 - construction law
 - government contract disputes
 - occupational safety and health
 - collective bargaining litigation



The purpose of this service is to provide MRCA members the opportunity to discuss and identify legal problems, and to resolve general questions and concerns quickly through convenient access to specialized and qualified legal counsel. Each MRCA member is entitled to one 30 minute consultation per month.



FALL PROTECTION & WORKING FROM HEIGHTS



By Andy Sawan, Risk Services Specialist at Sedgwick

The Occupational Safety and Health Administration's (OSHA's) Fall Protection standard focuses primarily on the construction industry. However, it pertains to all companies regardless of their operation if they perform work at heights. Although the standard falls under the Construction Industry, OSHA can use the Construction Fall Protection standard against any company if they identify a potential fall hazard. General Requirements for Fall Protection, 29 CFR 1926.501 and Training Requirements for Fall Protection, 29 CFR 1926.503 are almost always found on OSHA's Top Ten violations, year after year. It is essential to evaluate if your company falls under these standards.

Since the Fall Protection standard includes a large number of individual regulations, it is important to understand what the specific rules are that are commonly violated. Here are the top 5 sub-sections OSHA is citing companies for under General Requirements for Fall Protection.

[29 CFR 1926.501. General Requirements for Fall Protection](#)

1. **1926.501(b)(13)** – States that anyone performing construction work at heights of 6 feet or more shall be protected from falls using approved guardrail systems, safety net systems, or personal fall arrest systems.
2. **1926.501(b)(1)** – Employees working on platforms 6 feet or higher with unprotected sides or edges shall be

protected by guardrail systems, safety net systems, or personal fall arrest systems.

3. **1926.501(b)(10)** – Employees engaged in roofing activities on low-slope roofs with unprotected sides and edges 6 feet or more above lower levels shall be protected by use of a guardrail systems, safety net systems, or personal fall arrest systems.
4. **1926.501(b)(11)** – Steep roofs that are 6 feet or higher from a lower level shall be protected from falling by guardrail systems with toeboards, safety net systems or personal fall arrest systems.
5. **1926.501(b)(4)** – Holes- Each employee on walking/working surfaces shall be protected from falling through holes (including skylights) more than 6 feet above lower levels, by personal fall arrest systems, covers, or guardrail systems erected around such holes. Additionally, employees must be protected from tripping hazards and employees below must be protected from falling objects from holes.

These five citations tell us that if your employees are working at heights 6 feet or higher in the construction industry, you must have some type of fall protection. Keep in mind that this is for Construction. If you are in the General Industry, the height is 4 feet, the Shipyard Industry is 5 feet and the Longshoring Industry is 8 feet.

OSHA suggests three types of fall protection employers can use to protect workers.

Continued from page 36

1. **Personal fall arrest systems** – System used to safely stop (arrest) a worker who is falling from a working level. Specifics on Fall Arrest Systems can be found at 29 CFR 1926.502(d).
2. **Safety net systems** - Safety net systems are designed to catch a falling worker. Safety nets are intended to decrease the fall distance, absorb the energy of a fall, and reduce the likelihood or seriousness of an injury. Specifics on Safety Net Systems can be found at 29 CFR 1926.502(c).
3. **Guardrail systems** – Guardrail systems are barriers erected to prevent workers from falling to lower levels. Specifics on Guardrail Systems can be found at 29 CFR 1926.502(b).

29 CFR 1926.503. Training Requirements for Fall Protection

Here are the top five sub-sections OSHA is citing companies for under Training Requirements for Fall Protection.

1. **1926.503(a)(1)** – Employees who are exposed to fall hazards must be appropriately trained on how to recognize and correct those hazards.
2. **1926.503(b)(1)** – The written certification record shall contain the name or other identity of the employee trained, the date(s) of the training, and the signature of the person who conducted the training or the signature of the employer.
3. **1926.503(a)(2)** – Employer shall ensure each employee has been trained, as necessary, by a competent person. (94) Competent Person - one who is capable of identifying existing and predictable hazards in the surroundings or working conditions which are unsanitary, hazardous, or dangerous to employees, and who has authorization to take prompt corrective measures to eliminate them.
4. **1926.503(c)(3)** – Inadequacies in an affected employee's knowledge indicate that the employee has not retained the required understanding or skill.
5. **1926.503(c)** – Retraining. If you feel an employee does not have the understanding or required skill after training, they shall be retrained.

These 5 citations are telling us that employees were not trained in using fall protection, unable to identify a potential fall hazard and unable to retain the knowledge of fall hazards, even after the training. Additionally, employers failed to document training for employees.

Fall protection and training continue to be a serious problem in the workplace and they continue to appear on OSHA's Top Ten list. To identify potential hazards in your workplace or the job site, compare the citations above and see if your organization complies with them. If you identify any gaps, take the necessary steps to close those gaps, protect employees and minimize potential fines.

If you need help identifying potential hazards in your workplace, please contact Andy Sawan, Risk Services Specialist at Sedgwick at andrew.sawan@sedgwick.com or 330-819-4728.

DOES YOUR MEMBRANE **STAND UP** TO THE TEST?

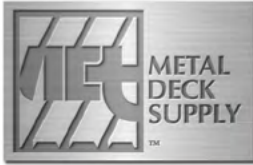
Roof membranes have to be strong enough to withstand the constant abuse of Mother Nature. One made with high-quality asphalt, polymers and reinforcement will provide the waterproofing protection you deserve. A roof membrane with high filler content simply won't.

When raw material prices rose and most others in the industry chose to cheapen their products, Bitec remained loyal. We will not sacrifice quality because when it comes to roofing, **quality matters.**

BITEC
BITUMEN TECHNOLOGY

1.800.535.8597 • www.bi-tec.com





METALDECKSUPPLY.COM

METAL DECK REPLACEMENT?

WE HAVE IT IN STOCK NOW!

YOUR ONE-STOP METAL DECK SHOP!™

Contact Us Today for the Best Service and Lead Time

METALDECKSUPPLY.COM

- Largest Inventory In Stock for Immediate Use
- Variety of Deck in Stock
- Pick Up Or Delivery
- Knowledgeable Staff
- 15 Locations to Serve You

Visit our Website for our Metal Deck 101 Videos in English and Spanish

PROUD MEMBER



630-978-7800 · SALES@METALDECKSUPPLY.COM · 800-894-7741

ADVANCED ARCHITECTURAL

SHEET METAL & SUPPLY

We service your needs with consistent quality, workmanship and knowledge

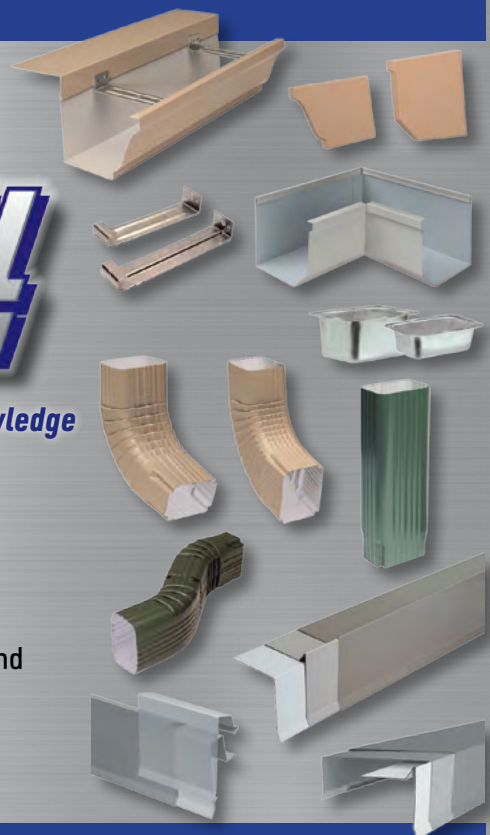
It's part of the reason customers come back to us time after time.

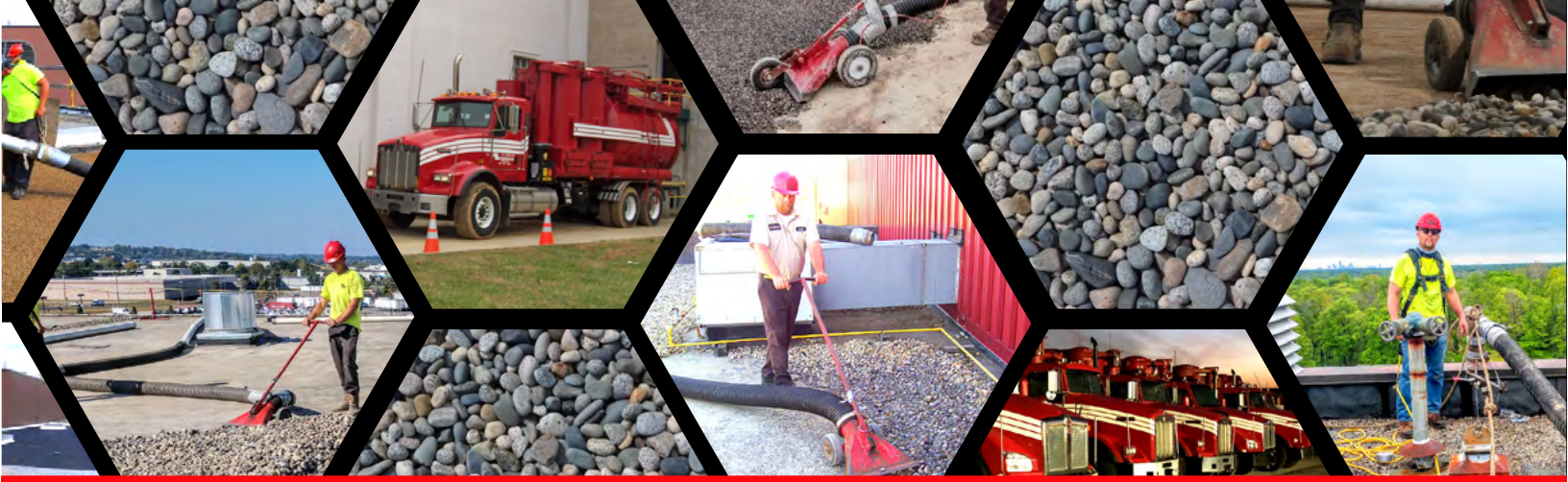
Maximize your profits by decreasing your inventory.
Reduce man hours - let us fabricate, you install.

98% of our American-made products are made-to-order and are manufactured inhouse. Our products are made from domestic metal and custom crafted to your specifications.

Contact us today to see how we can streamline your process and maximize your profits!

(231) 861-0050 | info@advarchsm.com | www.advarchsm.com





NATIONAL LEADER

OVER 40 YEARS OF EXPERIENCE

SERVICES PROVIDED



Dry-Vac
Wet-Vac



Ballast
Removal



Pneumatic
Ballasting

NATIONWIDE SERVICE

322 Wyndham Way
Piqua, OH 45356



PO Box 616
Pittston, PA, 18640



PO Box 669052
Charlotte, NC, 28266

1 - 8 8 8 - 4 9 3 - 7 6 8 2

www.RKHydroVac.com

CHEVRON DECISION MAY LEAD TO ENVIRONMENTAL SUITS AND PERMIT DELAYS



The Loper Bright and Corner Post rulings could open the National Environmental Policy Act, OSHA's heat standard and other regulations to challenges, legal experts say.



By Julie Strupp, Senior Editor of Construction Dive

The Supreme Court's June Chevron ruling will likely have a seismic impact on laws that pertain to the construction industry, legal experts say.

In their [Loper Bright Enterprises v. Raimondo](#) decision this summer, the justices struck down the 1984 decision in *Chevron v. Natural Resources Defense Council* — previously one of the most consequential rulings on federal administrative law. The decision rolled back the power of federal agencies to interpret the laws they administer, and ruled instead that courts should interpret ambiguities.

Now, with the fall of what was known as the Chevron deference doctrine, a slew of regulations are ripe for challenges on the grounds that the federal agencies enforcing them have overstepped their bounds, legal experts told Construction Dive. The National Environmental Policy Act, Endangered

Species Act and OSHA's heat standard are among those likely to be challenged.

"In the immediate future, we're going to see an increase in litigation on this basis, and we're already seeing a lot of complaints being amended to include Loper Bright in cases that are before the courts now," said attorney Prianka Sharma, vice president and counsel for regulatory affairs for the American Road & Transportation Builders Association.

In theory, the decision should result in less vacillation in regulations when presidential administrations change. However, the changes will take time to shake out, which could delay permitting as agencies try to understand how they must adapt. There will continue to be uncertainty until some legal precedent is established at the federal district court and circuit court levels, according to Sharma.

Continued on page 41

Continued from page 40

“One thing that we’re really hoping for is that [Loper Bright] will lead to less pendulum swinging depending on who’s in office,” Sharma said.

A second ruling

Just days after Loper Bright, the Supreme Court ruled in [Corner Post v. Board of Governors of the Federal Reserve System](#) that the six-year window to challenge an agency regulation starts when a plaintiff is injured by the rule, rather than when the regulation was finalized. In other words, builders that are newly impacted by longstanding regulations may now have the chance to challenge them.

Together, these rulings open up established rules to new scrutiny, and this time, agencies will not receive the same deference they had under Chevron. That likely means the construction industry will dispute laws they previously thought weren’t worth the effort, said attorney Curtis Moore, partner at Atlanta-based Fisher Phillips. “If an employer has a disagreement with the agency over an interpretation, in the past, we might say, ‘Well, this is a pretty uphill battle, given that the agency gets deference to its interpretation.’ Now there really isn’t that thumb on the scale, so to speak,” Moore said.

Legal changes post-Chevron

Congress will likely pass more detailed laws going forward as a result of Loper Bright, according to attorney Rafe Petersen, partner at Miami-based Holland & Knight and member of the firm’s Chevron Deference Working Team.

When new administrations come in, they typically want to undo the work of the previous administration, but now, rather than new agency appointees interpreting laws differently, Congress must amend those laws in order to advance a new agenda.

“It used to be the Congress, I think, felt like they were doing a favor by drafting a relatively vague law that would give the agency wiggle room,” Petersen said. “Now with the current jurisprudence ... unless there’s a real clear statement and Congress wanted the agencies to do it, the courts are going to say, ‘Well, no, you don’t have authority, go back to Congress if you want that fixed.’”

That said, agencies will also be preparing for a

post-Chevron landscape, according to Sharma, “so they will be trying to bolster their arguments too.”

One unintended consequence of Loper Bright is that agencies may rely more on recommendations rather than regulations, which would be more difficult to challenge, Petersen said.

“An ironic effect may be that agencies now regulate more through guidance again,” Petersen said. “If they’re afraid the regulation is going to get struck, then they’ll use guidance, which is harder to challenge, because they’ll say, ‘Well, that’s not binding as a matter of law.’”

Laws vulnerable to challenge

The Loper Bright decision will likely come into play most in cases where an administration is seeking to advance an agenda, and the underlying laws are not very clear, said Petersen.

In particular, he expects regulations based on more modern concepts of environmental law and environmental justice to be challenged, such as those dealing with stormwater, the National Environmental Policy Act and the Endangered Species Act.

“The Clean Air Act and the Clean Water Act and all these laws, a lot of these were written in the ’70s. Well, nobody contemplated, much less put into the law, things such as, ‘How do you address climate change and how do you address environmental justice?’” Petersen said.

Some [OSHA regulations, like a pending heat standard](#), may also be vulnerable because the agency tends to interpret its powers broadly, according to Moore. Also up for legal challenge is its position that the agency can record interviews without permission of the employee or management official, which contradicts an earlier interpretation from the ’90s.

For builders in warmer parts of the country, “[the heat standard is] almost always going to be triggered, and it’s going to have a big impact on how you can schedule your work to be performed,” Moore said. “I think those are the types of regulations where industry groups and employers are going to decide it’s worth the legal expense to challenge this in light of Chevron.”

In addition, multifamily builders may challenge

Continued on page 42

Continued from page 41

how the Fair Housing Act's design and construction rules have been interpreted, as well as [HUD's new floodplain rules](#), Petersen said.

"For multifamily companies that are constructing multifamily housing, etc., I would think that would be something that would be at least looked into," Petersen said.

Two challenges that have already been filed and may include a Loper Bright argument are to the Federal Highway Administration's greenhouse gas rule and to OSHA's walkaround rule, said Sharma. Petersen expects more Loper Bright-related cases to start trickling out in the next month or two.

Other laws have less chance of being successfully overturned.

"I would think that in most of those cases where there was a previous Chevron challenge to the statute, that decision is going to stand unless there's a new ground brought up," Moore said. "I think this is going to operate more prospectively, where you see new regulations or new statute challenges be decided post-Chevron."

What builders should know

As cases work their way through the court system, varied rulings from different circuits could make it complicated for builders to understand how they should comply. The Supreme Court may be called upon more frequently to decide on disagreements at the circuit court level.

Until the Supreme Court establishes some precedent, "I think you will see inconsistent decisions, probably, from different circuits, and that will at least initially create a little bit of a headache for employers as they try to figure out, you know, 'OK, if I operate in multiple states and one decision went this way and another decision went that way, what do I do?'" Moore said.

For now, industry pros must be ready for compliance, according to Moore.

"If you're in an industry that will be impacted by the heat stress rule or any other rules that are coming out, be prepared for those," Moore said. "So start looking at implementing policies and procedures that you may have to have if those rules do go into effect and challenges aren't successful."

In the near term, the ruling could slow down permitting, according to Petersen.

"That is usually what causes agencies to delay, is they have to deal with the newest case and deal with the newest guidance and work through what happens when their regs get struck. So, you know, agencies such as the Army Corps of Engineers and EPA, you know, this could well have the effect of slowing down permits," Petersen said.

To deal with this, Petersen urged builders to apply for permits as early as possible and to use them as soon as they're obtained.

"When there's all this rapid change and things getting overturned, I always advise people that, even if the build-out is in phases, use the permit," Petersen said. "Go quickly, if you can, in times of uncertainty, just to make sure you get the benefit of all your hard work."

Julie Strupp is a senior editor with *Construction Dive*, based in Washington, D.C.

About Construction Dive *Construction Dive* provides in-depth journalism and insight into the most impactful news and trends shaping the construction and building industry. The daily email newsletter and website cover topics such as commercial building, residential building, green building, design, deals, regulations and more. *Construction Dive* is a leading industry publication operated by *Industry Dive*. Our business journalists spark ideas and shape agendas for 14 million decision makers in competitive industries



THE LOOK OF CLAY. THE STRENGTH OF STEEL.

ProVia metal barrel tile roofing combines the timeless beauty of Spanish clay tile with the unrivaled strength of metal roofing. This 26-gauge galvanized metal roofing system is engineered to withstand 130-mph winds, damaging hail, torrential rain, and intense UV rays, and it's backed by a **limited lifetime transferable warranty**. Give your customers the best of both worlds: style and substance.

It's the right thing to do.



DOORS | WINDOWS
SIDING | STONE | ROOFING

Learn more about
our metal barrel tile
roof system





Midwest Roofing
Contractors Association®
7250 Poe Ave. Ste. 410
Dayton, OH 45414
www.mrca.org

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

BUILT TO DO MORE... & LESS.

WHY A MALARKEY SHINGLE?

Unlike standard roofing shingles, Malarkey shingles are made of **Rubberized Asphalt** for superior all-weather resilience, **Upcycled Rubber & Plastics** to reduce landfill waste, and **Smog-Reducing Granules** that help clean the air.

Better performance, and better for the environment – why not a Malarkey shingle?



WHEN IT MATTERS®



 **Malarkey**
Roofing Products®

MRC

Midwest Roofing Contractors Association
2025 VOL. 67 No.5

MIDWEST ROOFER

IN THIS EDITION

- BUSINESS MANAGEMENT: WHAT TO DO IF IMMIGRATION AGENTS COME TO YOUR JOBSITE
- SAFETY: SAFE WINTER DRIVING
- ECONOMIC UPDATE: CONSTRUCTION FORECAST 2025
- MRCA 2025 SAVE THE DATE pg18



Landmark[®] PRO

The Expert's Choice



Max Def
Red Oak

Max Def
Coastal Blue

Max Def
Espresso

Max Def
Evergreen

Ceilings • Gypsum • Insulation • Roofing • Siding • Trim
800-782-8777 • CertainTeed.com

- Four **NEW** Max Def Colors
- **UL 2218 Class 3 Impact Rated**
- **StreakFighter[®]** 30-year algae resistant
- **NailTrak[®]** wider nailing area for a more accurate installation



SCAN QR CODE
TO LEARN MORE

 **certainteed**
SAINT-GOBAIN

Contents

Columns

Presidents Message..... 4-5

Industry News..... 6-7

Business Management: What to Do If Immigration Agents Come to Your Jobsite 8-9

On Deck: Kellie Paasch of Independent Roofing Company 10-11

Economic Update: Construction Forecast 2025 14-17

MRCA 2025 Save the Date 18

MRCA Expo Exhibitor Contract 19-20

Safety: Safe winter driving 24-26

Ad Index

Certainteed 2

Auman Mahan + Furry..... 9

MRCA HAWT 12

Beeline..... 13

A.C.T. Metal Deck Supply..... 15

CERTA 21

MRCA Legal Services 21

Geocel 22

Ameriprise Financial 23

Roofers Coffee Shop 23

Bitec 25

Roofing Contractor Magazine..... 26

Apollo Health Insurance. 27

Malarkey Roofing Products. 28



Midwest
Roofing
Contractors
Association

2025 MRCA Leadership Directory

Officers/Executive Committee

President
Laurie Moore
Kreiling Roofing Co

First Vice President
Foundation President
Bill Seibert
Fisher Roofing of Kearney

Second Vice President/Treasurer
Chris Daly
Kaw Roofing & Sheet Metal Inc.

Secretary
Ryan Petrick
Ridgeworth Roofing Co Inc

Immediate Past President
Chairman of the Board
Robert Poutre
Roof Tech., Inc.

Directors

Luke Haines
Roofmasters Roofing & Sheet Metal Co.

Don House
BL Dalsin Roofing

Chris Huntington
AAA Roofing

Michael Katrosh
Queen City Roofing & Contracting

Daniel Knickelbein
Langer Roofing & Sheet Metal

Miles Maddux
Versatile Roofing, LLC

Larry Marshall III
L. Marshall Roofing & Sheet Metal

Andrew Meade
Meade Construction, Inc.

Michael Miller
Rackley Roofing Company, Inc.

Gil Morales
CIM Roofing, Inc.

Kevin Petersen
Carlson Racine Roofing and Sheet Metal, Inc.

Kellie Paasch
Independent Roofing Co., Inc.

Ian Rammel
Damschroder Roofing, Inc.

Casey Snead
MRB Contractors

Brett Tesson
Tesson Roofing & Exteriors

Matt Smith
Fat Matt Roofing

Council / Committee Chairs

Advisory Council Chair
Greg Bloom
Beacon Building Products

Signatory Contractors Council Chair
Mark Langer
Langer Roofing

T&R Chairman
Randy Adams
R Adams Roofing, Inc.

Reserve Investment Chair
Kurt Steinkuhler
Wray Roofing

CERTA Taskforce Chair
James Ramser
Highland Roofing Company, Inc.

HAWT Taskforce Chair
Fred Horner
Advanced Industrial Roofing

YCC Chair
Rachel Garcia
Malarkey Roofing Products

Women in Roofing Chair
Megan Malone
Rackley Roofing Co., Inc.

Legal Counsel
Gary Auman
Auman, Mahan & Furry

Staff

Megan Pope
Executive Director & Foundation
mpope@mrca.org

Bob Pope
Associate Director
bpope@mrca.org

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

Chrystal Beavers
Account Manager
cbeavers@mrca.org

Morgan Arwood
Membership Director
marwood@mrca.org

Joe Williams
Graphic Designer
jwilliams@mrca.org

MRCA Headquarters

7250 Poe Ave. Ste. 410 | Dayton, OH 45414
Phone: 800.497.6722 | Fax: 937.278.0317
www.mrca.org

Find us on



President's Message



PRESIDENT'S MESSAGE



Laurie Moore, MRCA President

Happy New Year!

The Executive Committee met in December to discuss the direction of MRCA for 2025.

MRCA recognizes under-supported areas of the industry to decide the creation and direction

of its committees. Each year committees are reviewed to make sure they are driving the goals of the association.

Steep Slope Committee:

MRCA created a Steep Slope Committee to focus specifically on challenges faced by steep slope contractors which include the ever-changing insurance environment and the increased subcontracting practice.

Architectural Sheet Metal Committee:

There is an ongoing struggle to find and train people to perform architectural sheet metal work. MRCA formed a specific committee where members discuss how to successfully build a strong sheet metal department and select specialized metal equipment to not only keep up with the demands of roofing but to potentially expand into other specialized areas of sheet metal work.

Signatory Contractors Committee:

About 5 years ago, union contractors were recognized as an underserved area of support. Union contractors negotiate labor terms with union locals, sometimes through a contractor association and sometimes on their own. MRCA created the Signatory Contractor's Council to help educate contractors on negotiating effectively and staying current with the changes in the union environment. It helps contractors balance working within a labor contract while still improving company culture and policy. There is an annual meeting in Rosemont, IL open to all union contractors. This year the meeting will be held March 24-25.

Young Contractors Council (YCC):

MRCA's YCC plans a fun fundraiser each year for the annual conference that presents an opportunity to dress in themed costumes, play games and meet others all while supporting the MRCA Foundation. Working on the event is a great opportunity to get to know others new to the industry or in the first season of their career.

Past Presidents Committee:

This committee was created in 2015 to honor those who served as president and to maintain relationships with the experience and wisdom of our predecessors. While we must change with

our ever-changing environment, balancing this change with our roots keeps us stable.

Advisory Council and Conference Promotion Committees:

These groups work to assess ideas for improvement of the annual conference and creative ways to encourage attendance.

Membership Committee and Business Management:

Our Membership Committee is closely connected to understanding and improving the value of an MRCA membership and generates ideas on the best ways to share the value with others. Business Management is often in creation of tools to provide items of tangible value included in an MRCA membership.

Safety and T&R:

These two committees have been cornerstones in our industry and are continuing to work hard to bring industry challenges to the surface for inspection and improvement. In 2021, MRCA responded to increased hot air tool usage with the HAWT (Hot Air and Induction Welding Safety Training) Program.

The MRCA Safety Award Program has brought the annual review of contractor safety plans literally to the front of the room at the annual conference. No more are safety plans living on a shelf collecting dust. These documents are living, breathing and evolving as intended.

I hope one or more of the above committee descriptions above inspires you to dig deeper in knowledge or involvement in your industry. Increasing your knowledge in an ever-changing environment with time, energy and dollar constraints can be challenging; however, recognizing the value of knowledge that could help lessen time and energy spent reacting to preventable situations might be a good investment for your company. MRCA is working to provide support and is open to hearing what the members need.

The MRCA Board and Committee Meetings meet regularly. Please email us at mrca@mrca.org if there are areas of concern you see for MRCA to address. We would love to include your ideas in our discussions.

Laurie Moore
MRCA President
Kreiling Roofing Company



Best of Success 2024: Roofing Contractor Names Commercial, Residential Contractors of the Year

Two standout roofing companies earn RC's highest honor for innovation, commitment to the industry and passion for the job.



Art Aisner
Editor of Roofing
Contractor

Roofing Contractor ended the first day of the Best of Success conference by honoring two roofing companies with its highest honor - the annual Contractor of the Year award.

Coryell Roofing of Oklahoma City was named the 2024 Commercial Contractor of the Year, and Victors Home Solutions of Canton, Mich., took home the 2024 Residential Contractor of the Year honor. According to RC Publisher Jill Bloom, both companies stood out among the dozens that entered the submission process earlier this year.

"We're here to showcase the true innovators in the roofing industry, the ones bringing the big ideas to the table ... and driving the industry forward in a positive direction," she said Thursday during the 20th Best of Success conference at the Hyatt Regency Resort on Florida's west coast.

[Victor Smolyanov started his company](#) subcontracting for a larger residential roofer working in the metro Detroit area and branched out on his own in 2014. He built a business model focused on retail work, innovative marketing and emphasizing customer care. The company experienced steady growth through the COVID-19 pandemic and emerged stronger, poised for expansion across Michigan and into surrounding states.

Smolyanov thanked his wife, Lily, and his leadership team for helping him pursue his ambitions. He harked back to attending Best of Success in 2014 and being in awe of the "titans" in the room, hoping to emulate their success.

"Hard work and common sense get you a long, long way in this business. Take care of people, take care of your customers, and I'm hoping there is someone up on the stage in 10 years doing the same thing, so thank you so much," said Smolyanov.

Chris Coryell started his roofing company [13 years](#)



[ago](#) and has consistently delivered award-winning work for customers and manufacturing partners over the years. The business is a model for safety and employee retention in roofing and has prioritized solutions for school districts and other commercial roofing clients over the past few years.

As he explained during a presentation earlier Thursday, he and officials with FM Approvals are now working to improve roofing standards in storm-prone regions to help protect school districts and facility owners. As Coryell and nearly 20 of his employees took the stage, he joked he and his colleagues travel like a football team, a visual demonstration of the company's commitment to its employees and vice versa.

"It's an honor, it's a privilege, and I commit to each of you, we will continue representing this industry in the best possible fashion," said Coryell.



2025 Roofing Alliance Most Valuable Player (MVP) Award Finalists & Honorable Mentions Announced

Six outstanding roofing professionals compete for Best of the Best Recognition.

The Roofing Alliance proudly announces the 2024-25 Most Valuable Player (MVP) Awards finalists and honorable mention recipients. The winners for Outstanding Performance and Leadership, Outstanding Community Involvement and the recipient of Professional Roofing's Best of the Best, a recognition co-sponsored by OMG Roofing Products and Professional Roofing magazine, will be announced during the NRCA Industry Awards and Reception on Feb. 20, 2025, at the International Roofing Expo® in San Antonio, Texas.

Through the MVP Award program, the Roofing Alliance honors leadership in the field. Roofing contractors nominate field roofing workers, foremen or superintendents. Distributors and supplier firms nominate warehouse employees, warehouse foremen, drivers or equipment operators. Individuals can be nominated for their outstanding performance and leadership or outstanding community involvement. Since the program's inception more than 20 years ago, 783 employees have been nominated and 291 winners and finalists have been recognized.



The 2025 MVP Award Finalists include:

- Angel Arroyo, superintendent, Raincoat Roofing Systems Inc., Broadview, IL.
- Alex Garcia, superintendent, Bliss Roofing Inc., Clackamas, OR.
- Hugo Guerrero, superintendent, Chamberlin Roofing & Waterproofing, Houston, TX
- Cliff Johnson, driver, Beacon Building Products, Rochester, MN.
- Chad Rouse, superintendent, D.C. Taylor Co., Cedar Rapids, IA
- Alicia Woodruff, superintendent, Superior Services RSH Inc., Lansing, MI.

The 2025 MVP Honorable Mention Recipients include:

- George Castillo, equipment operator, Chamberlin Roofing & Waterproofing, Houston, TX

- Bill Deckard, warehouse foreman, All Weather Insulated Panels, Little Rock, AR.
- Joseph Graham, foreman, Springfield Commercial Roofing, Kingsley, MI.
- Rogelio Guerra, foreman, Renaissance Roofing Inc., Belvidere, IL.
- Phillip Hernandez, driver, Beacon Building Products, Herndon, VA.
- Nahum Padilla, superintendent, KPost Company, Dallas, TX

Best of the Best Award

MVP award recipients also vie for the distinguished title of Professional Roofing's Best of the Best. In collaboration with OMG Roofing Products Inc. of Agawam, Mass., Professional Roofing magazine proudly co-sponsors this prestigious recognition. The coveted title of Best of the Best comes with a special prize and the added distinction of being featured in a comprehensive article within Professional Roofing magazine. This exclusive spotlight not only acknowledges the winner's exceptional contributions but also provides a platform to share their insights, expertise and success story with a broader audience. It's an opportunity for the industry to celebrate excellence, learn from the best and inspire future generations of roofing professionals.

For more information about the Roofing Alliance or the Most Valuable Player Awards, please contact Alison L. LaValley, CAE at alavalley@nrca.net or visit roofingalliance.net.



About the Roofing Alliance

The Roofing Alliance serves as a catalyst for innovation, bringing together a dedicated community of over 200 roofing professionals from across the industry. With a commitment exceeding \$16 million, the Roofing Alliance funds essential research and training initiatives, fosters educational advancement through its construction management programs and the esteemed Melvin Kruger Scholarship Program, and leads critical workforce development initiatives. It also recognizes outstanding contributions through the Most Valuable Player Awards Program and champions philanthropic outreach through its impactful partnership with Ronald McDonald House Charities®. For more information about becoming a Roofing Alliance member, please contact Alison L. LaValley, CAE, Executive Director, at alavalley@nrca.net.



WHAT TO DO IF IMMIGRATION AGENTS COME TO YOUR JOBSITE



By: Zachary Phillips, Construction Dive Editor

The incoming Trump administration has promised to step up workplace raids. Here's how contractors can prepare.

Last month, President-elect Donald Trump named Tom Homan, former acting head of Immigration and Customs Enforcement, as his “border czar.”

Homan has promised that the incoming administration will [increase workplace raids](#) as part of its broader immigration plan. It's not clear yet which industries would be most affected, but there are clues from Trump's first term.

“We are anticipating the resumption of mass worksite raids under the first Trump administration that were focused mostly on the manufacturing and meat and poultry processing industries. But we don't know where it's going to be focused this time,” said Marisa Díaz, immigrant worker justice program director for the New York City-based National Employment Law Project.

Construction, an [industry that relies on foreign-born workers](#), could certainly be among those

targeted by jobsite raids, and contractors need to prepare for the possibility of unannounced visits from federal agents, lawyers say.

What to know

Immigration and Customs Enforcement agents may come to a workplace as part of an investigation into an employer, according to the National Immigration Law Center. There are several reasons why they would be there.

As part of an external I-9 audit, federal agents visit a jobsite to review employers' records for worker authorization. In those cases, contractors get a three-day heads up, said Shanon Stevenson, partner at Atlanta-based law firm Fisher & Phillips.

In a jobsite raid, however, federal agents from ICE or Homeland Security Investigations would show up unannounced, Stevenson said. Immigration agents can only enter a private property such as a jobsite if they have a [judicial warrant signed by a judge](#), according to the NILC.

What to do

Stevenson said contractors should review the warrant extensively with legal counsel, but an unannounced raid by federal agents may not give employers more than a few minutes to react. In that time, she said, ensure that the warrant is signed by a judge, verify that it lists the company's correct legal name and address and email a copy of the warrant to the firm's employment and immigration counsel.

"HSI agents will not wait for your attorney to arrive before commencing their search," Stevenson said.

When a warrant has an employee's name on it, the National Immigration Law Center says employers do not have to say if that employee is present that day or not, nor take the ICE agents to the named employee.

The NILC also advises not helping ICE agents sort workers by immigration status or nationality, while watching agents to ensure they are complying with the warrant. Additionally, NILC suggests having a willing party video record the raid, in case it is needed for future legal action.



Develop a plan

No matter what, prior planning will be key to handling a workplace visit.

"GCs should work with counsel to develop a Rapid Raid Response Plan for use if HSI executes a workplace investigation, including training key employees on how to handle that situation," Stevenson said.

Training for employees includes knowing what may constitute breaking the law. For example, managers or workers who help unauthorized employees escape a jobsite could face criminal

charges.

Díaz said she and coworkers have heard of "increased fear across the board" for workers, whether they're authorized to work or not, as the rhetoric around immigration has targeted those of Latin American and South American descent.

"That has detrimental effects on the workplace in terms of workers' ability to identify hazards in the workplace, feeling safe to be able to speak up and let their employers know if there's something that's not only affecting them, but also all of their coworkers," Díaz said.

Zachary Phillips joined Construction Dive in September 2019. Prior to that, he worked as an editorial intern for the Baltimore Business Journal and the Hill.com. He is a graduate of the Philip Merrill College of Journalism at the University of Maryland, where he covered several beats across numerous school publications, including the Diamondback, Testudo Times and Capital News Service.

Experienced Counsel and Determined Professionals

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

**Auman
Mahan + Furry**
ATTORNEYS

937-223-6003
amfdayton.com

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

*Gary W. Auman
Richard L. Carr, Jr.
Donald B. Rineer
Amy C. Mitchell
Douglas S. Jenks
Abigail K. White
David M. Rickert
Lindsey Deck
Jon L. Sutermeister
Lucas A. Strakowski*

ON DECK

KELLIE PAASCH

Vice President at Independent Roofing Company



CONTACT US
INDEPENDENT ROOFING CO.
OMAHA, NEBRASKA
PH: 402.348.0909
WWW.INDEPENDENTROOFING.NET

Kellie grew up in a suburb of Omaha, Nebraska, with her parents and two brothers. From a young age, she had an entrepreneurial drive. “While my friends spent their time on hobbies or playing sports, I focused on babysitting to earn money. I meticulously tracked my earnings and saved nearly every penny. By the time I was 18, I had purchased a new car outright, and by 22 I managed to put a down payment on my first home with that babysitting money.”

Kellie attended the University of Nebraska at Omaha, where she majored in Family Studies. “My dream was to become an adoption counselor or perhaps open a childcare facility - care for people has always been at the core of who I am.” During college, her mom, who worked as the Accounting Manager at a local roofing company, Independent Roofing, asked Kellie if she could help with the data transfer to their new accounting software. “At the time, \$10 an hour felt like a great opportunity. What I didn’t expect was how much I would enjoy the work. Bob Swanda, the company’s owner, recognized my potential and encouraged me to stay, setting the stage for a career I never imagined.”

Kellie’s older brother is also in the business. “He is a fantastic sheet metal worker. He designs, fabricates and installs all sorts of metal.”

While her degree might not seem directly related to the roofing industry, she finds that she tends to use it every day. “Whether it’s mediating disagreements between employees or navigating HR issues, the skills I developed in family studies have proven invaluable in helping me manage the complexities of people and relationships in the workplace.”

Kellie also enjoys the fact that Independent Roofing Co is deeply committed to their community. Recently, they were honored with the Community Impact Award from MRCA for their work with Omaha Home for Boys. The Omaha Home for Boys is a non-profit organization dedicated to providing safe housing, education, and support for at-risk youth and young adults “Through our partnership, IRC has been proud to support their mission and contribute to the positive impact they have on the community through financial contributions, donations drives, as well as helping fix roof issues with our time and expertise.”

Along with community, Industry involvement has been crucial to IRC’s success. “I witnessed this firsthand through our owner, Bob Swanda, and his strong connections with other MRCA members. He leveraged MRCA resources to address everything from company cell phone policies to significant safety concerns. It’s incredibly valuable to have peers who not only understand the challenges we face but also grasp the impact this business has on both our families and personal relationships. Being a leader in the roofing industry comes with a unique set of dynamics that most friends and family may not fully understand, but my MRCA peers certainly do.”

Kellie continues to live in Omaha with her husband, Jake, in their busy household with three kids—Max (5), Theo (3), and Emilia (1). She also has a big dog, Tank, which only adds to the chaos!



Kellie with husband Jake and children Max, Emilia and Theo



Independent Roofing Co is deeply committed to their community.



Kellie's good boy Tank!



Bob Swanda and Kellie receives MRCA Platinum Safety Award



HOT AIR & INDUCTION WELDING SAFETY
CERTIFIED SAFE AUTHORIZED USER SAFETY TRAINING PROGRAM

CLASSES FORMING NOW!
Register online at mrca.org



**CERTIFIED
SAFE**



CERTIFIED ROOFING
TORCH APPLICATOR



SAFETY & HEALTH AGENDA FOR
ROOFING PROFESSIONALS



HOT AIR & INDUCTION
WELDING SAFETY



New Safety Product Savings Program

Savings Program for Safety Equipment & Supplies 2023

Beeline Purchasing offers clients an opportunity to order safety equipment and supplies direct from the manufacturer, to reduce the middleman cost. We use the buying power of associations to set up cost saving opportunities with manufacturers. We can offer the best choices in each price category of Personal Protective Equipment (PPE) and Fall Protection that you wear and use.



Benefits include:

- ◆ Independent and unbiased brokers
- ◆ As Brokers, we shop several sources for best product at the best price
- ◆ We order direct from manufacturer, to reduce middleman costs and save you money

Stop Paying Retail & Start Saving

Kevin Holden

kevin@beelinepurchasing.com

800-292-1397

www.beelinepurchasing.com



Categories

- Clothing-Disposable
- Clothing-Protective
- Head Protection
- Safety Glasses
- Respiratory
- Hearing Protection
- Gloves/Hand Protection
- Foot Protection
- Fall Protection
- First Aid Kits
- Caution/Danger Tape
- Eyewash

Practice "Safety First" today: It may be too late tomorrow.



By: Phillip M. Perry

Healthy economic growth will help bolster profits for construction and manufacturing operations in 2025. Lower interest rates, a decline in inflation, a rebound in housing activity, and governmental infrastructure support will generate tailwinds. However, businesses must beware supply chain disruptions resulting from geopolitical tensions, as well as the growing threat of tariffs.

Clearing skies with a chance of showers. The construction industry and manufacturers can look forward to a gradually improving operating environment in 2025, thanks to lower interest rates, moderating inflation, and steady if unspectacular growth in the nation's overall economic activity.

"We look for real GDP growth of 1.9% in 2025," said Bernard Yaros Jr., Lead U.S. Economist at Oxford Economics (oxfordeconomics.com). (Gross Domestic Product, the total value of the nation's goods and services, is the most commonly utilized measure of economic growth. "Real" GDP subtracts the effects of inflation).

The good news is that the 1.9% boost is not far off what economists peg as the nation's "natural growth rate"—one that supports business activity and maintains full employment. And reduced volatility in the GDP growth pattern in recent years suggests the nation is on a glide path to a so-called

"soft landing," avoiding a recession after a lengthy inflationary binge (see adjacent chart).

Despite its positive nature, the GDP figure for 2025 is slightly lower than the 2.6% anticipated when 2024 numbers are finally tallied. That's because the nation is in a so-called "late-stage expansion," characterized by a tendency to slow down while maintaining sufficient force to invigorate commercial operations.

Fair winds

In 2025, construction operations and manufacturers can look forward to a decline in both interest rates and inflation—two bugbears that have drained profits in recent times. "We anticipate a federal funds interest rate of 2.75% by the end of 2025, down from a recent 4.75%," said Yaros. "And we look for inflation to average 2.2% in the final quarter of 2025, which will be within spitting distance of the Fed's 2% target." That's an improvement from the 2.5% inflation level toward the end of 2024.

(These figures represent the Federal Reserve’s preferred measure of inflation: the “core personal consumption expenditure deflator (PCED)” which strips out volatile food and energy prices).

Relief from the costs of interest and inflation will help fatten the bottom lines of businesses everywhere. “We anticipate corporate profits will increase 7.1% in 2024 and 5.8% in 2025, up from their 1.5% gain in 2023,” said Yaros.

Reports from the field confirm the economists’ optimistic view. “Our members are looking forward to a growth year in 2025, largely from expectations that interest rates will decline,” said Tom Palisin, Executive Director of The Manufacturers’ Association, a York, Pa.,-based consortium with nearly 500 member companies (mascpa.org). The change in fortunes can’t come soon enough, he added. “High interest rates have been putting constraints on many of our members who have been trying to maintain their financial margins, so relief in this area will be helpful.”

Construction rebounds

Analysts expect construction companies and manufacturers to share in the nationwide economic upsurge. Economists expect healthy growth in

housing activity, a mighty driver for the economy. “We forecast housing starts to increase by 6.2% in 2025, after falling by 4.7% in 2024 and declining 8.4% in 2023,” said Yaros.

Why the rebound? A decline in the cost of money and a concomitant loosening of credit standards. “Lower mortgage rates should help the single-family home market,” said Bill Conerly, Principal of his own consulting firm in Lake Oswego, Oregon (conerlyconsulting.com). “It will be a little less painful for people with 3% or 4% mortgages to give them up, sell their current houses and move up.”

Housing is not the only construction sector that will do well. “This is the era of the megaproject, and future prospects are quite positive for contractors who are able to participate in major public works,” said Anirban Basu, Chairman & CEO of Sage Policy Group (sagepolicy.com). Basu noted that much construction activity is being driven by the re-emergence of industrial policymaking in America, an economic transformation that has led to programs such as the Inflation Reduction Act, the Chips and Science Act, and the Infrastructure Investment and Jobs Act.

“Manufacturers are receiving billions of dollars in subsidies for large-scale infrastructure projects,

Continued on page 16



METALDECKSUPPLY.COM

METAL DECK REPLACEMENT?

WE HAVE IT IN STOCK NOW!

YOUR ONE-STOP METAL DECK SHOP!™

Contact Us Today for the Best Service
and Lead Time

SALES@METALDECKSUPPLY.COM

-  Largest Inventory In Stock for Immediate Use
-  Variety of Deck in Stock
-  Pick Up Or Delivery
-  Knowledgeable Staff
-  15 Locations to Serve You

630-978-7800 · METALDECKSUPPLY.COM · 800-894-7741

PROUD MEMBER




A.C.T. METAL DECK SUPPLY

computer chip and battery manufacturing plants, and data centers, many in support of technological transformation such as the growth of artificial intelligence,” said Basu.

For contractors dependent upon multifamily construction, hotels, or retrofits of existing office space, the 2025 outlook is a bit more bleak. “High interest rates have led to very high financing costs, along with the general inflation experienced within the construction sector,” said Basu. “And banks have become more reluctant to lend, partly because of an increase in regulatory oversight. As a result, certain contractors have become vulnerable to a lack of work, and they are quite concerned about 2025.”

A change in fortune will not happen overnight. “With lower interest rates, there’ll be an easier time lining up project financing at acceptable cost,” said Basu. “But these things take time. We might see some softness in a meaningful fraction of contractors in 2025. And then perhaps things get a bit better in 2026 as these lower interest rates prompt more activity.”

Healthy employment

The economy does better when people are optimistic, since consumer spending accounts for a large portion of the nation’s business activity. While consumers remain troubled by the residual effects of inflation in the form of high prices for gas and groceries, they remain in a fairly good mood. “We look for consumer confidence to move slightly higher in 2025,” said Scott Hoyt, Senior Director of Consumer Economics for Moody’s Analytics (economy.com).

Why the optimism? Healthy employment levels. “We look for the unemployment rate to end 2025 at 4.3% and 2026 at 4.2%,” said Yaros. This is roughly in line with the 4.1% reported toward the end of 2024. (Many economists peg an unemployment rate of 3.5% to 4.5% as the “sweet spot” that balances the dual risks of inflationary wage escalation and economic recession.)

If favorable unemployment figures will encourage consumer spending, employers should also enjoy relief from the deleterious effects of the past year’s tight labor conditions. “While many contractors continue to view the lack of skilled labor as their number one challenge, it is not necessarily of the same magnitude as a year ago,” said Basu. “The number of available unskilled job openings has

shrunk, particularly in construction, thanks to a slowing economy, so hiring has slowed. Residential contractors in particular appear to be looking for fewer workers.”

Softening employment growth has given workers less bargaining power, so employers are experiencing some much-needed relief from the rising trendline of worker wages. Entry-level hourly wage increases came to 3.7% in 2024 at Palisin’s member companies, markedly lower than the vigorous 8%-10% levels clocked for each of the previous two years. (Historically, such increases have tended to settle in the 2.5% to 3.0% range).

National figures concur. “The Employment Cost Index (ECI) is slowing,” said Hoyt, referring to a common measure of average worker wages. “We are forecasting 2.8% growth in 2025, compared to 3.9% in 2024 and 4.5% in 2023.”

Despite the ongoing de-escalation in the ECI, Hoyt said it remains healthy enough to support consumer spending, as does the expected increase in the nation’s total personal income level, an important driver of business activity. Like the ECI, it is expected to follow a familiar 2025 trendline: a healthy increase despite de-escalation. “Mainly because of slower job growth, we have the increase in wage and salary income slowing to 4.5% in 2025, compared to our expectation of 4.8% for 2024, and 5.9% for 2023,” said Hoyt.

Maybe it’s a looser labor market, but employers are in no hurry to trim their employee rosters. “Employers want to maintain their ability to jump on the growth side once the economy rebounds a little,” said Hoyt. “So employment levels have held fairly steady.”

Supply chains

Construction companies will benefit from a national commitment to reposition supply chains in the United States. “Logistical issues are persuading many CEOs to place production closer to final consumers,” said Basu. “There is also a trend toward favoring nations that provide significant protection for intellectual property.”

Indeed, many contractors are concerned about the re-emergence of supply chain issues. “It’s taking longer to ship equipment around the world, in part because of issues in the Red Sea,” said Basu. “Cargo is being diverted and having to travel much longer distances in many instances, especially cargo

from Asia. That leads to increases in the cost of transportation and insurance, which squeezes margins for contractors.”

Palisin confirmed that supply chain disruptions are not a thing of the past. “We are seeing shortages around semiconductor chips and some other technological products, as well as chemicals, equipment assemblies and metal parts. That’s causing production delays and late deliveries.”

There are a number of causes for the problem. Over the past year the nation has lacked sufficient skilled workers to meet production demands. And in an environment of high interest rates and slowing growth, companies did not invest as much as required in new facilities. “As for the semiconductor situation specifically, there’s this huge demand coming up against a shortfall in global supply,” said Palisin.

While the U.S. is committed to the reshoring of production, the task of increasing domestic manufacturing and delivery systems will take time. “We are not going to turn things around right away,” said Palisin.

The road ahead

Despite optimism on the part of businesses and consumers, economists eye some dark clouds on the horizon. In the opening months of 2025, they advise construction companies and manufacturers to keep a close watch on the following areas for any deleterious changes:

Interest rates

“Going forward, the major concern for businesses will be the pace of interest rate cuts and where they will end up,” said Yaros.

Inflation

“If the consumer price index returns to positive territory, that could throw a monkey wrench into many business plans,” said Conerly.

Tariffs

“Tariffs amount to price increases for our members who have to buy materials from abroad,” said Palisin.

Geopolitics

“An increasing level of turmoil around the world can disrupt supply chains, throwing a monkey wrench into the economy,” said Conerly.

Concerning as these risks are, economists anticipate a fairly benign operating environment in 2025.



PREPARE FOR A SOFT LANDING

U.S. Gross Domestic Product (GDP)

(Annual % Change)

2014: 2.5%

2015: 2.9%

2016: 1.8%

2017: 2.5%

2018: 3.0%

2019: 2.5%

2020: -2.2%

2021: 5.8%

2022: 1.9%

2023: 2.5%

* 2024: 2.6%

* 2025: 1.9%

* 2026: 2.1%

Caption: Modest growth in the nation’s economy will support business profits in 2025.

Sources: World Bank; * = projections by Oxford Economics.

“The US economy has been remarkably resilient despite all the hits it’s taken over the past few years,” said Yaros. “We don’t anticipate a recession, as the Federal Reserve will be dialing back the restrictiveness of monetary policy, and there are no glaring imbalances in the economy.”



SEE YOU IN

ILLINOIS

ARCA

75TH

CONFERENCE
& EXPO

2025

OCTOBER 20-22, 2025

RENAISSANCE SCHAUMBURG
CONVENTION CENTER HOTEL

SCHAUMBURG, IL





75th Annual Conference & Expo

October 20-22, 2025

Renaissance Schaumburg Convention Center & Hotel - Schaumburg, IL

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 for Billing Purposes:

Company name as you wish it to appear on Signage and in Printed Materials:

Address:

City, State, Zip:

Office: Cell:

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 sfreier@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: The 50% deposit of total booth cost is due by June 30th when contract is submitted prior to June 30th. After June 30th through September 15th 50% of booth cost must be submitted with Contract. Full payment for Booth is to be made by September 15th.

EXHIBIT FEES:

	Member Rate	Non-Member Rate
10x10 Booth	\$2,000 each	\$2,500 each
4 or more booths	\$1,825 each	\$2,325 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: Sherry Freier
MRCA Exhibits
7250 Poe Ave. Ste. 410
Dayton, Ohio 45414

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



Credit Card Payment Information:

CC#: _____ CVV _____ Exp. Date _____

Name on Card: _____

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

QUESTIONS? Contact Sherry Freier at 800-497-6722 sfreier@mrca.org

RULES AND REGULATIONS

- 1) **Eligibility to Exhibit**—Those entities the regular business of which, for not less than one (1) year prior to submitting an application to exhibit, has been that of furnishing goods and services to the roofing industry. Those entities the regular business of which, for not less than one (1) year prior to submitting an application to exhibit, has been that of furnishing services to retailers or wholesalers for end use shall be eligible to exhibit as affiliate exhibitors.
- 2) **Space Assignment**—The exhibitor may designate four (4) choices that MRCA will respect according to date application is received. If those 4 spaces have already been filled, MRCA will provide the exhibitor with the best available booth. Companies not assigned during the initial booth draw are assigned on a first come basis.
- 3) **Relocation of Booth Space**—Should it become necessary, MRCA reserves the right to relocate an exhibitor for the good of the Conference.
- 4) **Sharing of Booths**—Sharing of Booths is not permitted.
- 5) **Cancellations—A 50% Refund of the entire booth cost will be made for cancellations up through September 15th, 2025. Cancellations after September 15th will result in no refund given and MRCA will retain the cost of the entire booth space.** Both the exhibitor and MRCA specifically recognize and acknowledge that MRCA will sustain certain losses if the exhibiting company cancels its exhibit space after the space cancellation date. Because it would be difficult, if not impossible, to quantify these damages, the parties agree that this provision for liquidated damages is necessary and appropriate. In the event that the exhibitor fails to pay the full amount by the date specified in the body of the contract, MRCA reserves the right to consider, as its option, said failure to be a cancellation of the exhibit space, to lease said space to another exhibitor and to invoke the liquidated damages clause set forth above.
- 6) **Sublet of Space**—Exhibitors are not allowed to assign, sublet or apportion the whole or any part of space allotted to them or exhibit therein any goods other than those manufactured and sold in the regular course of their business unless written permission is granted by MRCA.
- 7) **Soliciting**—Soliciting or canvassing of any kind or distribution of literature in the exhibit areas, registration areas or meeting rooms is strictly forbidden. Any person doing so will be asked to leave. Exhibiting firms may only solicit, canvas or distribute materials in their exhibit space. No exhibits or displays are allowed in guest rooms, meeting rooms, hotel corridors, or off-site facilities during the MRCA Conference unless approved by MRCA. Affixing advertising material to walls, pillars, etc. is not allowed. Distribution for non-MRCA events is not allowed.
- 8) **Booth Configuration**—All booths are as shown on the floor plan and dimensions indicated are believed to be accurate but are only warranted to be approximate. Back drapes of booths are 8'3" high and dividers 3' high. To maintain uniformity and to prevent the obstruction of view of adjoining booths, displays must not be higher than 8'3" in the back of the booth and 4' along the dividers 5' from the aisle. Displays extending farther than 5' from the back wall must remain below 4'. No walls, partitions, decorations or other obstructions may be erected which in any way interfere with the view of any other exhibitor.
- 9) **Union Requirement**—Displays must be erected, assembled, and dismantled, by union labor when applicable. The handling, placing or setting out of merchandise to be displayed does not require union labor and may be done by the exhibitor.
- 10) **Premises**—The premises are licensed on an "as is" basis and MRCA will not be liable for preexisting condition of the premises or for conditions arising during the period of the license. The exhibitors shall return the premises to the same condition as they were received.
- 11) **Liability**—Neither MRCA, any of its officers or Board, nor the owners, employees or representatives of the Convention Center will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property prior, during or subsequent to the period covered by the exhibit contract. The exhibitor expressly releases MRCA individuals, committees and firm from and agrees to indemnify same against any and all claims for such loss, damage or injury. While MRCA has designated certain official contractors to perform certain services in connection with the Show, MRCA assumes no liability for any of the services performed or materials provided by such contractors. MRCA shall not be liable for failure to perform its obligations under this contract due to strikes, riots, acts of God or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor rather than the invitee or licensee of MRCA. MRCA shall not be liable for injury of any type from any cause to property of the exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. The exhibiting company assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to hold harmless MRCA and the exhibit hall from responsibility or liability resulting directly or indirectly there from.
- 12) **Insurance**—Exhibitor accepts total responsibility for his exhibit and its safety in relation to fire, robbery, accident or other destructive cause, and to injury to the public, which might occur within the confines of the exhibit or injury to Exhibitor or his employees or agents while at the MRCA National Conference. Exhibitor at own expense will place insurance which exhibitor may desire to cover such contingencies. MRCA show management recommends that all your merchandise, equipment and other materials are fully insured against fire, theft and all risks from the time of pick-up until return to your business.
- 13) **Music Licensing**—Exhibitors represent and warrant that they shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. Exhibitors further represent and warrant that they shall obtain any additional licenses or grants of authority required of exhibitors under the copyright laws and present the Association with a copy of such licenses or grants no less than 30 days prior to start of the Show.
- 14) **Governing Codes**—Exhibitors shall comply with fire code laws and all other rules, regulations, codes or statutes with respect to the installation, conduct and disassembly of their exhibits. Exhibitors shall also comply with all reasonable requests of MRCA officials with respect to the installation, conduct and disassembly of their displays.
- 15) **Booth Setup**—Exhibitors should strive to have their displays ready two (2) hours prior to the scheduled opening time. Exhibitors who are not set up by the Conference opening need to contact MRCA staff to work out an alternate plan. Exhibitors that begin breaking down their booths prior to the published closing time of the Conference will be fined \$500.
- 16) **Retail Sale**—Retail sale of any product is not permitted during Show hours.
- 17) **Storage**—Exhibitors' crates and boxes will be stored by the service contractor and returned after the Conference closes. Exhibitors should mark each piece plainly with their names and booth numbers. No crates or boxes will be returned before the Show close.
- 18) **Security**—MRCA provides guard service to cover entrances to the exhibit hall on a 24-hour basis. However, MRCA shall not be liable for damage or loss to any exhibitor's property through theft, fire, accident or any other destructive cause whether the result of negligence or otherwise. Exhibitors must insure their own exhibit and display material. MRCA assumes no liability for any injury that may occur to visitors to the exhibit floor, exhibitors or their agents and employees or others. Exhibitors agree not to make claims against MRCA, its employees or agents, except for claims based upon an alleged breach of contract by MRCA.
- 19) **Admission to the Show**—MRCA Conferences are not open to the public. Exhibitors should only invite roofing industry members. Attendees must show proof that they are in the industry.
- 20) **Guests**—There is no "guest-of-exhibitor" category. A registrant must be a family member of an exhibitor or an employee of an exhibiting company and will receive an exhibitor badge. Identification will be required.
- 21) **Table Skirting**—Exhibitors must provide their own table skirting or order and pay for skirting from the service contractor. Skirting must cover the full length of the table legs.
- 22) **Signs**—All signs must be within the booth area and may not be posted on columns or pillars nor placed in the aisles. In addition, all signs must conform to other height limitations.
- 23) **Noises**—Unusual or distracting noises, smells and activities should be kept to a minimum.
- 24) **Alcoholic Beverages**—Exhibitors should exercise discretion in the use of alcoholic beverages in the exhibit area.
- 25) **Wheeled Conveyances**—Only wheeled conveyances needed for disability reasons are allowed on the Show floor—no strollers, luggage carts, etc. are permitted.
- 26) **Pets**—No pets except those needed for disability reasons are allowed on the Show floor.
- 27) **Violation of Rules**—Any individual company that violates any of the MRCA National Conference rules and regulations is subject to forfeiture of space priority points. Repeated violations will result in the loss of the right to exhibit or attend MRCA Conferences. MRCA reserves the right to stop or remove from the show any person or persons, including exhibitor personnel, who are in violation of the Terms and Conditions of MRCA Conferences, or for the performance or act or practice which, in the opinion of MRCA show management is detrimental to MRCA shows. Expelled exhibitors shall not be entitled to any proration or refund of monies paid.
- 28) **Amendments**—MRCA, through its representatives, shall have full power in the interpretation and enforcement of all rules contained herein and the power to make such amendments thereto and such rules and regulations as they shall consider necessary for the proper conduct of the exhibit. There is no agreement or warranty between the exhibitor and MRCA except as set forth in this document. The rights of MRCA under this contract shall not be deemed waived except as specifically stated in writing signed by an authorized representative of MRCA.



CERTIFIED ROOFING TORCH APPLICATOR



TRAINING DELIVERED TO YOU

SCHEDULE YOUR CERTA TRAINING SESSION TODAY!

Questions? Call the **CERTA** line (937) 206-2132
or email: CERTA.Info@mrca.org



Scan with your phone ▶



MEMBERS

LEGAL SERVICES PLAN

Call today for your **FREE** monthly 30 minute consultation!

(937) 223-6003

www.amfd Dayton.com



The Midwest Roofing Contractors Association is partnered with the law firm of Auman, Mahan, and Furry to provide the MRCA membership with this unique service.



- Auman, Mahan, and Furry specializes in
- labor and employment law
- wage-hour, prevailing wage
- workers' compensation
- unemployment compensation
- construction law
- government contract disputes
- occupational safety and health
- collective bargaining litigation



The purpose of this service is to provide MRCA members the opportunity to discuss and identify legal problems, and to resolve general questions and concerns quickly through convenient access to specialized and qualified legal counsel. Each MRCA member is entitled to one 30 minute consultation per month.

Geocel®

WHEN WEATHER HITS HARD, FIXING LEAKS IS EASY.

If it's harsh outside, you need to protect what's inside. Geocel® and Kool Seal® products are made to take on cold, wet or icy conditions no matter what nature throws your way.



See our range of high-performance products that get the job done fast:

WET WEATHER PRODUCTS	FEATURED BENEFITS	APPLICATION TEMPERATURE	TACK FREE	CURE TIME
4350 Metal Roof & Siding Construction Sealant	Minimally shrinking, UV-resistant and paintable sealant. Meets ASTM C 920 Class 50. Available in 23 standard metal roofing colors.	0 ° to 120 °F	90 Mins	3 Days
4500® Roof Bonding Sealant	Applies, adheres and cures underwater while remaining flexible.	30 ° to 120 °F	90 Mins	1 Day
4600® Structural Adhesive Sealant	Long-lasting waterproof seal for many common building substrates. Heavy-bodied formula is ideal for both vertical and horizontal applications.	0 ° to 120 °F	< 2 Hrs	3-4 Days
COLD WEATHER PRODUCTS	FEATURED BENEFITS	APPLICATION TEMPERATURE	TACK FREE	CURE TIME
2300® Construction Tripolymer Sealant	Tenacious, long-lasting adhesion to a variety of materials, even in the harshest of conditions.	0 ° to 140 °F	45 Mins	5 Days
2310® Tripolymer Brushable Repair Coating	Clear, brushable version of 2300 that remains flexible and won't crack.	0 ° to 140 °F	2 Hrs	4 Days
2315LRF® Leak Repair-Fibered Brushable Coating	Fibered for strength and designed to stop leaks fast while remaining permanently flexible.	0 ° to 140 °F	4 Hrs	5 Days
2320® & 2321 Construction Tripolymer Gutter And Narrow Seam Sealant	Seals and repairs narrow seams fast with great adhesion and long-lasting durability.	0 ° to 140 °F	15 Mins	5 Days
8125® 100% Silicone High Performance Acetoxycure Sealant	100% acetoxycure silicone that resists weather, vibration and moisture with +/-25% joint movement.	-20 ° to 122 °F	25 Mins	1 Day
8150® 100% Silicone High Performance Neutral Cure Sealant	100% neutral cure silicone that resists weather, vibration and moisture with +/-25% joint movement.	-20 ° to 122 °F	1 Hr	1 Day

To learn more about these and other wet or cold weather products, call us at 1-800-348-7615 or customerservice@geocelworldwide.com



Tracy L. Edwards, CFP®, APMA®

Financial Advisor

CERTIFIED FINANCIAL PLANNER™ practitioner

Platinum Financial Solutions

A financial advisory practice of
Ameriprise Financial Services, LLC

620.343.7937

702 Commercial St, Suite 1B, Emporia, KS 66801

tracy.l.edwards@ampf.com

ameripriseadvisors.com/tracy.l.edwards

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with plaque design) in the U.S. Ameriprise Financial Services, LLC. Member FINRA and SIPC.



BECOME PART OF THE COMMUNITY



SCAN AND USE CODE **MRCARCLUB**
FOR FREE FIRST MONTH OF R-CLUB

RoofersCoffeeShop.com



SAFE WINTER DRIVING

 *By Andy Sawan, Risk Services Specialist at Sedgwick*

Well, the weather in Ohio is about to change and I don't know about everyone else, but I get pretty nervous driving in winter weather conditions. The cold, blizzards, blowing wind, ice and slippery conditions are some of the hazards that make me anxious. However, to make this time of the year more bearable, I like to ensure I am prepared for the unexpected. You and your organization should do the same thing: prepare your staff by reviewing safe driving techniques, create an emergency kit and prepare your company vehicles. Safe driving in the winter requires extra caution and preparation due to challenging conditions like snow, ice and reduced visibility. Developing a program to assist employees with the unexpected is a great way to prepare them if they are caught in one of those scary situations. Prepping your fleet vehicles or personal cars, ensuring emergency equipment is available, and training employees on safe driving techniques can help lower anxiety when confronting these conditions.

Vehicle preparation

Tires: If possible, install winter tires, as they provide better traction in the snow. If not, check the tread depth to ensure proper grip when driving through the snow. Tires need more tread depth in wintry conditions to maintain traction. It

is recommended that tires have at least 5/32" of remaining tread depth because it allows snow to be compressed in the grooves and released as the tire rolls, improving stability.

Battery: Ensure your battery is fully charged and in good condition, as cold weather can reduce its cranking amps. Many batteries have a lifespan of only 3-5 years, and as they get older, they may struggle to start the vehicle in colder conditions. If your battery is approaching its expected service life, consider installing a new one so the car will start reliably and not leave you stranded.

Fluids: Keep your fluid levels at the manufacturer's recommended levels. This includes antifreeze, windshield washer fluid, oil and gas or diesel. Do not allow these fluid levels to get too low, as this may cause them to thicken up and in some cases, freeze.

Lights: Ensure all headlights, taillights and signal lights are working and clean. Properly working and clean lights ensure you can see and other drivers can see you.

Emergency kit preparation

An emergency can occur at any time during winter weather. Preparing for those emergencies with a survival kit is vital to employee safety. Be sure you have a kit for each vehicle in your

Continued from page 24

fleet. The contents of an emergency kit can vary, but at a minimum, it should include:

1. Blankets,
2. A first-aid kit,
3. Flashlight (with working batteries),
4. Jumper cables, (also consider stocking vehicles with a portable car battery jumper),
5. Ice scraper with snow brush,
6. A shovel along with traction material (such as sand or kitty litter),
7. Bright cloth or emergency flares,
8. Fully charged phone with a charging cable and a backup battery.
9. Snacks and water.

Safe driving techniques

It's crucial to practice winter weather maneuvers on ice or snow, but always in a safe environment like an empty parking lot during daylight. This allows you to rehearse maneuvers slowly, such as steering into a skid to understand how your vehicle reacts. Driving the vehicle in icy conditions in the parking lot can also give you a better understanding of stopping distances. If your vehicle has anti-lock brakes it is better to stomp on them and if you have non-anti-lock brakes, it's better to pump them. The parking lot is a great place to practice.

When driving in wintry conditions, remember to drive cautiously. Prep for the drive by setting up your GPS or music choice while parked to avoid the temptation to do so while driving. Check weather forecasts before heading out and identify road conditions that may be hazardous. Give yourself enough time to get to your destination; do not rush. If possible, avoid driving if a severe storm is expected.

Once you leave, keep a safe driving distance from the car ahead of you to allow more time to stop. If you encounter any slippery roads, slow down to maintain control of the vehicle. Accelerate, brake and steer smoothly to avoid skidding, as abrupt actions can cause you to lose control. Avoid using cruise control, as it can make it harder to control the vehicle. If you find yourself in a skid and driving a front wheel drive vehicle, ease off the gas and steer into the direction you want to go. If you are operating a rear-wheel vehicle in a skid, maintain steady pressure on the accelerator, turn the steering wheel in the same direction the rear end is moving and correct the

Continued on page 26

DOES YOUR MEMBRANE **STAND UP** TO THE TEST?

Roof membranes have to be strong enough to withstand the constant abuse of Mother Nature. One made with high-quality asphalt, polymers and reinforcement will provide the waterproofing protection you deserve. A roof membrane with high filler content simply won't.

When raw material prices rose and most others in the industry chose to cheapen their products, Bitec remained loyal. We will not sacrifice quality because when it comes to roofing, **quality matters.**

BITEC
BITUMEN TECHNOLOGY

1.800.535.8597 • www.bi-tec.com



Continued from page 25



course once the skid has ended. Lastly, keep an eye open for black ice. Black ice is hard to see as it blends with the road. Be cautious in areas prone to it, such as bridges, overpasses and shaded areas. If you hit black ice, remain calm, and do not brake suddenly. Instead, keep the wheel straight and let the car pass over the ice.

If you find yourself stranded, it's crucial to stay calm. Your vehicle can provide warmth, so stay inside. Remember to run the engine intermittently for heat and ensure the exhaust pipe is clear of snow to prevent carbon monoxide buildup. Use your cell phone, bright cloth or emergency flares to signal for help. Staying calm in such situations can help you make rational decisions and take necessary precautions for safety.

By preparing your vehicle, adjusting your driving habits, and staying aware of changing conditions, you can significantly reduce the risks associated with winter driving. Remember to prep your vehicles for the winter weather, supply each vehicle with an emergency kit and train employee on safe driving techniques. All these practices will prepare your team for the winter. Always prioritize safety, and remember that arriving late is better than not arriving at all.

If you need help identifying potential hazards in your workplace, please contact Andy Sawan, Risk Services Specialist at Sedgwick at andrew.sawan@sedgwick.com or 330.819.4728.gaps, protect employees and minimize potential fines.

If you need help identifying potential hazards in your workplace, please contact Andy Sawan, Risk Services Specialist at Sedgwick at andrew.sawan@sedgwick.com or 330-819-4728.

SUBSCRIBE TODAY TO ROOFING CONTRACTOR

An advertisement for Roofing Contractor content. It features a central laptop displaying a magazine cover with the headline "RESHAPING ROOFING" and a woman's photo. To the left is a smartphone showing a similar cover. To the right is another laptop displaying a cover with the headline "WHOLE NEW BALLGAME" and a man's photo. The background is a dark red gradient with geometric shapes.

CONTENT IS KING

Don't miss any of our GREAT CONTENT!

- eMagazine
- eNewsletter
- Podcasts
- Webinars
- LinkedIn, Twitter, Facebook

RoofingContractor.com    



BUILDING A BRIGHTER FUTURE

Get the health coverage you deserve. Discover your options with **Apollo Health Insurance**.

Apollo Health Insurance is providing MRCA members with exclusive access to a range of flexible and affordable health plans. Experience the Apollo difference by scanning the QR code or by visiting:

apollo-insurance.com/mrca-health-insurance-partner/

(816) 282-1242



MIDWEST
ROOFING
CONTRACTORS
ASSOCIATION



Apollo
Health Insurance





Midwest Roofing
Contractors Association®
7250 Poe Ave. Ste. 410
Dayton, OH 45414
www.mrca.org

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

ENGINEERED TO OUTPERFORM.

INDUSTRY LEADER SINCE 1956

Unlike standard shingles, which are brittle, easily crack, and quickly lose granules, Malarkey shingles are made of rubberized asphalt for industry-leading tear strength, granule adhesion, and wind & hail resistance.

Made better to last longer...
That's a Malarkey shingle!



WHEN IT MATTERS®



 **Malarkey**
Roofing Products®