

MR

MIDWEST ROOFER

August 2018

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MR CA

69TH ANNUAL
Expo & Conference

OCTOBER 24-26, 2018 • OMAHA • NEBRASKA

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CONTRACTORS

CONTESTS

TRAINING

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THURSDAY 5PM-8PM

25TH OCTOBER

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



August 2018

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Midwest Roofing Contractors Association

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





Why should I join MRCA?

Greg Sprague, MRCA President

Over the past year I have attended many barbecues, golf outings, cocktail parties, luncheons and educational seminars in the official capacity as the MRCA President. At all of these various functions I have promoted the 2018 MRCA Conference and Expo which will be held in Omaha, Nebraska this coming October 24th through the 26th and I have encouraged an asked all roofing contractors who would listen to me to join and become a member of the MRCA. Invariably I get the question, "Why should I join MRCA?"

Before responding I always considered the source of who proposes that question. It is widely accepted in this industry that there are three levels or tiers of Roofing Contractors. A tier 1 Roofing Contractor is the highest. Those Roofing Contractors generally exhibit a high degree of professionalism, financial stability and have a proven industry track record. Their business usually is quite profitable. Most tier 1 Roofing Contractors are already MRCA members. They understand the value and benefit of belonging to the MRCA. Rarely am I asked that question from one of them.

If a tier 2 Roofing Contractor proposes that question the first thing that usually goes through my mind is, "How did you make it this far as a roofing contractor without having recognized the value of MRCA membership?" Actually, a tier 2 Roofing Contractor probably stands to gain more from MRCA membership than any other level of Roofing Contractor. The tier 2 contractor is usually in a position to immediately incorporate MRCA member benefits such as the business management forms and the SHARP safety program into their business. These two benefits alone can quickly raise their level of professionalism.

The majority of the time when I am asked "Why should I join the MRCA" it is from a tier 3 Roofing Contractor. I am always willing to explain the "Why" and itemize all of the MRCA member benefits.

- SHARP Safety Program
- Complimentary Legal Advice
- Midwest Roofer Magazine
- Applicator Agreement Review
- Business Forms
- Complimentary Technical Advice
- Technical & Research Committee
- MRCA Website
- Young Contractors Council
- Annual Conference

Forty years ago, I got started in this industry at the bottom as a tier 3 Roofing Contractor. My company joined the MRCA in the early 1970's. I started attending the annual conference, began incorporating some of the business forms and implemented the SHARP safety program. Those member benefits were instrumental in helping me raise the professionalism of my company and grow my business. Roofing Contractors want to emulate other Professional Roofing Contractors! The MRCA enables them to do that through participation in this association. That is the "Why you should join MRCA?"

As always, I leave you with these final thoughts. The MRCA was, is and will remain the Roofing Contractors Advocate!

Greg Sprague
2018 MRCA President

Sprague Roofing
gmsprague@spragueroofing.com



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INTRODUCING THE 2018 CONFERENCE & EXPO APP

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search for
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Download on any
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Schedule AT A GLANCE

Wednesday OCTOBER 24

8:00 am–4:00 pm

Exhibitor Registration and Move In

9:30 am–5:30 pm

Attendee Registration Open and
Foundation Auction Pre-Registration

10:00 am–11:00 am

Foundation Meeting
(closed meeting)

11:00 am–1:00 pm

MRCA Board of Directors
Meeting (Closed Meeting)

11:00 am–1:00 pm

MRCA Women in Roofing
Luncheon (WinR)

1:00 pm–6:00 pm

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

3:00 pm–7:00 pm

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

- 3:00 pm “What the Hail!?!”: A Panel Discussion on Roofing Industry Issues Still Lingering After the Extensive Regional Hail Damage – Moderated by Bill Seibert of Fisher Roofing of Kearney featuring Gary Auman of Auman, Mahan & Furry, and a Panel of Local Contractors

- 4:00 pm Insurance Issues: How to Deal with: Adjusters; Xactimate; Insurance Proceed Agreements; and Scope of Work with Lindsey Douglass of The Disaster Advocates

- 6:00 pm – Ventilation Program with Paul Scelsi of Air Vent, Inc.

1:00 pm–3:00 pm

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

3:00 pm–5:00 pm

Software Driving You Nuts?
Hosted by MRCA Women in
Roofing

5:00 pm–5:30 pm

First-Timer and New
Member Reception

6:00 pm–8:00 pm

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

7:30 pm–10:00 pm

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

Thursday OCTOBER 25

6:30 am–8:30 am

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

6:30 am–4:00 pm

Attendee Registration
Open and Foundation
Auction Pre-Registration

7:00 am–10:00 am

Exhibitor Set-up

7:00 am–12:00 pm

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

9:00 am–2:00 pm

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

7:30 am–11:30 am

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

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69TH
ANNUAL
CONFERENCE
& EXPO

• OMAHA, NEBRASKA •

SAVE
the
DATE!

OCTOBER
24-26
2018

8:15 am

Welcome and Introductions

8:30 am–9:00 am

Keynote: US Senator Benjamin Sasse *

9:00 am–9:30 am

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

9:30 am–10:30 am

Membership Meeting and McCawley Award Presentation

10:30 am–11:30 am

Keynote Speaker - Nebraska's Own: Tom Osborne

11:45 am

EXPO Opening Ceremony

12:00 pm–12:45 pm

VIP Suite with Tom Osborne (By Invitation Only)

12:00 pm–4:00 pm

EXPO OPEN

EXPO FLOOR CLASSROOM SPONSORED BY GAF

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

5:00 pm–8:00 pm

MRCA Reception and Foundation Auction featuring the Bel Airs

6:45 pm

Foundation Scholarship Award Winner Recognition

7:00 pm

Live Auction

Friday OCTOBER 26

6:30 am–8:30 am

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

7:00 am–12:00 pm

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

7:30 am–11:30 am

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

8:00 am

Welcome and Introductions

8:00 am–9:00 pm

Technical Update with Mark Graham of NRCA

9:00 am–9:30 am

Recognition of Safety Awards and ELITE Contractors

9:30 am–10:30 am

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

10:30 am–11:00 am

Recognition of Impact Awards and Innovation Awards

11:00 am–12:00 pm

Developing Sales Proposals & Closing Skills with Jana Barnbrook of Malarkey Roofing Products

12:00 pm –3:00 pm

Expo Open and Roofing Olympics

EXPO FLOOR CLASSROOM SPONSORED BY GAF

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

• **Separate Registration Fee**

* **Invited**

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mrca.org



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#MRCA2018

Special EVENTS

WEDNESDAY, OCTOBER 24TH

First-Timer and New Member Reception

5:00 pm–5:30 pm

Location: Omaha Convention Center -Junior Ballroom Foyer

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



Reception sponsored by



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



7:30 pm–10:00 pm

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

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

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THURSDAY, OCTOBER 25TH

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



9:30 am –11:30 am

Location: Omaha Convention Center – Junior Ballroom

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



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

All registered Attendees and Exhibitors are invited to attend.

Keynote Sponsored by:



THURSDAY, OCTOBER 25TH



SILENT AUCTION 5PM-7PM

LIVE AUCTION 7PM-8PM

MRCA FOUNDATION

GATEWAY TO THE WILD WEST

WELCOME RECEPTION & AUCTION

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THURSDAY 5PM-8PM
25TH OCTOBER
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**THE GATEWAY TO THE WILD WEST
MRCA RECEPTION & FOUNDATION
AUCTION (7:00PM LIVE AUCTION)**

5:00 pm–8:00 pm
Hilton
(Grand Central Ballroom)
1001 Cass Street, Omaha, NE 68102

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

LIVE MUSIC performed by the Bel Airs!

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FRIDAY, OCTOBER 26TH

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

10:00 am–2:00 pm

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

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

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

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

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



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Monte Carlo

NIGHT

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WEDNESDAY, 24TH OCTOBER

FUN STARTS AT 7:30 PM

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



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2018 COURSE SCHEDULE

LECTURES • ACTIVITIES • DISCUSSIONS • EXPERT INTERVIEWS

register now • learn new ideas and practices

WEDNESDAY, OCTOBER 24TH

BEACON 101 3:00 PM **"What the Hail?!?":** A Panel Discussion on Roofing Industry Issues Still Lingering After the Extensive Regional Hail Damage

BEACON 102 4:00 PM **Insurance Issues:** How to deal with Adjusters; Xactimate; Insurance Proceed Agreements; Scope of Work with Lindsey Douglas of The Disaster Advocates

BEACON 103 6:00 PM **Ventilation Program** with Paul Scelsci of AirVent

GRADUATION 7:30 PM **Beacon University Graduation Party** in conjunction with the YCC Fundraiser Welcome Party at "The Matt"

THURSDAY, OCTOBER 25TH

KEYNOTE 10:30AM **Tom Osborne** former American football player, coach, college athletics administrator, and politician from Nebraska

BEACON 201 12:00 PM-4:00PM **Field Training** in the Steep Slope Area of the Expo Floor and lunch

FRIDAY, OCTOBER 26TH

BEACON 202 12:00 PM-3:00PM **Field Training** in the Steep Slope Area of the Expo Floor and lunch

YOU GET ALL OF THIS FOR ONLY \$55 PER PERSON!

REGISTER TODAY AT WWW.MRCA.ORG

Educational SESSIONS

WEDNESDAY, OCTOBER 24TH

1:00 pm–3:00 pm

Omaha Convention Center – Room 205

Young Contractors Council Video Series LIVE

(Open to All Registered Attendees)



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

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

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

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3:00 pm–5:00 pm

Omaha Convention Center – Room 205

Software Driving You Nuts?

Hosted by the MRCA Women in Roofing

(Open to All Registered Attendees)

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

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THURSDAY, OCTOBER 25TH

8:30 am–9:30 am

Omaha Convention Center – Junior Ballroom

Senator Benjamin Sasse (R-NE)*



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

Panelists:

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

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

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1:00 pm –2:00 pm

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

Welding Thermoplastic Membranes

Speaker: Helene Hardy Pierce of GAF



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

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

continued (next page)

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

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2:00 pm–3:00 pm

Omaha Convention Center – Expo Floor in the GAF

Sponsored Classroom (The Fishbowl)

How to Start (or Grow) a True Service Department



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

3:00 pm–4:00 pm

Omaha Convention Center – Expo Floor in the GAF

Sponsored Classroom (The Fishbowl)

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



Speakers: Kevin Kennedy & Joe Bazzano with BEACON Exit Planning

Kevin Kennedy will take attendees through his journey of buying and

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

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

FRIDAY, OCTOBER 26TH

8:00 am –9:00 am

Omaha Convention Center – Junior Ballroom

Update on Roofing Industry Technical Issues



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

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

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9:30 am –10:30 am

Omaha Convention Center – Junior Ballroom

10 Employment Pitfalls for Roofing Contractors



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

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

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

continued (next page)



#MRCA2018

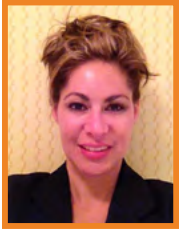
Educational SESSIONS

FRIDAY, OCTOBER 26TH

11:00 am–12:00 pm

Omaha Convention Center – Junior Ballroom

Developing Sales Proposals & Closing Skills



Speaker: Jana Barnbrook of Malarkey Roofing Products

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

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

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

1:00 pm –2:00 pm

Omaha Convention Center – Expo Floor in the GAF

Sponsored Classroom (The Fishbowl)

Options Create Sales



Speaker: Rob Ballard of GAF

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

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

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

Sponsored by:



2:00 pm –3:00 pm

Omaha Convention Center – Expo Floor in the GAF

Sponsored Classroom (The Fishbowl)

Motion is Money



Speaker: A Representative with CNA Insurance

We can show you more.™

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



STEP RIGHT UP!
STEP RIGHT UP!

MIDWEST ROOFING
CONTRACTORS ASSOCIATION

Presents

**PRODUCT
PEEP SHOW**

HAPCO INC



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Supply Co. inc.

JM
Johns Manville



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Beacon Roofing Supply

See it all at the



69TH ANNUAL
Expo & Conference
OMAHA • NEBRASKA

THE CONTRACTORS ADVOCATE.
OCTOBER 24-26, 2018



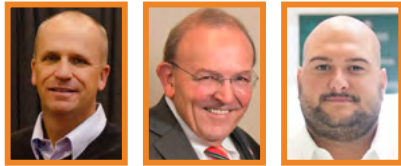
Steep Slope University SESSIONS

Separate Registration Required

WEDNESDAY, OCTOBER 24TH

3:00 pm–7:00 pm

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



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

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

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



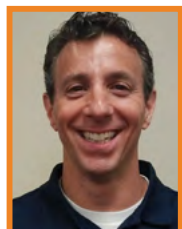
Speaker: Lindsey Douglas of The Disaster Advocates

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

The session topics include:

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

Beacon 103 6:00PM - Ventilation Program



Speaker: Paul Scelsci of AirVent

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

Graduation - 7:30PM (Wednesday)

Location: The Old Mattress Factory



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

THURSDAY, OCTOBER 25TH

10:30 am–4:00 pm

Keynote 10:30AM - 11:30AM

Location: Convention Center Junior Ballroom



Speaker: Tom Osborne

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

Beacon 201 12:00PM-4:00PM

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

FRIDAY, OCTOBER 26TH

Beacon 202 12:00PM-3:00PM

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



SPONSORS



Beacon Roofing Supply



JOIN MRCA **WOMEN IN ROOFING**

FOR THESE EXCITING
CONFERENCE EVENTS

OCTOBER 24TH, 2018

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

11AM – 1PM

**WinR
Luncheon
(by invitation only)**

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

Sponsored By:



3PM - 5PM

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

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

Sponsored By:



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

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



MIDWEST ROOFING CONTRACTORS ASSOCIATION

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

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

Special PROGRAMS

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

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

(Separate Registration Fee)

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

CERTA Train-the-Trainer Authorizations and Re-Authorizations

Wednesday, October 24th

- 1:00 pm – 6:00 pm - Part 1

Thursday, October 25th

- 9:00 am – 2:00 pm - Part 2

CERTA Applicator Course

Thursday, October 25th

- 7:30 am – 11:30 am - Part 1

Friday, October 26th

- 7:30 am – 11:30 am - Part 2



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ROOFING & SHEET METAL INC.



OSHA 10 Hour Training Course

(Separate Registration Fee)

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

OSHA 10 Hour Training Course

Thursday, October 25th

- 7:00 am – 12:00 pm - Part 1

Friday, October 26th

- 7:00 am – 12:00 pm - Part 2



Sponsored by



#MRCA2018



MRCA 69th ANNUAL CONFERENCE & EXPO

October 24 - 26, 2018

CONTRACTOR REGISTRATION FORM

(Online Registration available at www.mrca.org)

Company Name _____

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

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

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

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

Company Address _____

City _____ State _____ Zip _____ Work Phone _____

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

A

Member Full Registration \$350

Additional Member Full Registration* \$125

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

Non-Member Individual Full Registration \$550

Join and Register Option for Contractors

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

Join and Register \$795

Additional New Member Registration \$125

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

1-Day Member Individual Registration \$175

1-Day Non-Member Individual Registration \$275

Check the day you will attend: Wednesday Thursday Friday

Exhibit Hall Access ONLY Registration:

Contractors, Consultants, Specifiers, Code Officials, FREE

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

Non-Exhibiting Suppliers: \$550 per person **Subtotal Box A: \$** _____

Activities Requiring Separate Registration Fee:

Steep Slope University for Contractors

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

\$55 per person

Young Contractors Council Fundraiser Welcome Party at "The Matt"

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

\$40 per person

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

(Includes Meals & Access to Exhibit Hall)

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

\$495 per person for Non-Members

CERTA Applicator Course

(Includes Meals & Access to Exhibit Hall)

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

\$475 per person for Non-Members

OSHA 10 Hour Training

(Includes Meals & Access to Exhibit Hall)

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

\$300 per person for Non-Members

Optional Excursion in Omaha

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

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

Subtotal Box B: _____

B

Special Notes/Requests

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

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

Check to MRCA Visa MC AmExp Discover

Card # _____

Exp. Date _____ Billing Zip Code _____

Name on Card _____

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

Registration INFORMATION

SHOW LOCATION AND HOTEL

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

Omaha Convention Center

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

Hilton Omaha

1001 Cass Street
Omaha, NE 68102

The newly renovated downtown Hilton Omaha accommodations incorporate fresh elements to help you relax and recharge. The space features a newly designed work space, enhanced wired and wireless high-speed Internet access, comfortable guest room chairs, refrigerator and in-room safe around the centerpiece – new Serenity Bed by Serta. All accommodations are 100% non-smoking.

To Reserve your Room call **1-800-HILTONS**. The Room Block Name is **“MRCA Conference & Expo”**. Or reserve your room online:
<https://book.passkey.com/event/49532472/owner/22518/home>

Single / Double Rate \$ 172.00 ++

Triple Rate \$ 182.00 ++

Quad Rate \$ 192.00 ++

The current sales tax rate is 7%, and the hotel occupancy tax rate is 18.16%.

Check-in time is 3:00 PM, check-out time is 12:00 PM.

The ROOM BLOCK Cut-Off Date: September 19, 2018 .

Parking

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

Airport

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

Transportation

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

CONFERENCE REGISTRATION

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

HOW DO I REGISTER?

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

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

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

Online www.mrca.org

Exhibit Hall Only

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

Four Easy Ways to Register

Online: www.mrca.org

Phone: 800.497.6722

Fax: 937.278.0317

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

Program Changes and Cancellations:

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

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

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

#MRCA2018



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

COMPANY INFORMATION:

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

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

Address: _____

City, State, Zip: _____

Country: _____

O: _____ C: _____

Email: _____

Website: _____

Full Name: _____

READ BEFORE SIGNING: Exhibitor's signature on this contract indicates acceptance of the Rules and Regulations provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the exhibitor has the authority to do so and is responsible for employees' adherence to the Rules and Regulations.

Signature: _____

Company and/or Product Description (Will be included on MRCA Website & Expo Mobile App (Can also be emailed to rpinkus@mrca.org)

PAYMENT INFORMATION:

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

Payment Schedule: 25% of the booth fee is due with the Exhibitor Contract if submitted before January 31, 2018. 50% of the booth fee must be submitted by April 30th and 100% is due by September 15th. Booth space must be paid in full before being permitted to set-up exhibit.

Space Cancellation: The space cancellation deadline is September 15, 2018, after which no refund will be made for space reserved and not used.

EXHIBIT FEES:

	Member Rate	Non-Member Rate
10x10 Booth	\$1,850 each	\$2,350 each
4 or more booths	\$1,600 each	\$2,100 each
Number of Booths _____ x rate per booth _____		
= Total \$ _____ % Being Paid Today: _____		

Preferred Booth Numbers:

1st Choice: _____ 2nd Choice: _____

3rd Choice: _____ 4th Choice: _____

Please list companies that you prefer not to be near:

BILLING INFORMATION:

Full Name: _____ Title: _____

Company Name: _____

IF DIFFERENT FROM ABOVE:

Address: _____

City, State, Zip: _____

Country: _____

PH: _____ FX: _____

Email: _____

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

Attn: Rachel Pinkus
MRCA Exhibits
2077 Embury Park Rd.
Dayton, Ohio 45414

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



Credit Card Payment Information:

CC#: _____ Exp. Date _____

Name on Card: _____

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

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

Exhibitors AND EXHIBIT HALL

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



**WEDNESDAY
OCTOBER 24TH**

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

**THURSDAY
OCTOBER 25TH**

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

12:00 pm–4:00 pm
Expo Open

**FRIDAY
OCTOBER 26TH**

12:00 pm–3:00 pm
Expo Open

3:00 pm–7:00 pm
Exhibitor Move-Out



*New this year to the Expo Floor will be the GAF Sponsored “fishbowl” Classroom, the BEACON Sponsored Steep Slope Demo Area and the Roofer Olympics. The “fishbowl” will feature special educational sessions (included in your registration fee) and the demo area will feature product demonstrations geared towards the Residential and Steep Slope Contractors. The Roofer Olympics will give attendees a chance to show off their Roofing Skills and possibly go home with the \$1000 Grand Prize! Also, back by popular demand, will be the Metal Shop. This area will feature a full working metal shop complete with a press break, roll machine and shear. Demonstrations in both areas will be happening throughout both days of the Expo.

2018 EXHIBITORS*

* Exhibitor list is as of August 15, 2018

A.C.T. Metal Deck Supply	Franklin International	RK Hydro-Vac Inc
ABC Supply Co Inc	GAF ELK Materials Corp	Roofing Contractor Magazine
Acculynx	Georgia-Pacific Gypsum	ROOFMASTER PRODUCTS COMPANY
Attic Systems	Guilbert Express, Inc.	SeamSAFE Roof Safety Anchors
Beacon Roofing Supply	Hallmark Building Supplies, Inc.	SFY, LLC Solutions For You
Beeline Purchasing	HAPCO Inc	Sheffield Metals International
Castagra Products, Inc.	IR Analyzers / Vector Mapping	Sika Sarnafil Inc
CERTA	Johns Manville	Siplast
CertainTeed - Central Ohio	Karnak Corporation	SOPREMA Inc
ChemLink	Kirby Fiberglass Inc	SPEC Building Materials Corp
CompanyCam	Leading Edge Safety	TAMKO Building Products Inc
Cordeck	Malarkey Roofing Products	The Estimating Edge
Dataforma Inc	McElroy Metal Inc	TuffWrap Installations
ddk marketing, inc.	Owens Corning	United Union of Roofers Waterproofers and Allied Workers
DERBIGUM Americas, Inc.	Petersen Aluminum Corp	WindSmart LLC
D-MAC Industries	Polyglass USA Inc	
Eagleview Technologies	RCG Contractor Marketing	
EcoStar LLC	Revolution Wraps	

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

RACHEL PINKUS, MRCA MANAGING DIRECTOR

800.497.6722 / rpinkus@mrca.org

#MRCA2018

ON DECK with Morgan



MRCA Board of Directors,
Second Vice President
Treasurer

11 THINGS ABOUT FRED HORNER OF ADVANCED INDUSTRIAL ROOFING MASSILLON, OH

- Thirty years ago Advanced Industrial Roofing first opened its doors. Fred Horner, President & CEO of Advanced Industrial Roofing, along with partner Jeff Rupert, founded their business in Fred's home. Their assets included one pink desk, a couple of folding chairs, three trucks, and \$9,000 cash. "Our days were long," remembers Fred, "I worked on a roof all day, I would come home to write estimates, then Dawn and I would work until two am typing them up and we'd get the kids on the bus and do it all again."
- The start of Advanced Industrial Roofing (AIR) was not how Fred first got into the roofing industry. After graduating from Canton South High School in Canton, OH, Fred married his high school sweetheart Dawn, and began his roofing career as an apprentice with Local Union No. 88 Roofers and Waterproofers. Fred graduated as a Journeyman in 1978.
- For the next fourteen years Fred worked his way up the ranks to become a Foreman with Reserve Roofing in Akron, OH, and then as a Superintendent for Buxton Roofing in Canton, OH. He and Jeff worked together for Buxton before deciding to go out on their own. "In those days, we did anything just to survive, building decks, painting barns, and roofing," recalls Fred.
- Their business was making money so they purchased the land where Advanced Industrial Roofing currently operates with a stop at a small downtown Massillon storefront in-between. Now Advanced Industrial Roofing has grown to 90+ employees and three divisions, Architectural Metal, Industrial Commercial Roofing, and Repair and Maintenance, and is proud to be a Top 5 Roofing Company in the State of Ohio, and amongst the Top 250 Roofing Companies in the United States.
- In 2006 Fred's company was experiencing the all-too-common problem of new employee eligibility and retention. Fred decided to solve his workforce development problem by developing his own workforce. By 2008 Fred had an in-house Roofing Apprenticeship Program accredited through the State of Ohio including accredited curriculum and instructor. "Applicants have to work for us for a year before they are eligible to apply to enter the program. We have a Board of six that go through the applications and we usually take about 4-6 per year. When they graduate three years later, they graduate as Journeymen with current Operating Cards in Craning, Signaling, Rigging, Rough Terrain, 30 Hr. OSHA, and 30 college credits. All at no cost to the apprentice," explains Fred, "I'm proud and humbled that the average duration of service for our office staff is 20 years, and 12 years for field employees. Some have been with us since almost day one."



CONTACT US

www.airoofing.com
Advanced Industrial Roofing
1330 Erie St S
Massillon, OH 44646
(330) 837-1999



BOYS & GIRLS CLUBS
OF AMERICA





- Fred is busy away from the office too. "Dawn and I met at age 16. I wrestled and she kept score at matches and later got a job as a switchboard operator at the high school before we graduated. She has been a part of our business from the beginning, I always say she is truly a roofer's wife." Dawn and Fred have two grown children, Ryan Horner, architectural sheet metal fabricator for AIR and Kara Markley, who does payroll and marketing for AIR and their son-in-law Chuck is the warehouse manager for AIR. They have four beautiful grandchildren, Alexia 19, Ryder 10, Kamryn 8 and Elise 5. Both Fred and Dawn's parents are in good health and have given support and encouragement throughout the years. "Spending lots and lots of time with our grandchildren is one of our greatest joys. We are very proud of all of them," remarks Fred.
- Fred and Dawn also do a lot of charity work. "We actively support the Massillon Heritage Foundation, The Boys and Girls Club of Massillon, Light-Up Massillon at Christmas and we sponsor underprivileged families at Thanksgiving and Christmas. We sponsor youth sporting events and athletes and support the Stark County Wrestling Scholarship Fund, and children's events like renting out the Lincoln Theatre to show free movies for kids at Christmas, and anything we can do to help kids in Massillon."
- "Most people might hunt or fish as a hobby, I enjoy legislative affairs. AIR will be hosting a roundtable on Ohio's tax reform bill with Congressman Gibbs and Senator Portman along with eight different company owners in the coming months." Fred serves on the NFIB Leadership Council, has been on the Board of Directors for the Ohio Roofing Contractors Association for 28 years with a term as President in 2000 and another term currently. Fred is on the legislative committee for the Massillon Chamber of Commerce, is a Builders Exchange of NE Ohio Past President and current Director, and sits on the Massillon Heritage Foundation Board. In his spare time he enjoys boating and working in his yard.
- Fred is modest about his success, "I could never have done what I did without the people. It's not about me at all. Dawn, Jeff, my kids, and our employees should all know how much I attribute our success to them. I am blessed and fortunate to have had these people in my life. I want them to know how grateful I am."
- Fred loves the Browns and Indians, and thinks the OSU Buckeyes are ok. O- H - I - O!
- "I've been a member of MRCA for 25 years," remarks Fred, "The member benefits like the SHARP Safety Program or the educational sessions at conference are great. The largest way MRCA has impacted the way I've developed my business is through networking with other roofing contractors. Learning how others have dealt with their problems and being able to use this sharing of knowledge to my advantage has greatly benefited Advanced Industrial Roofing."



CALENDER OF EVENTS

NRCA CERTA Train-the Trainer Authorization & Reauthorization
Sept 13-14, 2018
Elgin, IL
<http://www.nrca.net/store/category/certa-train-the-trainer-authorization/28>



ARCA Roofing Expo
Oct 4-6, 2018
Prescott Resort and Conference Center
Prescott, AZ 86301
<https://www.azroofing.org>



CRCA – Chicago Roofing Annual Trade Show & Seminars
January 17-18, 2019
Drury Lane
Conference Center
Oakbrook Terrace, IL
www.crca.org

Best of Success Conference
Sept 24-25, 2018
Omni Frisco Hotel
Frisco, TX 75034
<http://www.bestofsuccessconference.com>



RCAT – Roofing Contractors Association of Texas
43rd Annual Conference & Trade Show
October 10 - 12, 2018
Gaylord Texan Resort & Conference Center
Grapevine, TX
<http://roofingcontractors-texas.com/tradeshows>



MetalCon
October 10-12, 2018
Charlotte, NC
www.metalcon.com



MRCA – Midwest Roofing Contractors Association
69th Annual Conference & Expo
October 24-26, 2018
Omaha Convention Center
Omaha, NE
www.mrca.org



Contractors Association



**ORCA – Ohio Roofing Contractors Association
Working Tradeshow
Feb 6, 2019**
Ohio Expo Center
Columbus, OH 43211
www.ohioroofing.com



**NRCA CERTA Train-the Trainer Authorization
Feb 10, 2019**
Nashville, TN
<http://www.nrca.net/store/category/certa-train-the-trainer-authorization/28>



**NERCA ANNUAL CONVENTION & TRADE SHOW
March 20-21, 2019**
Foxwoods Resort and Casino
Mashantucket, CT 06338
www.nerca.org



**NRCA – National Roofing Contractors Association
Annual Convention and IRE International Roofing
Expo
Feb 11-13, 2019**
Music City Center
Nashville, TN
<https://www.theroofingexpo.com/en/home.html>



MRCA Supports NRCA Single Voice Initiative ROOFPAC

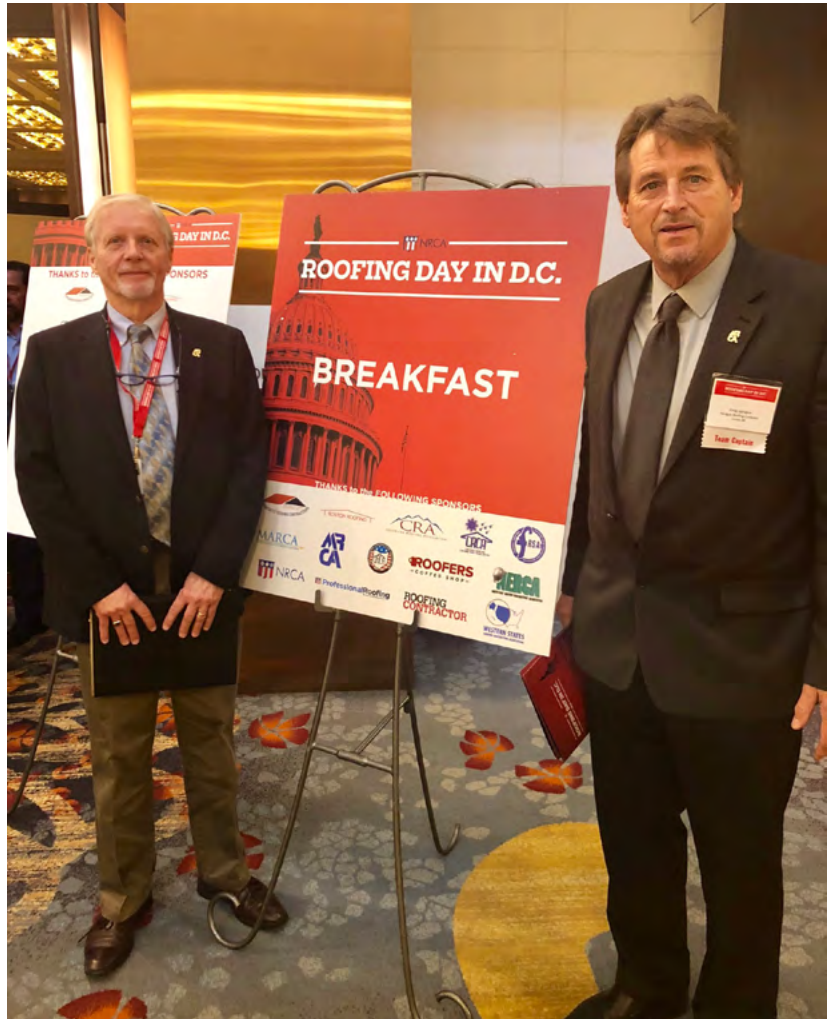


NRCA's Washington, DC office is carrying the "Single Voice Initiative" on behalf of the entire roofing industry. It serves to advance the roofing industry's public policy agenda in areas such as tax reform, immigration reform, work force development and regulatory reform. MRCA was an active participant in NRCA's Roofing Day in DC, held this past spring and will continue be directly involved by serving on the now annual Roofing Day in DC Planning Committee.

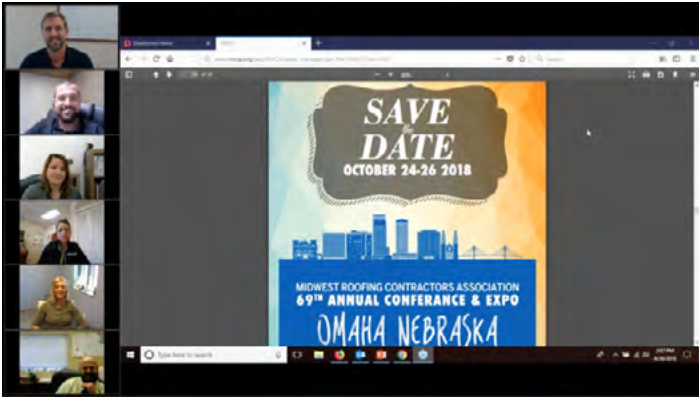
ROOFPAC, is NRCA's political action committee. ROOFPAC is funded through voluntary contributions from you. ROOFPAC plays a key role in NRCA's efforts to be effective on Capitol Hill.

For more information, contact Valerie Pope in the MRCA Office at 800-497-6722.

In the meantime, feel free to go to the NRCA website at: www.nrca.net/governmentadvocacy and look to find out how you can make a difference today!



YCC VIDEO SERIES



The YCC Video series is a platform for young and old to come together in a live video conference call to discuss issues in the roofing industry. The upcoming series on Service Departments aims to help industry peers discuss issues within their companies.

The direct correlation to young professionals and service departments is evident in almost every company. This is due to the technical aspect of managing a service department with many different types of software.

Given the assignment to modernize from paper to digital work orders, streamline operations from initial call to invoicing, provide faster and more cosmetic proposals, track and manage operations with GPS, create customer transparency with client portals and many more reasons are why you should trust your service department's development to a tech savvy young professional. We want to discuss the speed bumps we've encountered and the ways we have found success.

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

Follow the MRCA YCC on Facebook to join the next live Video Series or help with the discussions by commenting on our Facebook post.

MRCA Membership Update

Welcome OUR NEW MEMBERS



- | | |
|--|----------------------|
| Frazier Roofing & Guttering Co | Arlington, TX |
| HCS Exteriors LLC | Papillion, NE |
| McKinnis, Inc. | Blair, NE |
| Performance Roofing & Sheet Metal, Inc. | Omaha, NE |
| Structural Commercial Roofing Systems Inc. | Dallas, TX |
| Diverse Construction Service LLC | Columbia Heights, MN |
| Empire Roofing | Fort Worth, TX |
| Empire Roofing Mexico | Chihuahua, CH |
| i Insurance Group | Grapevine, TX |
| The Estimating Edge | Boynton Beach, FL |
| AON | Green Bay, WI |
| Attic Systems | Seymour, CT |
| L Johnson Sales Inc | Omaha, NE |
| Castagra Products, Inc. | Reno, NV |
| Vector Technologies LTD | Milwaukee, WI |

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

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

What's the answer? Professional management

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

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

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

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

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

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



Aileron's Professional Management System



Course for Presidents

RUN YOUR BUSINESS, DON'T LET IT RUN YOU

Individualized Support

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

Sep. 4 - 5, 2018
8:00 am - 5:00 pm
Aileron Campus, Dayton, OH

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

Nov 6-7, 2018
8:00 am - 5:00 pm
Aileron Campus, Dayton, OH

WHO SHOULD REGISTER?

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

MRCA has Partnered with Aileron to Offer this Member Benefit!



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

MRCA CONTINUES TO EXPAND PROMOTION OF CERTA TORCH SAFETY PROGRAM



The MRCA Board of Directors approved spending additional funds for the promotion of the CERTA Torch Applied Safety Program. This joint safety program with NRCA has been an important service to roofing contractors.

MRCA is going to expand its efforts to assist roofing contractors in either holding Torch Applicator Certification Classes in their area or finding classes that are already booked and available. MRCA will also work with roofing contractors to assist them in holding their own class. This includes help in the filing of required paperwork, scheduling a certified instructor, and even assisting in providing the required equipment and hands-on testing platforms.

MRCA has recently acquired a CERTA Trailer which will house the class materials, equipment and platforms and provide a new dimension to contractor assistance for applicator classes. The trailer will also help to promote CERTA at various roofing industry events.

If you are in need of assistance in any of these areas, just contact MRCA staff representative Megan Miller at the MRCA office (800) 497-6722 or mmiller@mrca.org.

The CERTA Program is administered by the MRCA Technology & Research Committee.

SAFETY MYTHS VERSUS TRUTHS



By Bob Poutre of Roof Tech Inc.

During the Safety and Operations Committee meeting in April that were held in Omaha in preparation for our 2018 Conference and EXPO, it was determined that we should touch on some Safety Myths versus Truths.

Our discussion was narrowed down to these three topics, Tie Off / Fall Protection within the work zone, Hazard Recognition Training and Fires brought about by Hot Air Welders.

The first topic arose in a discussion that some state OSHA plans have gone beyond the Federal OSHA interpretation requiring a safety monitor with the use of warning lines only. We learned, for example, North Carolina OSHA interprets this OSHA standard, in North Carolina to require a safety monitor whenever warning lines are employed as fall protection even if no employees are working outside the warning lines. We should all be aware of the proper use and training involved with the use of a warning line system. But does it only matter when we have employees working on the outside of the flagged line area? A related fall protection myth is that your only fall hazard is the edge of the roof. Keep in mind that many fall hazards stem not only from known deck openings but also unseen surface/deck conditions. We know that all holes should be covered and marked, and skylights and all other openings that could pose a hazard need to be guarded. The lesson here is that we should all confirm the OSHA safety standards that may apply to us in the state in which we will be working, if a state OSHA plan is in effect. Perhaps the myth here is that Federal OSHA standards are all we have to comply with, no matter in which state we are working.

The second safety myth is training for true Hazard Recognition. Most of us believe that hazard recognition training only requires that we train our employees to be aware of the hazards that could arise as part of the task they are completing. But, hazard recognition training goes well beyond that limit. We must train our employees to be completely aware of the entire work environment. IN other words they should be trained to always be aware of what other employees of our company on the site are doing as well as the employees of other subs, the general and/or the owner are doing that could affect our employees safety. Our employees must also ALWAYS be fully aware of where the job they are doing is headed; what unanticipated hazards might develop as they do their job, even though such a hazard was never anticipated.

Another concern that ties into hazard recognition is the requirement found in 1926.501(a)(2) that requires that we

ensure (guarantee) that WHATEVER walking or working surface our employees might have to work on has the structural integrity to support them and their equipment. This should be done EVERY time anything is done to the surface on which our employees might be WALKING or WORKING is changed or altered in any way by their actions or be the actions of anyone else. How many of you make the determination every day of the integrity of the roof on which your employees are going to work before work begins? How many of you make a written record of that determination? This is especially necessary when we are engaged in tear-offs, but also needs to be done each day on a reroof.

The third myth is that only open torches used in the application of roofing products can cause fires on the roof. The CERTA Training Program helps ensure we are all aware of the dangers associated with an open flame used in roofing if the proper equipment and proper training is not used (Hazard recognition). Many insurance losses and claims over the years have been documented to these very issues. MRCA has trained many applicators over the years in the safe handling and techniques needed to apply these products safely. But the myth that Hot Air Welding cannot start a fire certainly needs to be looked at. I remember the very first time I saw a demonstration of a hand held welder from a manufacture of a PVC membrane that was being applied back in the early 1980's. The Tech Rep that demonstrated the welder let it warm up to operating temperature, and with two pieces of PVC membrane in front of him, we thought he was going to demonstrate the proper welding technique. What he did next caught all of us by surprise as he reached into his shirt pocket, pulled out a Marlboro cigarette, stuck it in his mouth and proceeded to light it with the air from the hand welder. Needless to say that vision instantly made an impression on us. How could this be, we saw no flame emitting from the welder. It was apparent that it would certainly be possible to ignite any combustible material if certain precautions weren't followed.

The MRCA Safety Committee is always looking for new ways to bust industry myths about safety and help make our members safer every day. Don't forget our Annual Conference will be held October 24th – 26th at the Omaha Convention Centre. Please come join us and see the latest offerings from major manufacturers of roofing materials, application methods and safety products. There will be many education seminars during the conference that are sure to very worthwhile. See you in Omaha!



OSHA[®] UPDATE

Gary Auman, MRCA Legal Counsel

As I wrote the letters to the participants in last year's SHARP Safety Recognition Program I noticed one or two points that I want to bring to your attention. The first of these applies to the OSHA REQUIREMENT FOR AN Emergency Action Plan (EAP). This is a requirement which is not recognized by many post-frame contractors, but it is one that applies to the work that we do. The OSHA requirement for an Emergency Action Plan (EAP) is found in Section 1926.35 of the Code of Federal Regulations (CFR). The requirement is simply stated – if you are engaged in construction work you must have an EAP for the site at which you are working. Many employers in our industry and in other construction industries feel that an EAP is supposed to address how to handle an industrial accident. That is not the correct assumption. According to the OSHA standard cited above an EAP is supposed to provide guidance for employees for the handling of emergencies which may occur on a construction site. The types of emergencies of concern are those that arise either from natural or man-made causes. Examples of covered emergency situations include, but are not limited to tornadoes, hurricanes, severe straight line winds, significant snowfall, ice storms, fires, chemical spills, toxic fumes, etc. In our industry emergency situations could be of the natural

“Your EAP must clearly set out actions to be taken to respond to an emergency situation”

and/or man-made type.

Your EAP must clearly set out actions to be taken to respond to an emergency situation. If you chose to include “first-aid” or other medical or injury situations in your plan, they must be clearly identified and should not impede the ability of employees to determine actions that need to be taken to respond to a natural or man-made emergency. I suggest that you

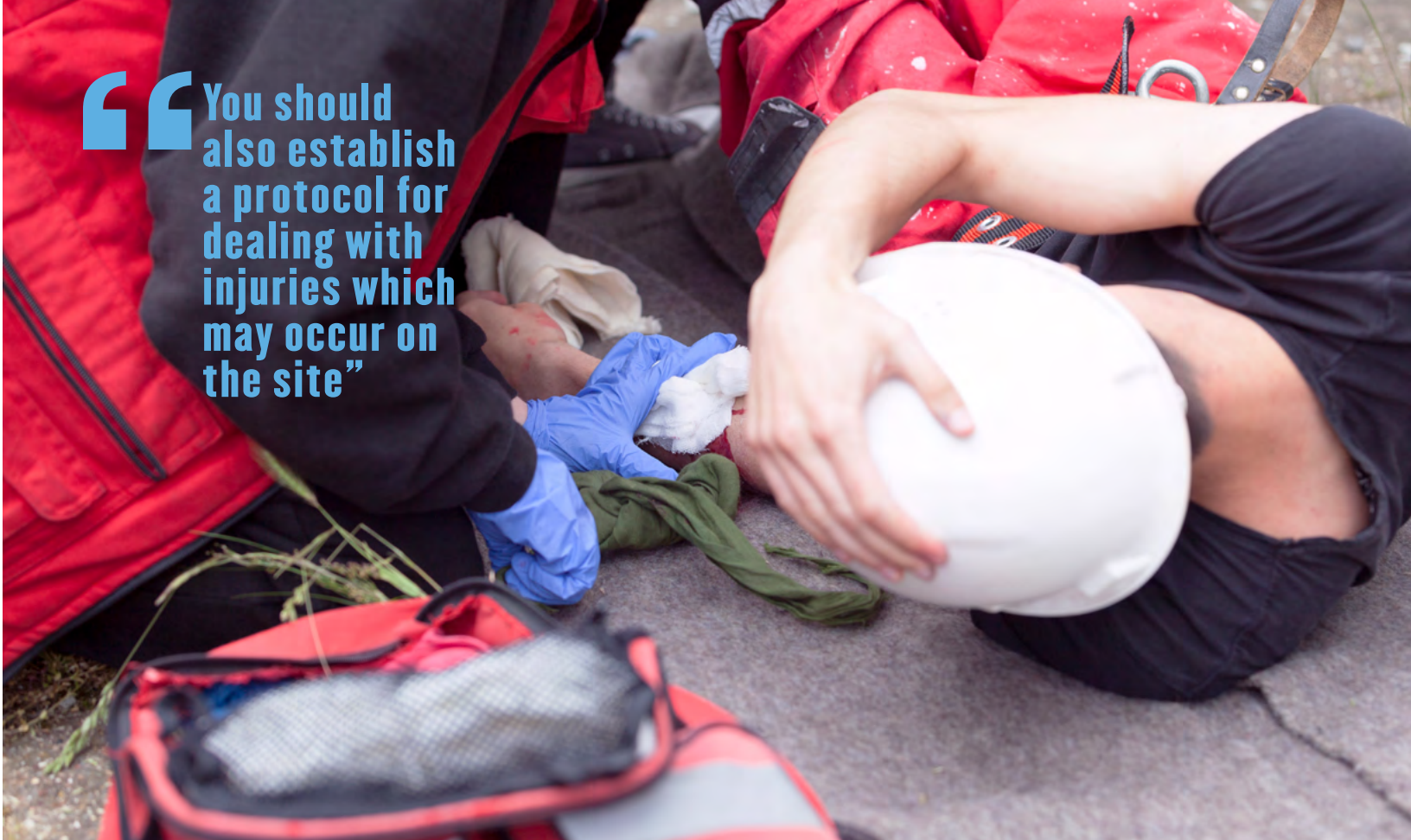
include an outline of what you require to be included in each site specific EAP in your safety program, you need to create a site specific EAP for each job site. The site specific EAP should be created and a copy should be at the site before any work commences on the site.

The site supervisor should visit the site before work begins. He/she should identify egress points from the roof to be used in the case of an emergency. He/she should consider the possible types of man-made emergencies which may occur. That individual should also identify the alarm or notification system that will be used to order employees off the roof to a safe gathering location. Finally, he/she should identify the gathering location that will be used. Your employees should be trained on the site specific EAP before going onto the roof for the first time.

Section 1926.35 contains a list of all of the necessary components (elements) of each EAP. They are:

1. Identify emergency escape procedures and escape route assignments. If the emergency escape route to be used may be determined by the type or location of the emergency, you will need to identify all potential routes and the method you will use to be sure each employee is aware of the route to be used because of the identified emergency.
2. Procedures to be followed by any employees who remain behind after the initial evacuation to perform required operations or to shut down equipment.
3. Procedures to account for all employees after the emergency evacuation.
4. Rescue and medical duties for any employees who may have such duties.
5. The preferred means of reporting emergencies.
6. Names and job titles for individuals who may be contacted for information.

In addition you are required to establish an alarm system and to advise employees on the site of the alarm system that will be employed. If different types of evacuations may be used in different situations, your plan should identify which types of evacuations



“You should also establish a protocol for dealing with injuries which may occur on the site”

will be used for each specific emergency. It is also good to have your site specific plan identify the employee(s) on the site who are responsible for declaring an emergency, identifying the evacuation route and sounding the alarm. Finally, you are required to review the EAP for the site with each employee who will work on the site before they begin to work on the site. Review with each employee is also required any time changes are made to the plan.

If you chose to add medical treatment emergencies to your EAP you will need to be sure that they are identified in such a way that they will not lead to confusion with emergency evacuation or response procedures required by the OSHA standard.

Section 1926.50 sets out the requirements for providing medical care for employees on each job site. These have been discussed in a previous article. Without rehashing that detail, your EAP, if you are going to address medical situations should identify the location for the first aid kit that is on the site. You should also establish a protocol for dealing with injuries which may occur on the site. This can extend from applying a band aid to calling the emergency squad. All employees on the site should be trained in these procedures. I suggest that the extended EAP also require that the site supervisor check the first aid kit periodically to ensure that adequate first aid supplies

are in the kit. The name of your site first aid provider should be listed along with telephone numbers and locations for local hospitals, urgent care facilities and doctors' offices. Telephone numbers for EMT's and fire stations should also be listed. At the same location you should identify as specifically as possible the location of the work site along with the instruction that when calling for an emergency squad the site location must be given in case the person making the call is using a cell phone with a different area code that the area code in which the site is located. Identify who on the site is the person to call in a request for emergency medical care.

I suggest that the site specific EAP be posted in several different locations on the job site. Do not forget you must review the plan with any employee assigned to the site, even if they arrive at the site several days into the project. I also suggest that you date the plan and list the site name (if it has one) and the specific location of the site, to establish when it was created for the site.

But remember the EAP is the tool to be used primarily to evacuate employees from the roof in case of a natural or man-made emergency. Another topic that requires some explanation and which I identified as I was drafting the safety review letters is training on hazard recognition. Finally as you will see

below I need to discuss in more detail the bloodborne pathogens standard and whether or not it applies to the construction industry. So, in the next MR I will take the opportunity to address hazard recognition and I will provide more detail on bloodborne pathogens.

Bloodborne Pathogens

The discussion in the first section on creating an EAP should bring to mind the bloodborne pathogens standard. The bloodborne pathogens standard is found in 29 CFR Section 1926.1030. This part of the OSHA standards applies only to general industry and not to construction. In fact, in a letter dated March 23, 1993, Roger A. Clark, Director of Compliance Programs for OSHA explained this fact to the National Electrical Contractors Association. He advised that OSHA had made a decision not to try to enforce the bloodborne pathogens standard against the construction industry since that industry had not been able to participate in the rule making process which finalized the standard for General Industry. Mr. Clark also stated that OSHA could choose to enforce the bloodborne pathogens standard against construction contractors under the General Duty Clause and that there are requirements under the construction industry standards that touch on bloodborne pathogens. One of the standards he

mentioned was 1926.25, which standard requires that containers be provided for hazardous waste.

Fall Protection

Fall protection is an ever present issue confronting our members and non-members. Many roofing contractors appear to feel that they are "OK" from a compliance standpoint as long as they appear to make an effort to provide some form of fall protection. While such an effort may pass the "cosmetic test" frequently it will likely not provide adequate fall protection. I believe the real issue arises when you get beyond the ability to use warning lines and safety monitors and have to get into personal fall arrest equipment. Normally accepted alternatives for fall protection may not be enough to provide effective fall protection. I asked Thom Kramer with LJB Engineering to write an article about this topic. Thom's firm has been involved in designing fall protection systems for many complex situations such as the US Supreme Court building and many others. His article is very timely and very interesting. He shares some good ideas as to how you can provide truly effective fall protection for your employees. We are fortunate to have a resource such as Thom and LJB to provide us valuable information on fall protection systems.



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Conference Attendees can keep the fun and camaraderie going during the Post-Conference Trip being held at the Riu Vallarta Hotel located in Riviera Nayarit - Vallarta, Mexico.

This beautiful resort located on Playa de Flamingos beach is All Inclusive all day long! It also features free WiFi throughout, a wide ranging entertainment program for adults and children, free sun loungers on the beach, tons of restaurants, two swimming pools with an adjoining whirlpool bath and a swim-up bar, a free fitness center, sauna and whirlpool bath.

This trip has been specially priced for MRCA Conference Attendees and includes round-trip airfare for two from the Omaha Airport (OMA), transportation to and from the airport, 4 nights in a standard hotel room with either one king bed or two double beds and a \$35.00 spa credit.

At this time, the price to attend is only *\$1700 per couple. However, as more people register to attend, the price comes down for everyone! There is a \$400 deposit due at the time of booking and the payoff date is September 12, 2018. Upgraded rooms can be booked for an additional fee.

For additional information or to start the booking process, contact Carroll Hamann with MRCA at 800-497-6722 or chamann@mrca.org. She will take down your initial information and then put you in touch with the MRCA Travel Agent, Margrett Braaksma with the Camland Travel Company.

BOOK NOW 800-497-6722

chamann@mrca.org



ROAD TRIP 2018




TEXAS

North Texas Roofing Contractors Association (NTRCA) Golf Tournament

May 21, Grapevine, TX – Kelly Lea of Texas Roof Management and MRCA Board Member spent a productive day on the golf course spreading the word about MRCA. “NTRCA contractor members seem to be under the impression that MRCA membership is dedicated to commercial roofers only, which couldn’t be further from truth. MRCA is committing a large portion of our conference educational sessions to steep slope roofer and/or issues that would relate to both commercial and steep slope roofing,” said Lea.



NEBRASKA

ABC Supply Annual Golf Outing

May 18, Eagle, NE – Greg Sprague of Sprague Roofing and 2018 MRCA President spent the afternoon with Nebraska roofing contractors at a golf outing hosted by ABC Supply. “Nebraska doesn’t have a state level roofing contractors association so MRCA is kind of it. Our conference will be in Omaha this October with the objective of offering Nebraska contractors educational sessions that directly relate to issues faced widely in the region, like our session entitled, ‘What the Hail,’ a panel discussion on industry challenges after the hail storms we’ve seen over the last several years,” said Sprague, “ABC Supply has hosted this event for a number of years, and we appreciate the dedication to the roofing industry they’ve shown, especially by the Omaha ABC Supply Branch, and Eric Labenz.” Special thanks to ABC Supply, and be sure to stop by their booth at the MRCA Conference this October.





NEBRASKA

ABC Supply Annual Founders Day Celebration

June 5, Omaha, NE – Greg Sprague and Debbie Ocken of Sprague Roofing attended ABC Supply Omaha’s Annual Founders Day as MRCA representatives. “Eric Labenz and his team had a great turn-out with roofing contractors from all over the Omaha metro area. All showed great interest and support for the upcoming MRCA Conference and Expo right here in Omaha!” said Ocken.

ABC Supply Omaha Branch Manager, Eric Labenz thinks the buzz is mounting for the Omaha Conference, “The Founders Day Celebration was a hit for us along with having the MRCA booth here available to our contractors. I think the energy is building for the conference in October and we have many new customers interested and many that have already joined that this should be an eye-opening event for Roofing Contractors. MRCA has a lot to offer these new companies entering into the industry and hopefully they will find a value in this association.”



IOWA

Iowa Roofing Contractors Association (IRCA) Golf Tournament

May 14, Ankeny, IA – Jason Blickenderfer of YC Commercial Roofing and MRCA Committee Member and William Schmidt of Young Construction braved the heat to connect with Iowa roofing contractors. “Justin Sullivan, IRCA Executive Director, has been very welcoming to MRCA and interested in partnering for our upcoming conference, many thanks to Justin and the IRCA Board of Directors; we appreciate all you’ve done and are looking forward to Iowa having a significant presence at the conference in October,” said Blickenderfer.

Otter Creek Golf Course was a perfect location for golf with big sky and beautiful scenery, as the Iowa roofing contractors spent the afternoon golfing.

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



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Engineered Fall Protection Systems for Commercial and Industrial Roofing Contractors



by Thom Kramer, P.E., C.S.P. LJB, Inc.

Last fall, OSHA announced that fall protection citations ranked as the top violation for the seventh year in a row, and fall protection training entered the list at number nine. More importantly, the Bureau of Labor Statistics recently announced that fall fatalities in the workplace increased from 800 in 2015 to 849 in 2016—a 6% increase in a year. Overall, workplace fatality numbers are also up 7%, and reached more than 5,000 fatalities for the first time since 2008.

Considering these data points, it's no surprise that fall protection is, and will continue to be, a hot topic and focus for OSHA. And, with new fall protection regulations becoming effective in 2017, compliance officers are focused on this issue and the specific items that have changed recently. Adding to that, professional organizations like the American Society of Safety Professionals (ASSP) are working to specifically address hazards that create the potential for severe injury and fatalities (SIF), and fall protection is a key category in this discussion.

Business opportunities for roofing contractors

While regulation changes can be a challenge for many organizations, the new rules can also provide business opportunities for roofing contractors.

Many organizations find that implementing changes to roof fall protection is optimal during a re-roofing project. To avoid

adding any additional penetrations in the roof after construction and to incorporate it into the warranty, it is ideal to incorporate the following items during a roof renovation or replacement project:

- > Guardrail or anchorages embedded in roof structure
- > Certified rope descent anchorages often used for window cleaning
- > Designated areas compliant with new OSHA requirements
- > Skylight screens
- > Protection at access points, especially roof hatches

Roofing contractors can provide additional value to their clients and increase their scope of work by educating building owners on the regulation changes and explaining the benefits of incorporating fall protection items into an existing roofing project. Their biggest challenge will be finding a designer with the right qualifications, expertise and experience.

For example, OSHA 1910.27 (b)(1)(i) says that “the building owner must inform the employer, in writing that the building owner has identified, tested, certified, and maintained each anchorage so it is capable of supporting at least 5,000 pounds (268 kg), in any direction, for each employee attached.” During re-roofing, it is much easier to analyze the roof structure and evaluate whether a fall protection anchorage can be certified. Roofing contractors can encourage building owners to take advantage of this opportunity to achieve compliance and

OPERATIONS AND SAFETY

potentially partner with a fall protection expert to certify the anchorages.

Focus on proper use of fall protection equipment

For all individuals working at heights, fall protection equipment misuse continues to be a significant safety challenge. Despite the advancements made in equipment technology and related training, fall protection equipment is not intuitive and can be easily defeated—unknowingly much of the time.

No matter if a fall protection system was installed two weeks ago or two decades ago, its sole purpose is to save a falling worker. That's why it is critical to have active systems certified and re-certified regularly. Changes in personnel and environments, which happen in every workplace, can render active systems ineffective and unsafe.

For a variety of reasons, recent inspections have revealed inadequate systems that would have suffered catastrophic failure in the event of a fall. This is why the fall protection industry—including guidelines from OSHA and ANSI—are moving toward certified systems, rather than just viewing fall protection equipment as individual components.

With a certified system, the following aspects need to be considered—which extend beyond just inspecting to ensure equipment components are in working order:

- > Overall assessment of the fall protection system: Is the current fall protection system appropriate for the hazards identified?
 - For example, do you know the arrest distance for leading edge SRLs (SRL-LE) are often 14-20+ feet? In either case, how does this compare against the clearance you have available?
- > Anchorages: Evaluation of the condition and capacity of the structural support for the fall protection system.
 - For example, how do you know whether the anchorage will support the forces of your fall? In either case, are you willing to bet your life on it?
- > Fall protection equipment: Results of the competent person inspection, to ensure that equipment is functional, compatible and in good condition.
 - For example, how often do you perform buddy checks on one another's equipment fitting? And, have you ever suspended in a harness before?
- > Fall protection use and rescue procedures: Review of procedures to ensure they are functional and being used so that the fall protection system functions in accordance with original design.
 - For example, what do your procedures require for rescue? How confident are you that rescue will come in a timely manner?

- > Fall protection training: Review of the training provided to the authorized and competent persons involved in the use of the system.
 - For example, how much of your training is hands-on?

Benchmarking your fall protection program

While OSHA is focusing heavily on fall protection, the regulations still don't provide prescriptive answers on how to best manage a comprehensive fall protection program. The ANSI Z359.2 standard was reissued in 2017 and is no longer just focused on general industry—and now conveys industry best practices for construction as well.

 **OSHA regulations tell you “what” needs to happen, the ANSI standards provide information on “how”**

Many organizations have found that they can benchmark their fall protection program with the Z359.2 standard, which provides significantly more guidance on program elements. While the OSHA regulations tell you “what” needs to happen, the ANSI standards provide information on “how” to develop and maintain an effective fall protection program. Although following ANSI isn't a compliance requirement, organizations can find assurance that they will be compliant with OSHA if they follow the guidance provided in ANSI. And, the ANSI requirements provide a better strategy for managing risk in your organization.

Some of the key aspects of the Z359 standard that assist organizations in improving a fall protection program include:

- Creating an overall strategy for protecting your workers at height
- Providing details that allow you to get beyond OSHA's broad requirements (assessments, training, certified systems, etc.)
- Defining roles and responsibilities, along with training topics
- Outlining requirements and details for fall protection procedures

With the ongoing focus on fall protection for both OSHA and building owners, roofing contractors will benefit from understanding the new regulations and helping their clients apply the new rules during roofing projects. In addition, focusing on proper equipment use and meeting ANSI Z359 standards improves a contractor's overall fall protection program and makes them a more attractive partner for clients that focus on safety performance.



It Just Went “Click”. Did you hear it?

Greg Hayne – Roof Management, Inc. in Mt. Prospect, IL

Train commercial roofing contractor service departments, facilitate industry-specific peer groups and mentor/coach construction executives. Historically, most roofers could care less about service departments, viewing it as a necessary evil. They wouldn't know what a peer group was if it reached up and bit them in the...well, if it bit them. And the idea of having somebody “coach” them to be better at running their business wasn't a thought that they would consider.

“Look how successful I am. I am making more money than I ever thought I would. Why do I need help?” – a common roofer's mantra.

That has just changed, to my complete surprise.

Last year at the IRE I gave exactly the same presentation I gave in 2014, entitled “How To Sell Preventative Maintenance (And Why You Need To).” The talk was virtually identical. The response was not. This year there were way, way more contractors coming up to me and asking questions, stopping at our booth to discuss how we could help them get better at service, or otherwise discussing with us ways we might be able to help them grow their business. As I write this, we are still handling follow ups from the IRE. Yes, this is great for us, sure. But it represents something much more important. The industry is changing and contractors are starting to adopt a more progressive mindset toward their work. Not only has their interest piqued, but the quality of questions they are asking has improved too. This means they have been thinking about these things for a while. No longer is it “Why should I bother with a service department?” Now it is more likely to be “What is the best first step I can take to improving mine?” Something has gone “click” for roofers.



“the smart ones are recognizing that they need to change and adapt to meet the changing needs”

Evidently, they are beginning to understand that there is more to running a successful roofing business than just putting on a good roof. And, the smart ones are recognizing that they need to change and adapt to meet the changing needs and demands of their customers. They are starting to reach out to people who can help them make those changes and they are taking real steps to actually make the changes they perceive they need to make. Whether it is getting coaching, training, mentoring or getting involved in a professionally run industry peer group, they are willing to put aside the egotistic mindset that “I don't need help, I can figure it out for myself” and are beginning to embrace the idea that they can grow their businesses a lot faster and with a lot less reinventing the wheel by investing in themselves.

Did you hear the click too? If you did, then consider attending my session at the 2018 MRCA Conference entitled, “How to Start (or Grow) a True Service Department”. It will be presented at 2:00 p.m. on Thursday, October 25th at the Omaha Convention Center in Omaha, Nebraska.



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

MONTHLY SERVICES INCLUDE

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

TekCollect also offers MRCA members additional advantages:

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

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

Please contact Diane Schumm directly to get started:

Diane Schumm, Vice President Corporate Services
TekCollect Debt Collection Service

(866) 652-6500

Diane.Schumm@tekcollect.com

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TekCollect

Dimensional Stability of Polyisocyanurate Insulation



Randy Adams, R Adams Roofing Inc

During 2017, the MRCA T&R Committee conducted a survey of ‘Knit Line’ issues with Polyisocyanurate Roof Insulation.

Reports from the field indicate the irregularities or indentations, in the surface of polyisocyanurate roof insulation continue to be a concern.

Let’s start by understanding a few points about the grooves created within the surface of the insulation:

- Knit Lines’ occur during the manufacturing process of polyisocyanurate insulation. The expanding foam used in manufacturing, is sprayed via multiple heads on to the bottom facer. If the foam spray meets incorrectly, a ‘knit line’ may form.
- Knit lines may be unsightly on the roof surface, particularly when a fully adhered single ply is installed.
- Depending upon the direction of roof slope, dirt may accumulate in the depressions, as a consequence to drainage issues.

There are three ASTM Criteria pertinent to the production of Polyisocyanurate Insulation.

- ASTM C1289-16 – applies to the ‘Standard Specification for Rigid Cellular Polyisocyanurate Thermal Insulation Board’. There is further stipulation for Type I and Type II products.
- ASTM C1289 Section 8 – pertains to dimensional tolerance criteria. This standard stipulates length and width tolerances shall not exceed +/- 1/4”. The thickness tolerance shall not exceed 1/8”, and the thickness of any two boards shall not differ more than 1/8”
- ASTM C303 – ‘Standard Test Method for Dimensions and Density of Preformed Block and Board Type Thermal Insulation’. To measure board thickness, ASTM C303



prescribes measurements to be made 1” to 3” in from the board corners. Two additional measurements shall be taken near the center of the long dimension of the board, between the corner measurement locations.

The MRCA conducted a survey while looking in to the manufacturing challenges of polyisocyanurate insulation. The following questions were asked:

1. Have you observed ‘knit lines’ in polyisocyanurate insulation?
79 % of respondents – Yes
2. Have you measured the board thickness for variance from the specified thickness?
50 % of respondents – Yes
The range of thickness variance as a



“ Depending upon the installation pattern of insulation, seams at field joints of the membrane may be problematic”

dimension was reported between 1/16” and 1/4”. They also reported the specified thickness of the board measured ranged from 2” to 2.5”

3. Do insulation shipments arrive properly packaged?
71 % of respondents – Yes
Comments made in addition to the question include:
Moisture in the bundles with wet facers.
Damage during loading.
Coated glass facers arrive wet.
Improperly tarped during shipping. Torn wrappers.
4. What is your preferred installation method – direct to facer, or use a cover board?
71 % Cover Board
5. If the membrane is applied directly to the polyisocyanurate, have you experienced esthetic appearance challenges?
64 % Yes

Conclusions

If the knit lines are deep enough, it is possible for the facer to be unadhered. Over the width of the board, this may result in a significant enough area to create wind up-lift performance issues.

As noted from the survey results, board thickness variations may create an R Value concern. As tolerances, according to ASTM standards are not met, R Values may be compromised. Also, the attachment of boards to one another, or the cover board may be a problem.

Depending upon the installation pattern of insulation, seams at field joints of the membrane may be problematic. Deep knit lines may increase the likelihood of voids, fish mouths, and cold welds in thermoplastic membranes.

MRCA recommends the contractor to check each shipment for the tolerances discussed above. If the product is out of compliance, contact the manufacturer for their recommendation. Where possible, utilize a cover board within the system. Please, send us your photos, and concerns with shipments of material arriving on your jobsites.



THE PROS OF HIRING EX-CONS

by Steve Watring, Auman, Mahan & Furry



More and more, employers are experiencing problems with hiring and retaining good employees. This is especially true for less desirable jobs or jobs at the lower end of the pay scale.

This is prompting employers to rethink their hiring practices. With a shrinking pool of qualified applicants, you may have to consider people that have less than a perfect record—including someone with a criminal record.

Before proceeding further, I will start with a disclaimer. Some people have strong opinions about whether a felon should or should not be given a job—as a societal issue. The reality is that people with criminal records are released into society with limited prospects of employment because of those records. That can be tragic for those who have paid their debt to society and want to make something of their lives. It is also the reality that some of those same people pose a greater risk to the public. That also can have tragic consequences. I will leave it to others to deal with that great societal dilemma. I am an employment lawyer, and therefore am not my clients' social conscience. I give businesses legal advice geared to what is best for them. That is my perspective in writing this article.

First, a little bit about the law. Unless you are in a city or state that prohibits it (so called “ban the box” cities or states) you can inquire about an applicant's criminal convictions (but normally not about arrests that did not lead to a conviction). You also can do background checks about those convictions (as long as you comply with the Fair Credit Reporting Act). You cannot maintain a policy or practice that you do not hire anyone with

a criminal record—that is considered discrimination. Instead, you are required to make an “individualized determination” about whether that record should disqualify the applicant from the job. In general, that individualized determination depends on the nature of the conviction, how long ago the conviction (or release from prison) was, and what relationship it has to the job in question. This “individualized determination” requirement essentially is the government's effort to balance the societal factors discussed above, and then impose that balancing on employers as a requirement.

The only thing that I disagree with on the “individualized determination requirement” is the fact that it is a “requirement” instead of something for each employer to decide on its own. Especially in the current job market, I think that employers can miss an opportunity by not giving meaningful consideration to an applicant with a criminal record.

Depending on the circumstances, a person with a criminal record may be a great hire. An employee with a record has limited marketability. This can result in them valuing their job more than an employee who thinks that they can easily get another job tomorrow, and may be more inclined to “job hop”. The employee with a record has a greater incentive to try to please their employer and keep their job. They may have a higher sense of loyalty to a company that gave them a chance at a fresh start. I have seen all of these things happen in real life. Since statistically most employees change employers every few years, these considerations should not be overlooked. Hiring a good worker does not do too much good if you can't retain them.

If you read the above paragraph closely, you will see that it is peppered with “can” and “may” instead of “will”. You also may

BUSINESS MANAGEMENT

be taking on an increased risk by hiring someone with a record. But every hire carries risks. The question is where this risk falls on the risk-reward scale. This requires an individualized assessment to determine if the benefits of hiring someone with a record outweigh the risks.

Following good applicant screening practices is even more important when considering whether to hire someone with a criminal record. Here are a few tips that you might find useful:

- Make sure your application asks about criminal records (unless you are in one of those “ban the box” jurisdictions), as well as about pending criminal charges.
- Require the applicant to fully complete the application, including responding to this inquiry. If you see this passed over on the application, it probably is intentional. Just the fact that the applicant tried to evade the question is a bad sign. If that occurs, make note of it, in addition to returning the form to the applicant for completion.
- If the applicant acknowledges a criminal record and you grant them an interview, ask them questions about it. Yes, it is awkward. But I think one of the most common interview mistakes is the failure to ask the tough questions. Do you really want to hire someone who melts or bristles in response to a fair question about their criminal record? Politely ask them why you should give them a chance despite the record—it’s a good question and a fair question. And you certainly don’t want someone who will not answer that question candidly and honestly. In most situations, there are ways to check out the applicant’s explanation of their criminal record. If the applicant gives you an honest answer, they may be deserving of a further look.
- Pay close attention and evaluate the applicant’s explanation of their criminal record. Does the explanation make sense? Do they seem rightly embarrassed over what happened? Do they improperly try to make excuses instead of accepting responsibility for their actions?
- Likewise, it is a good sign if the applicant discloses everything that comes up on a pre-employment background check. Just the opposite is true if there is a failure to disclose.
- Furthermore, verifying the information on the employment application is all the more essential in this situation. The same is true with checking references. For example, it would be a warning sign if the applicant attempts to hide periods of incarceration by claiming to be employed during that time, or if a reference doesn’t check out.

It is undeniable that hiring someone with a criminal record carries an element of risk. I would be very skeptical of hiring someone with a lengthy “rap sheet”. Likewise, I would normally recommend against hiring anyone with a drug conviction that relates to trafficking or manufacture. Someone with a conviction of a serious crime of violence may be too big of a risk. Crimes relating to dishonesty or theft should be evaluated based upon the position and the amount of supervision.

That brings us to sex-related offenses. They pose some special

issues. There is such a wide range of sex offenses that I think it is a mistake to lump all of them in one category. And even less serious and non-violent offenses can land a person on a sex offender registry. Hiring someone on a registry may pose some new challenges since employees and people you do business with can access the registry. But presence on that registry can make it all the more difficult to find work. While I do not mean to minimize or excuse these offenses, it may be worthwhile taking a harder look at the record and what happened.

Back to the law for a minute, it is true that there are some cases out there where an employer has been held liable for criminal acts committed by employees that are known to have a criminal record. For that reason, special caution should be exercised before hiring someone with criminal convictions involving violence or theft. This is particularly true if the job will involve giving the employee access to customers or their property. The same is true for many, but not necessarily all, sex-related offenses. In these cases, the safety risks, and the legal risks, usually are not worth it.

Here is my bottom line. If you are considering hiring the applicant, and you see that they have a criminal record, make that “individualized determination” that is discussed above. The law requires it anyway, so you might as well take advantage of it and take it seriously. In the right circumstance, you just may find that the potential benefits of hiring the applicant with a blemish on their record outweigh the risks.

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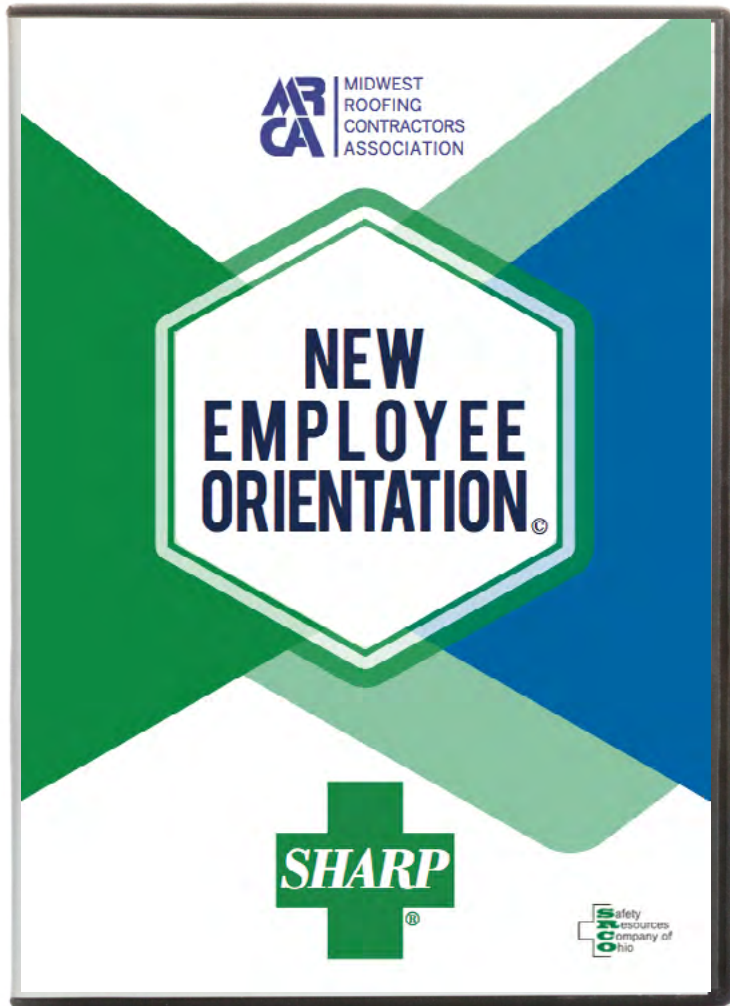
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WOMEN IN ROOFING

WinR

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

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