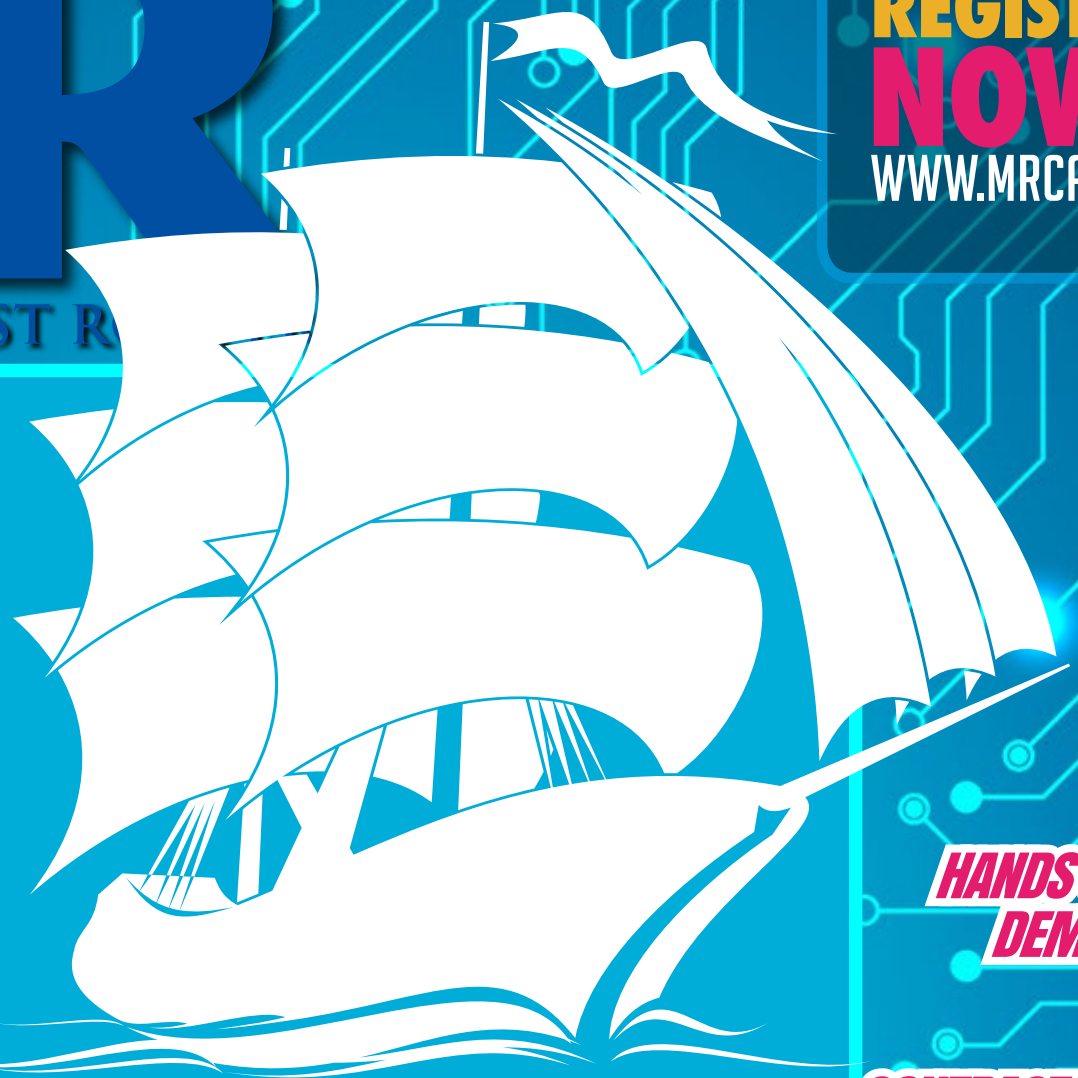


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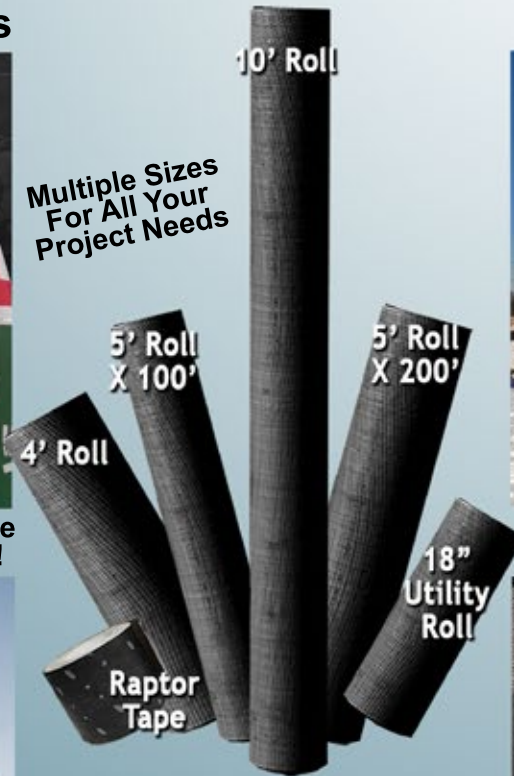
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The 67th Annual Conference and Expo is almost upon us and I could not be more excited! The event will feature more equipment, more exhibits, and more product demos than last year including a new feature called the Product Peep Show that we are all especially excited

to see! Early registration numbers are up from last year and we have distributed over 22,000 free trade show passes across the region. All signs point to a record-breaking event to remember.

The Expo will kick off with our Keynote Speaker, football great and philanthropist, Chris Spielman. Many of you know him from his outstanding sports career, but what I think you'll come to admire most is the work that he and his family have accomplished with the Stephanie Spielman Fund to support breast cancer research. We'll have several events to support this great cause including a video arcade tournament presented by the Young Contractors Council, the proceeds from which will go exclusively to this important Fund. There are also a couple of VIP Reception passes still available if you want to meet Chris one on one in my suite!

The educational lineup for this Conference is equally strong. I am so pleased with the hard work that all of our committees have put into the speakers that will present our technology theme this year. We have also added a special pre-event Union Contractors Labor Conference, an entire track of education for Steep-Slope Contractors, and CERTA Train the Trainer, CERTA Applicator, and Foreman Training programs.

But everyone knows, what sets the MRCA Conference apart from all the others is the personal aspects of this event. It's the glue that binds the region together and created multi-generational friendships that we all hold dear. We have a great MRCA Foundation Auction planned with a visually spectacular Day of the Dead theme, the Past Presidents Dinner returns to connect our past leaders with our future, and the Guest Event will tie our current political drama with our dramatic political past at the Ohio Statehouse!

I hope to see you all there. This is a unique opportunity to network, learn, and experience what's next for our industry in a growing vibrant city. Let's Navigate the Future together in Columbus!

BOB SCHENKEL
MRCA president

Schedule AT A GLANCE

Monday OCTOBER 31

8:00 am–4:00 pm

Exhibitor Registration and Move In

8:00 am–4:00 pm

Attendee Registration Open

8:00 am–9:00 am

MRCA Foundation Directors Meeting (Executive Session)

9:00 am–10:00 am

MRCA Executive Committee Meeting (Executive Session)

10:00 am–11:00 am

MRCA Incoming Board Director Orientation (Executive Session)

11:00 am–1:00 pm

MRCA Board of Directors Meeting (Executive Session)

1:00 pm–5:00 pm

Union Contractors Bargaining Seminar

2:00 pm–4:00 pm

● Young Contractors Council (YCC) Charity Fundraiser Outing to benefit the Stefanie Spielman Fund for Breast Cancer Research

5:00 pm–6:00 pm

Foundation Auction Pre-Registration

5:30 pm–6:00 pm

New Member / 1st Time Attendee Welcome and Introduction

6:00 pm–9:00 pm

MRCA Welcome Reception & Foundation Auction (7 pm Live Auction)

Tuesday NOVEMBER 1

7:00 am–9:30 am

Exhibitor Registration and Move In

7:00 am–4:00 pm

Attendee Registration Open

7:30 am–11:30 am

● CERTA Train-The-Trainer Classroom

8:00 am–10:00 am

Educational Sessions

- 8:00 am– 9:00 am Wearable Safety Technology
- 8:00 am– 8:30 am ICE Dam Certification What is it? What are the Consequences of improper removal? How can you incorporate ICE Dam Removal into your business?
- 8:30 am– 9:00 am SHARP Mobile Safety App
- 9:00 am– 10:00 am Surviving the Future

10:00 am–10:15 am

Attendees take their seats for the Keynote

10:15 am–11:30 am

Welcome to Ohio from ORCA President, Jack Petsche, MRCA Membership Meeting, Passing of the Gavel, and Awards, and Introduction of the SHARP Mobile Safety App

11:30 am–11:45 pm

Buckeye Brass and Plated Lunch

11:45 am–12:30 pm

Keynote Address: Chris Spielman



Reasons to Attend

Register today for the 67th Annual MRCA Conference and Expo, October 31 – November 2, 2016 in Columbus, Ohio. This event will be held at the newly renovated Hyatt Regency Columbus and the attached Columbus Convention Center. MRCA will be your guide to NAVIGATING THE FUTURE as we Discover Columbus at this year's event! This technology-focused conference will not only get you thinking about the future, but will offer practical ways to PLAN, IMPLEMENT, and LEVERAGE current and emerging technologies to help your company improve and grow!

The Conference will feature exciting new technology in the way it's presented as well. The online Conference App will be back and even BETTER with new enhancements. Our new Product Peep Shows will offer a new way for sponsors and exhibitors to show attendees their products and services in a digital medium. Even our Foundation Auction will be fully online from the first item donation to the last bid!

Don't miss the great new Conference format, the high-tech Expo floor, and all the MRCA tradition and camaraderie that you've come to know and love! Columbus is a vibrant, growing city and we can't wait to see you in Ohio!

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

Who Will Benefit?

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

Wednesday NOVEMBER 2

12:00 pm

Buses containing Free Expo Pass Attendees Arrive

12:30 pm

Prelude to Expo

12:40 pm

Expo Opening Ceremony

12:40 pm–4:00 pm

Expo Open

12:45 pm–1:00 pm

Periscope with Chris Spielman

1:00 pm–1:30 pm

•VIP Suite with Chris Spielman

1:30 pm–5:00 pm

•CERTA Train-The-Trainer Hands-On Portion

3:00 pm–5:00 pm

Business Management for Steep Slope Contractors

4:00 pm–5:30 pm

Young Contractors Council (YCC) Panel and Reception

5:00 pm

Buses containing Free Expo Pass Attendees Depart

5:30 pm–7:30 pm

NWIR Reception

6:30 pm

President's Reception and Dinner (by invitation)

7:00 am–2:00 pm

Attendee Registration Open

7:30 am–11:00 am

•CERTA Train-The-Trainer Continuation for First Time Authorizations Only

7:30 am–11:30 am

•CERTA Applicator Classroom Portion

7:30 am–11:30 am

•Foreman & Superintendent Training Part 1 of 2

8:30 am–12:30 pm

Expo Open (Breakfast & Lunch Stations on the Expo Floor)

11:00 am–2:30 pm

•Guest Outing

12:30 pm

Expo Closes

12:30 pm–5:00 pm

Exhibitor Move-Out

12:30 pm–3:30 pm

•Foreman & Superintendent Training Part 2 of 2

12:30 pm–4:00 pm

•CERTA Applicator Hands-On Portion

12:30 pm–2:00 pm

Presidents Panel with Coffee and Dessert

2:00 pm–2:15 pm

Break

2:15 pm–3:15 pm

Educational Sessions

- 2:15 – 3:15 pm New Tech and Technology in Recruitment
- 2:15 – 3:15 pm Hail Resistance
- 3:15 – 4:15 pm Ventilation
- 3:15 – 4:15pm UAV's Drones in Design and Construction

• **Separate Registration Fee**



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TO BENEFIT THE STEFANIE SPIELMAN FUND FOR BREAST CANCER RESEARCH



OCTOBER 31, 2016

2-4 PM  **BARLEY'S BREWCADIA**
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Finally! An opportunity to unleash your A-game for a good cause. Compete for the highest score on a variety of classic arcade games for choice prizes and 1st place bragging rights. You can also sit back with a cold one and cheer on your friends. Registration gets you in the game, covers your drinks, and fills your belly with Barley's best appetizers. It also raises money for the Stefanie Spielman fund for breast cancer research!



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AUCTION BEGINS AT 6PM



DAY OF THE DEAD

2016 MRCA CON/EXPO COLUMBUS OHIO

OCTOBER 31, 2016



FOUNDATION

The purpose of the MRCA Foundation is to raise awareness and improve the industry by supporting educational programming, industry research, and industry-related academic scholarships.

NOTE: The MRCA Foundation is a 501(c)(3) and your contributions at the Auction are tax deductible



FOUNDATION

Special EVENTS

MONDAY, OCTOBER 31ST

Arcade Showdown to Benefit the Stefanie Spielman Fund for Breast Cancer Research



2:00 pm–4:00 pm

Come out and unleash your A-game for a good cause! Compete for highest score on a variety of classic arcade games or just cheer on your competing friends and co-workers. Your participation on any level helps us raise money for the Stefanie Spielman Fund for Breast Cancer Research!

This event is open to all attendees but requires a separate registration. The form can be found on **Page 8** of this magazine



New Member & 1st Time Attendee Welcome

5:30 pm–6:30 pm

This Maiden Voyage 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 2016 Annual Meeting, and a sneak peek at what is to come in 2017.

Reception sponsored by **ROOFING CONTRACTOR**

TUESDAY, NOVEMBER 1ST

Keynote Address, MRCA Membership Meeting, and Luncheon

10:00 am –12:40 pm

All Registered Attendees and Exhibitors are invited to attend the Luncheon, Membership Meeting, Awards Ceremony, and Keynote Address. The event will start off with a personal welcome to Ohio from the President of the Ohio Roofing Contractors Association, Jack Petsche of USA Roofing, Inc. This will lead into the MRCA Membership Meeting which will feature the election of new Board Members and the Annual Passing of the Gavel ceremony. After the Membership Meeting we will recognize and celebrate the recipients of the MRCA Achievement Awards, the prestigious James Q. McCawley Award, the MRCA Safety Program Awards and the New ELITE Roofing Contractor Awards.

The event will conclude with a dynamic Keynote Address by Chris Spielman. Chris Spielman, a two-time All-American linebacker at The Ohio State University and Lombardi Trophy winner, was one of the most intense and motivated players in Ohio State's history. Chris went on to play 8 seasons with the Detroit Lions, then for

MRCA WELCOME RECEPTION and FOUNDATION AUCTION

6:00–9:00 pm

Make the most of the last day in October by attending the MRCA Foundation's Auction Event! This year our theme is Day of the Dead, or Dia de los Muertos. This widely celebrated holiday is a time dedicated to remembering and honoring those who have passed. It is a festive and joyous time of celebration. Come out to honor friends and family, and make new friendships and connections at the same time. Your participation in the event also supports the roofing industry! The funds raised by this event go directly to research and education opportunities that affect your business and your people. There will be plenty of food, drinks, and sweet treats for you to enjoy. You will also love the transcending sounds of celebration from our live entertainment group, Mariachi Aguilas De Oro Band! Joining in on the fun with costumes or accessories is optional, but encouraged.



Reception sponsored by



TUESDAY, NOVEMBER 1ST

National Women in Roofing Reception



5:30 pm–7:00 pm

This year, the National Women in Roofing (NWIR) will be hosting a Mentoring Circles Event & Cocktail Reception which will feature three very impressive speakers to share their stories and experience in the roofing industry and afterwards answer any questions in a roundtable setting. Their first speaker will be none other than the founder of the National Women in Roofing Council, Heidi Ellsworth.



Young Contractors Council Reception and Panel



4:00 pm–5:30 pm

Pioneers vs Revolutionaries Closing the Generation Gap

There is no question that in general, millennials really are different than the generations that came before them. The reality is, they are the future! That means gaining insight into their similarities and differences and then adjusting your management approach to assure that you're developing future leaders that will eventually replace you and build on the company's legacy.

The Young Contractors Council will be hosting a very spirited panel discussion made up of all ages of participants where they will discuss the frustrations at work that "Millennial Myopia" can create!

Moderator: Dave Harrison, Professor at Indiana University Kelley School of Business, Founder of Center for the Advancement of Relevant Education and Harrison Management Consultants

YCC Reception sponsored by



Spouse and Guest Event Politics! Religion! History! and Steak?

11:00 am –2:30 pm (Separate Registration Fee)

The political drama in this country has never been more heated, or has it? On the eve of the election, Luther Liggett, Jr., one of Ohio's foremost authorities on politics and history will break through all the taboos and guide guests through the origins of our country's legal and political foundation to discuss how politics and religion have always overlapped and why acknowledging our political heritage and embracing the drama and tension it creates is actually our country's strength and not our weakness. After an amazing lunch at Mitchells Steakhouse, one of Columbus's premiere culinary hot spots, Luther will help lead a personal tour of the historic Ohio Statehouse and weave a yarn about how the Midwest has always played a pivotal role in the US political drama. Don't miss this pre-election adventure through the history that informs our future!



Explore Midwestern Political Drama on the eve of the Election!

Mitchells Steakhouse, one of Columbus's premiere culinary hot spots, Luther will help lead a personal tour of the historic Ohio Statehouse and weave a yarn about how the Midwest has always played a pivotal role in the US political drama. Don't miss this pre-election adventure through the history that informs our future!

#MRCA2016

Educational SESSIONS

TUESDAY, NOVEMBER 1ST

8:00–9:00 am

Wearable Safety Technology

Safety equipment is changing with new materials, improved ergonomics, and sensors. This panel of safety professionals will take you through what's possible now and what is coming to the industry as technology infuses into every aspect of your business. Kevin Holden of Beeline Purchasing will also be on-hand to discuss how you can equip your crews more efficiently and economically through MRCA's Member Purchasing Program.



8:00 am–8:30 am

ICE Dam Certification

Speaker: Aaron Flora, Lead Instructor at Ice Dam Removal Certification



What Is It? What are the Consequences of Improper Removal? How Can YOU Incorporate Ice Dam Removal into Your Business?

Timber Warriors established the 1st nationwide network of emergency service winter storm professionals and the Ice Dam Removal Certification. IDRC remains the only certified database for snow and ice dam removal professionals in the country. Outside of the IDRC network, all ice dam removal is unregulated.

The IDRC's mission is to set and promote comprehensive, industry-recognized standards for the practice of ice dam removal and provide instruction and certification based on the regulations. The IDRC supplies insurance carriers with certified and competent professionals from the IDRC nationwide network of ice dam removal.

Learn what Ice Dam Removal is and how you may be able to incorporate it into your business.



8:30 am–9:00 am

Sharp Mobile Safety App

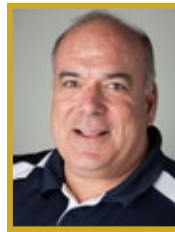
Speaker: Tom Whitaker of Harness

MRCA is excited to announce the launch of the SHARP Mobile App at this year's Conference. The new app will take the valuable resources of



SHARP and put them in the palm of your hand and offer a solution to close the paperwork loop for critical safety recordkeeping! Learn how you can customize the app to streamline your company safety program by

incorporating your policies, manuals, SDS Sheets, while keeping record of Toolbox Talks, Checklists, Inspections, Incident Reports, Near Misses and much more. No more bad handwriting or missing information and reduce your liability by creating stronger, more accurate, and complete records.



9:00 am–10:00 am

Surviving the Future

Speaker: Dave Harrison, Professor at Indiana University Kelley School of Business, Founder of Center for the Advancement of Relevant Education and Harrison Management Consultants



Who are Millennials? Well there are multiple definitions. Think of them as somewhere between age 20 and 34; sometimes they're often also referred to as "Generation Y." As a stereotype, you might have heard somebody describe them as "overly ambitious, lazy, too entitled and don't understand their place" in the company.

There is no question that in general, they really are different than the generations that came before them. The reality is, they are the future! If you want to assure success of your business that is sustainable even after you've retired years from now, then it's critical to adapt. That means gaining insight into their similarities and differences and then adjust your management approach to assure that you're developing future leaders that will eventually replace us and build on the company's legacy.



3:00 pm–5:00 pm

Business Management for Steep Slope Contractors

Speaker: Monroe Porter of PROOF Management

This program details techniques for building a profitable steep slope business. Topics covered include how to price work more profitably and not become a victim of random per square pricing. Also, how to build a winning install team and the ins and outs of sales compensation. Attendees will learn how to avoid many of the pitfalls steep slope contractors fall victim to. Learn how to make more money on each and every roof you sell.

WEDNESDAY, NOVEMBER 2ND

12:30 pm–2:00 pm

Presidents Panel with Coffee & Desert

Moderator: MRCA President, Robert Schenkel, C.L. Schust Company, Inc.

Each year MRCA gathers a panel of top industry executives to talk about key topics. This year's panel will feature a discussion of how technology is changing the roofing business and forecast what's on the horizon for their companies. The panel will feature Malarkey Roofing Products, McElroy Metal and Johns Manville. Don't miss this once a year opportunity to get your business positioned ahead of the change curve.

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2:15 pm –3:15 pm

New Tech in Recruitment Panel

This panel of experienced speakers will take a look at some of the tools and technologies that might not require the same big budget as the big boys out there, but are every bit as effective at helping companies attract, recruit and retain the talent they need today to survive – and thrive – tomorrow. Discussion topics will include Apprenticeships (both union and non-union), Hiring of Ex-Offenders, Social Media, Digital Technology, Helmets to Hire, HHK, and more.



2:15 pm –3:15 pm

Hail Resistance – Ice Ball Impact Resistance of TPO Membranes and Roofing Systems

Speaker: Thomas J Taylor, PhD of GAF

Single ply membranes have become the largest low-slope roofing coverings in North America on an annual installation basis. In light of market trends and recent studies showing the potential for long weathering life of TPO installations, the impact resistance of the membrane is more important than ever. In fact, data shows that hail events are increasing in number and severity.

Data will be presented showing significant differences in impact resistance using a dynamic puncture resistance test. Two inch diameter ice-balls were propelled onto a wide range of roof system mock-ups. The data was

analyzed in terms of membrane type, fastening method, and type of cover board. In addition, some experiments were done using membrane that had been artificially aged. The results are discussed and implications for future studies are reviewed.

Actual hail events are highly variable, difficult to characterize, and hard to simulate. This session is intended to give guidance as to how a range of systems compare within a laboratory setting. In addition, the study shows the difference between new and aged TPO. The session will provide guidelines that may help future system design and better characterization of actual hail damage.

3:15 pm–4:15 pm

Ventilation Problems and Solutions

Speaker: Rick Hoover of AirVent

Join Rick Hoover of AirVent as he discusses the challenges and importance of proper ventilation. Every project presents a different challenge to beat the forces of heat and moisture to prevent premature deterioration of the roofing system, building materials, and fixtures exposed to these conditions. Hoover will lay out how proper ventilation can be achieved and help answer your questions on those tough ventilation problems.

3:15 pm –4:15 pm

UAV's Drones in Construction

The increasing use of drones on construction jobsites is a particularly exciting development in today's technology. Officially known as unmanned aerial vehicles (UAVs), drones are being touted as a tool that can improve jobsite communication and safety, along with performing highly technical tasks such as 3-D modeling and capturing real-time images from the field. Learn the answers to such common questions as:

- What exactly is a drone and how are they controlled?
- Is it legal to own and fly one and do I need a flying permit from the FAA?
- Can public privacy be compromised?
- What/if any, are the legal ramifications?
- How are/can drones be used in construction and what are the benefits and pitfalls?



#MRCA2016

Special PROGRAMS

MONDAY, OCTOBER 31ST

1:00 pm–5:00 pm

Union Contractors Bargaining Seminar Series

This session is designed to assist our member firms that are signatory with a union labor agreement. The Labor side of the negotiation process is made up of experienced negotiators because negotiation of the labor agreement is their primary focus. On the other hand, the Union Employers are normally busy running their business and have a limited amount of time to properly prepare for the negotiation process. Union Employers, whether they are a part of a multi-employer bargaining group, or they negotiate as an independent, need to fully understand the process and the law as they relate to labor contract negotiations. This is even more important today, when Labor has moved to working as a partner with management and the lines of communication are open. So, in order for Labor and Management to properly design their collective bargaining agreement, Management must clearly understand the laws that have a direct impact such as the NLRA, ERISA, and the Affordable Health Care Act. This session will help you as an Employer to be properly prepared for the bargaining table. Attendees will be experiencing speakers that are knowledgeable about both the legal aspects and the practical side of labor relations.



1:00 pm–2:45 pm

Effective Collective Bargaining Strategies and More

Speaker: Robert Dunleavy of Dunleavy, Mahan & Furry

Attorney Robert Dunleavy of Dunleavy, Mahan & Furry has had experience in construction industry collective bargaining for over 30 years consulting multiemployer bargaining committees as well as independents from across the country. Bob specializes in doing in-depth reviews of labor agreements, and his analysis allows you to pinpoint critical management proposals. Bob will not be talking legal theory, but instead will be bringing you examples direct from the bargaining table. He will be covering bargaining basics that will include preparation for bargaining techniques, and he will be discussing what bargaining structure could work best for you: Multiemployer, Independent, or Coordinated. Bob will be giving insights to bargaining techniques that include traditional bargaining and mutual gains bargaining, as well as a hybrid approach. He will also be reviewing recent developments, trends and statistics.



3:00 pm–3:45 pm

A Discussion Concerning Multi-Employer Fringe Benefit Funds

Speakers: Michael Ledbetter and Rachel Parisi of Ledbetter Parisi LLC

Michael Ledbetter and Rachel Parisi of Ledbetter Parisi LLC are nationally known Benefits Law Attorneys, specific to the field of construction multi-employer Taft-Hartley plans. They will be reviewing basic ERISA law that every Union Contractor needs to know. They will be discussing the recently passed pension reform law and the additional pension reform legislation that is currently being considered by Congress. They can answer those important questions about Unfunded Liability. Mike and Rachel will also be discussing the importance of management being actively involved as Trustees on fringe benefit plans, which includes Joint Apprenticeship Committees.



4:00 pm–4:30 pm

How to Interpret Pension Fund Actuarial Reports

Speaker: Mike Rust of Cuni, Rust & Strenk. Mike Rust of Cuni, Rust & Strenk has spoken at the International Foundation of Employee Benefits meetings. He serves as the chief

actuary on many construction industry Taft-Hartley fringe benefit funds throughout the Midwest. Mike is going to talk about the key points you need to look for in an Annual Actuarial Report. He will be reviewing what actions can be taken by Trustees with Pension Funds that find themselves in trouble. He will also be giving an overview of what he describes as the Evergreen Plan, where a plan can move from a defined benefit plan to a defined contribution plan.

4:30 pm–5:00 pm

Open Forum to Discuss Industry Contract Clauses

This part of the session will be devoted to an open discussion where those in attendance can share what they are facing at the bargaining table, and contract clauses that have been successful in increasing union market share. All of the speakers for the day will be present at this session. There will be discussion about the Roofers International Training Fund and attendees will be made aware of the opportunity for Union Contractors to have a dialog with Officers of the International Roofers and Waterproofers Union if they attend the Union Contractors Session scheduled at IRE next Spring. Also, during this session, we will be discussing the idea of MRCA partnering with the Construction Labor Research Council (CLRC) to provide important wage and benefit statistics for the union sector of the roofing industry and the local market share reports that can be provided by CLRC.

All those attending the session will receive a reference manual that contains copies of materials distributed at the session.

Special PROGRAMS

WEDNESDAY, NOVEMBER 2ND



7:30 am–11:30 am PART 1
12:30 Pm–3:30 Pm PART 2

Foreman & Superintendent Training

(Separate Registration Fee)

Speaker: Monroe Porter of PROOF Management

Attendees to this session will learn how to improve their communication skills, manage conflict, plan production, increase productivity and become a better leader. Transition to supervisor is never easy. Star craftsman must realize that their job has gone from being the star to making stars. Supervising people is never easy. Learn how to build a better work team and manage your crew more seamlessly. Understand how to deal with difficult people, inspire your workforce and communicate with less stress.



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 Course

Tuesday November 1st

- 7:30 am– 11:30 am Part 1
- 1:30 pm– 5:00 pm Part 2

Wednesday November 2nd

- 7:30 am – 11:00 am Part 3

CERTA Applicator Course

Wednesday November 2nd

- 7:30 am – 11:00 am Part 1
- 12:30 pm – 4:00 pm Part 2

Detail Torches for Applicator Training attendees provided by



#MRCA2016



CHRIS SPIELMAN

**MRCA
KEYNOTE
SPEAKER
TUESDAY
NOV 1ST
2016**

Chris Spielman is an All-Star linebacker from Massillon Ohio. He was a 2 time All American for The Ohio State University Buckeyes. Chris played 11 years in the NFL for the Detroit Lions, Buffalo Bills, and the Cleveland Browns. He was inducted into the College Football Hall of Fame in 2009.



Currently, Chris is a NFL analyst with Fox Sports, a Professional Speaker and his most important role besides being a father of 4, is that of a Cancer Warrior – Chris continues the fight that he and Stefanie started together shortly after her first diagnosis. He found his biggest opponent to be off the field.

In 2013, Chris married Carrie Yocom, who brought 2 daughters to the family, Kendra and Gina.

Chris' life has order: Faith, Family and Community – and he lives it daily in that order.

MRCA NAVIGATING THE 2016 CON FUTURE EXPO
OCT 31ST - NOV 2ND COLUMBUS, OH
MRCA.ORG

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Greater Possibilities



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firestonebpc.com/securebond

Imagine if you could install in temperatures as low as 20°F...without disrupting student learning.

Now you can, with Secure Bond Technology from Firestone Building Products. This next-generation, self-adhered roof system application for both RubberGard EPDM SA and UltraPly™ TPO SA was created to install in cold temperatures—widening your weather window significantly. Secure Bond Technology is the first adhesive of its kind to:

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- Bond 2x stronger than nearest competitive self-adhered membrane
- Improve installation speed (up to 5x faster than fully-adhered applications)
- Comply with all state VOC regulations



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CA** NAVIGATING
THE 2016 CON
FUTURE EXPO

OCT 31ST - NOV 2ND COLUMBUS, OH



Exhibitors AND EXHIBIT HALL

Visit leading industry suppliers in the exhibit hall where they will showcase their products and services during the MRCA 67th Annual Expo. The exhibit hall is designed to allow you to meet face to face with vendors, view products demonstrations, and network with your peers. Connect with each exhibiting company to learn how they can help you grow your business!



**MONDAY
OCTOBER 31**

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

**TUESDAY
NOVEMBER 1**

7:00 am–9:30 am
Exhibitor Registration
and Move-In

12:40 pm–4 pm
Trade Show Open

**WEDNESDAY
NOVEMBER 2**

8:30 am–12:30 pm
Trade Show Open

12:30 pm–5 pm
Exhibitor Move-Out

2016 EXHIBITORS*

* Exhibitor list is as of September 30, 2016

838 Coatings	FlashCo	Polyglass U.S.A., Inc.
A.C.T. Metal Deck Supply	GAF	Raptor Synthetic Underlayment
ABC Supply Co., Inc.	Garlock Equipment	RK Hydro-VAC, Inc.
AccuLynx	Georgia-Pacific Gypsum	RoofersCoffeeShop.com
Allied Building Products Corp.	Guilbert Express	Roofing Contractor
APOC	HAPCO Inc.	RoofLogic
ATAS INTERNATIONAL, INC	Harness	Roofmaster Products
Beacon Roofing Supply	Hunter Consulting Company	ROXUL USA
Carlisle SynTec Systems	IKO	Scout Services Permit Experts
CertainTeed	IR Analyzers / Vector Mapping	Sharkskin Roof Underlayments/KBP, LLC
CERTA®	Johns Manville	SIKA SARNAFIL
CHEM LINK INC.	Karnak Corporation	Siplast
COPPER CAT	Leading Edge Safety, LLC	SOPREMA
Cordeck	Lester Building Systems	Superior Equipment and Supply
DATAFORMA, INC.	Louis T. Ollesheimer & Son	Swenson Shear
DaVinci Roofscapes	Malarkey Roofing Products	TAMKO
DERBIGUM Americas, Inc.	McElroy Metal	TEFUTE BUILDING MATERIALS CO. LLC
Dimensional Metals, Inc.	MEP Insulation Recycling	Triangle Fastener Corporation
D-MAC Industries	Metal Panel Systems, Inc.	TRUFAST
Duro-Last Roofing, Inc.	Mid-States District Council of Roofers	TSI Energy Solutions
EagleView Technologies	MRCA/Beeline Purchasing, LLC	United Union of Roofers
EMI ROOF VACS	MRCA Information Center	USG Securock
Equipter	Mule-Hide Products	VADA Vented Roofs
FCS Control	OMG Roofing Products	Wausau Tile, Inc.
FiberTite Roofing Systems	Owens Corning	
Franklin International - Tite Bond	Petersen Aluminum	
Firestone Building Products		

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

RACHEL PINKUS, MRCA MANAGING DIRECTOR

800.497.6722 / rpinkus@mrca.org

#MRCA2016

Registration INFORMATION

SHOW LOCATION AND HOTEL

The 67th Annual MRCA Conference and Expo will be held at the Greater Columbus Convention Center and the official conference hotel, The Hyatt Regency Columbus, which is attached to the convention center.

The Greater Columbus Convention Center

400 North High Street
Columbus, OH 43215
www.columbusconventions.com

The Hyatt Regency Columbus

350 North High St.
Columbus, OH 43215
Hotel Reservations: 888-421-1442 and give group code "ROCO" or reference "Midwest Roofing Contractors" or online through our secure online reservation process. Just go to <https://goo.gl/ZXivW5> and you will be taken directly to MRCA's private reservation site.

MRCA's special Room Block Rate is \$153.00 + taxes and fees per night and good for the nights of October 30 - November 2, 2016. Please remember that your reservation cut-off date is 10/16/16..

Hyatt Parking

Valet Parking at Hyatt Regency Columbus is \$26 per night with unlimited in-out privileges. Self-parking in the adjacent Underground Garage is \$18 per 24-hour period. Additional self-parking is available one block east of the hotel on Nationwide Blvd. in the East Lot at \$14 per 24-hour period.

Airport

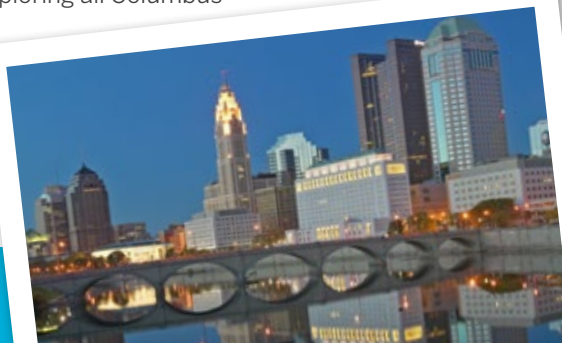
Port Columbus International Airport
4600 International Gateway
Columbus, OH 43219
www.flycolumbus.com

Transportation

Taxi to/from Airport - \$25 each way.
Columbus Public Bus Transportation - To/From Airport: Approximately \$1.50 per person, each way.

START PLANNING TO EXPERIENCE EVEN MORE OF COLUMBUS NOW!!

The Columbus Visitors Bureau has a wealth of resources to plan your trip at www.experiencecolumbus.com. We look forward to exploring all Columbus has to offer with you this fall!



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 Foundation Auction and Keynote Address. Be sure to indicate on the Registration Form if you plan to attend any of these Special Events and which Educational Sessions you will be attending to insure enough seating and meals.

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.

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 \$200 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.

MRCA 67th ANNUAL CONFERENCE & EXPO

October 31 - November 2, 2016
Greater Columbus Convention Center - Columbus, Ohio

Please print clearly or Register Online at www.mrca.org. Use a separate form for each registrant, and duplicate form as necessary.

Company Name _____
 Full Name _____ First Name for Badge _____
 Title _____ Unique Email (required) _____
 Company Address _____
 City _____ State _____ Zip _____ Country _____
 Work Phone _____ Cell Phone _____
 Spouse/Guest Name _____ First Name for Badge _____ Phone _____

Full Conference Registration **A**
 Includes MRCA Welcome Reception, Foundation Auction, Keynote Address, MRCA Membership Meeting, Educational Sessions, Meals and Access to Exhibit Hall.

Member Company Registration
 Member Registration \$350
 Additional Member Registration* \$125
**Discount is available only if registrants are from the same company. All registrants must complete separate registration forms. The MRCA Member price is also being extended to Ohio Roofing Contractors Association (ORCA) Members.*

Non-Member Individual Registration \$450 per person

Join and Register Option for Contractors
 Become an MRCA Member today and receive 1 year of Silver Level Membership and 1 complimentary registration.
 New Member Registration \$795
 Additional New Member Registration \$125

1-Day Conference Registration
 Includes 1 day of Educational Sessions and Access to the Exhibit Hall. All registrants must be from the same member company, attend the same day, and submit forms together to receive the member discount. All registrants must complete separate registration forms.

Check the day you will attend: Monday Tuesday Wednesday

1-Day Member Company Registration \$150
 Additional 1-Day Member Registration \$75
1-Day Non-Member Individual Registration \$195

Exhibit Hall Only Registration
Contractors, Consultants, Specifiers, Code Officials, Engineers, Architects, Insurance Agents are FREE
Non-Exhibiting Suppliers are \$200 per person

Spouse and Guest Registration
 Includes MRCA Welcome Reception, Foundation Auction, and Access to Exhibit Hall. (See Block C for Spouse/Guest Outing Registration) 175

Subtotal A \$ _____

Activities Requiring Separate Registration Fee **C**

YCC Charity Fundraiser Outing
 Monday, October 31st 2:00 - 4:00 pm
 \$35 per person for advanced registration (\$40 on-site)

Spouse and Guest Outing
 Wednesday, November 2nd 10:00 am - 2:00 pm
 Tickets include transportation to and from restaurant, lunch, tour, taxes and gratuities. Space is limited to 20 Registrants.
 _____ No. of Tickets at \$125.00 each = \$ _____

Subtotal C \$ _____

Educational Sessions & Special Events **D**
 For space and meal planning purposes, please check which sessions you plan on attending.

Monday, October 31st	Educational Sessions
<input type="checkbox"/> 1:00 - 5:00 pm	Union Contractors Bargaining Seminar
<input type="checkbox"/> 5:30 - 6:00 pm	New Member / 1st Time Attendee Reception
<input type="checkbox"/> 6:00 - 9:00 pm	Welcome Dinner & Foundation Auction
Tuesday, November 1st	Educational Sessions
<input type="checkbox"/> 8:00 - 9:00 am	Wearable Safety Technology
<input type="checkbox"/> 8:00 - 8:30 am	ICE Dam Certification - What is it?
<input type="checkbox"/> 8:30 - 9:00 am	SHARP Mobile Safety App. Demo
<input type="checkbox"/> 9:00 - 10:00 am	Surviving the Future
<input type="checkbox"/> 10:00 - 12:30 pm	MRCA Awards, Keynote, and Lunch
<input type="checkbox"/> 3:00 - 5:00 pm	Steep Slope Contractor Business Mngmt.
<input type="checkbox"/> 4:00 - 5:30 pm	YCC Panel and Reception
<input type="checkbox"/> 5:30 - 8:00 pm	NWiR Reception
Wednesday, November 2nd	Educational Sessions
<input type="checkbox"/> 12:30 - 2:00 pm	Presidents Panel and Dessert
<input type="checkbox"/> 2:15 - 3:15 pm	New Tech & Technology in Recruitment
<input type="checkbox"/> 2:15 - 3:15 pm	Hail Resistance
<input type="checkbox"/> 3:15 - 4:15 pm	Ventilation
<input type="checkbox"/> 3:15 - 4:15 pm	UAV's / Drones in Design & Construction

Activities Requiring Separate Registration Fee **B**

Foreman & Superintendent Training
(Includes Meals & Access to Exhibit Hall)
 Wednesday, November 2nd 7:30 - 11:30 am and 12:30 - 3:30 pm
 \$95 per person

CERTA Train-the-Trainer Course
(Includes Keynote, MRCA Membership Meeting, Meals & Access to Exhibit Hall)
 Tuesday, November 1st 7:30 - 11:30 am and 1:30 - 5:00 pm
 Wednesday, November 2nd 7:30 - 11:00 am
 \$350 per person for MRCA, NRCA and ORCA
 \$495 per person for Non-Members

CERTA Applicator Course
(Includes Meals & Access to Exhibit Hall)
 Wednesday, November 2nd 7:30 - 11:00 am and 12:30 - 4:00 pm
 \$300 per person for MRCA, NRCA and ORCA Members
 \$445 per person for Non-Members **Subtotal C \$** _____

Special Requests **E**

This is my First MRCA Conference & Expo and I will be attending the New Member / 1st Timer Reception on October 31st.

I require special assistance onsite. Please contact me.

I will need vegetarian meals.

I will need vegan meals.

Total Payment Due **A + B + C \$** _____

Check to MRCA Visa MC AmExp Discover

Card # _____ Exp. Date _____

Name on Card _____ Billing Zip Code _____

ON DECK with Morgan



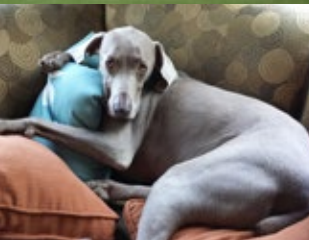
MRCA Board of Directors
Membership & Marketing
Committee
Chairs Committee

CEO & President



CONTACT US

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(309) 673-3649



6 THINGS ABOUT LAURIE MOORE OF KREILING ROOFING COMPANY, PEORIA IL

- Laurie and her husband, Tim, have 3 grown children, Sarah 26, Noah 24, and Jonah 22 and one beautiful granddaughter, Violet 1 ½, and a Weimeraner named Bella. Sarah, who took Laurie's photo for this article is a photographer, and her web address is <http://www.violetandivy.com>.
- "Hobbies?" Laurie chuckling, "you know, it's funny, my husband and I were just saying that we might have time for hobbies again." Laurie will occasionally spend time kayaking, playing golf, or running a 5K.
- Laurie Moore first stepped onto a roof at the age of 5, with her father, Arnold Heller, who then worked for Kreiling Roofing. At age 22, she told her father, "If you want me to understand roofing, I need to be on the roof!" Laurie spent 6 months one year doing pitch-tear-offs. "People outside the industry may not realize that the dust gets into your skin and it burns, but I didn't quit. That experience went a long way because I still respect the work, and I also earned some respect for sticking with it."
- Laurie serves as the 2nd Vice Chair on a charity organization called Neighborhood House. "I liked this organization especially, because they are so frugal with their funds. Money and time donated go directly to those that need it most." To learn more about Neighborhood House, please visit www.nhpeoria.org.
- Laurie serves on the Roofing Advisory Board for the State of Illinois, which reviews license testing and cases regarding Roofing License Act compliance, and help to identify problems within the industry. Laurie also serves as President of the Greater Peoria Area Roofing Contractors Association, which negotiates the contracts between the Roofers' Local Union and the Contractors in the region.
- "My dad served on the MRCA board from 1991-1994. I am proud to follow him. I never imagined myself in that place. Being an active member of the MRCA Board and Committees is a completely different experience than being a member only. This wealth of industry knowledge is sitting right there at the table with you. Everyone has been so free to share their experiences and resolutions. Recently, I enjoyed the opportunity to provide help to someone else instead of being the one needing help. There is so much to learn in this industry. It is great to have a network of knowledge to draw from. I thought I was the only one in my struggles at our business, but there are so many others that share the same struggles."

Millennial Myopia... Implications To Leadership



By Dave Harrison - GAF

OMG! Am I really becoming more like my parents? I remember them having all sorts of bias, prejudice and sometimes even intolerance with my generation. As a result, their perceptions didn't always help in their relationships with the people my age that they worked with. Frankly, they just didn't understand! But they did adjust – thankfully!

Who are Millennials? Well there are multiple definitions. Think of them as somewhere between age 20 and 34; sometimes they're often also referred to as "Generation Y." As a stereotype, you might have heard somebody describe them as "overly ambitious, lazy, too entitled and don't understand their place" in the company.

There is no question that in general, they really are different than the generations that came before them. The reality is, they are the future! If you want to assure success of your business that is sustainable even after you've retired years from now, then it's critical to adapt. That means gaining insight into their similarities and differences and then adjust your management approach to assure that you're developing future leaders that will eventually replace us and build on the company's legacy.

Here are five things I've learned about adjusting to leading a team with Millennials. First, Millennials can and will multi-task multiple times faster than most of us ever could; make sure you provide them the technology that you likely won't totally understand but that they require to be effective.

Second, Millennials embrace frequent feedback; remember, this is the generation that if they didn't receive 20 likes, retweets and pins then it wasn't valuable in the first place. Third, Millennials are all about collaboration. For perspective, when we went to school we sat in our chairs, did our work and got our own grade; Millennials did much of their school work in teams. Forth, Millennials are often very socially aware; therefore, they demand insight into the "greater purpose" of what they're doing – not just understanding what needs to be done. Fifth, they think about "work/life" balance a lot. Their view of a workday doesn't often fit the "8-5" view we grew up with; they're attitude is "tell me what needs to get done – and I'll get it done!"

Want to learn more? Make sure you come to the Midwest Roofing Contractor Association Convention. On Tuesday November 1, there will be a 9 am session I'll be conducting about Millennials titled "Surviving The Future" and at 4 pm the Young Contractors Council will be hosting what we hope is a very spirited discussion about the frustrations at work that "Millennial Myopia" can create! See you there!

About Dave Harrison

Dave was Chief Marketing Officer and member of the Board of Directors at GAF for 13 years. He currently does consulting and training for family owned business and is a professor at Indiana University, Kelley School of Business (Business Week's #1 Rated Public Business School).

**MRCA Conference
Speaker pg 12**



CALENDER OF EVENTS

**RCAT – Roofing Contractors Association of Texas
41st Annual Conference & Trade Show
October 12 - 14, 2016**

Gaylord Texan Resort & Conference Center
Grapevine, TX
<http://roofingcontractors-texas.com/tradeshow>



**NRCA CERTA Train-the-Trainer Authorization
November 1-2, 2016**

Columbus, OH
<http://www.nrca.net/store/detail/certa-train-the-trainer-authorization/1507>



NRCA

**CRCA – Chicago Roofing
34th Annual Trade Show
& Seminars**

January 19-20, 2017
Drury Lane
Conference Center
Oakbrook Terrace, IL
www.crca.org

**NTRCA Member Only Learning Event -
The Business of Roofing is Changing
Oct 20, 2016**

International Bowling Museum Arlington
Arlington, TX 76011
<https://www.ntrca.com/events/calendar/>



MetalCon

October 26-28, 2016
Baltimore, Maryland
www.metalcon.com



**MRCA – Midwest Roofing Contractors Association
67th Annual Conference & Expo
October 31-November 2, 2016**

Greater Columbus Convention Center
Columbus, OH
www.mrca.org



Contractors Association

**ORCA – Ohio Roofing Contractors Association
31st Annual Convention & Working Tradeshow
Feb 14, 2017**

Ohio Expo Center
Columbus, OH 43211
www.ohioroofing.com



NRCA CERTA Train-the Trainer Authorization & Reauthorization

Apr 6, 2017
Rosemont, IL
www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508



**NRCA – National Roofing Contractors Association
130th Annual Convention and IRE International
Roofing Expo
Feb 27-Mar 3, 2017**

Mandalay Bay Convention Center
Las Vegas, NV
www.nrca.net/roofing/Future-conventions-423



**NRCA CERTA Train-the Trainer Authorization
Feb 28, 2017**

Las Vegas, NV
www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508



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facebook.com/Young-Contractors-Council-219124635109694/timeline



Mass. Roofer Fined \$125,000 for Fall Hazards: OSHA

**Bloomberg
BNA**

CARLISLE (AUGUST 9, 2016)

A Massachusetts roofing company failed to protect workers from possible life-threatening falls, the Occupational Health and Safety Administration said Aug. 9. OSHA proposed more than \$124,960 in fines against Roof Kings LLC for allegedly allowing employees to work without fall protection while they repaired a steep church roof in Haverhill, Mass., on Feb. 17, 2016.

Roof King supervisors allegedly ignored OSHA officials' warnings about the violations and allowed employees to work without protection at heights greater than 45 feet, on Feb. 18 and Feb. 19, OSHA said."

Gains Expected in Most Areas of Construction Except Labor

by Jewel Edwards

AUGUST 15, 2016

Labor shortage concerns will continue into the new year even as economists predict growth between 5 percent and 12 percent in most areas of the construction industry in 2017.

During a collaborative midyear review hosted by the Associated Builders and Contractors, the National Association of Home Builders and the American Institute of Architects, economists said contractors are expected to have a hard time finding qualified workers to meet growing construction demand, especially in the health-care, education and office space sectors.

ABC Chief Economist Anirban Basu said the construction industry will continue to add jobs, but he expects many of them will go unfilled in 2017.

"Construction is often hard work," Basu said. "I think if anything we'll continue to add construction jobs and it'll get tougher and tougher to find good workers."

Data showing a declining construction unemployment rate are only an indicator that workers are "being lured away to other industries," Basu said.

Attracting more women to the industry could help the industry rebuild its workforce at a faster pace, Kermit Baker, chief economist for AIA, said. Women currently only make up about 2.5 percent of the construction workforce, he said.

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- Workers' Comp Defense
- Labor & Employment Law
- Construction Law

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NO MATTER THE SIZE*



Gary W. Auman

**Dunlevey
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DRONE - A - DAY GIVEAWAY



2 LUCKY CONTRACTORS

WIN A DJI PHANTOM!

One winner will be announced during the Keynote Luncheon on Nov. 1st and the second winner will be announced during the afternoon Educational Sessions on Nov. 2nd.

Any Contractor with a paid registration is entered to win!

VISIT: mrca.org and Register TODAY!



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

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

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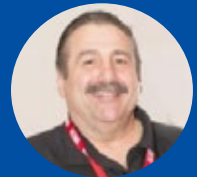
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MRCA has your business in mind every day.





T&R Reflectivity Study

Randy Adams
Matt Dupuis, PhD

Through many decades, the MRCA Technical and Research Committee has taken on challenging research projects. In the spring of 2015, the Committee identified an industry concern surrounding highly reflective roof membranes. This led to a late summer 2015 research project that was national in scope, and is described below.

In the past several decades the use of highly reflective roof membranes has gone from novelty in the 1990's to code requirement in many locales today. The T&R committee has, for years now, suspected that the "3 year aged" reflectivity numbers published in manufacturer's data have been optimistic. Understand that the methodology used to produce these reflectivity numbers can be found in the Cool Roof Rating Council's CRRC/ANSI S-100 (formerly CRRC-1) standard. This standard specifies a methodology of exposing samples of a manufacturer's membrane in three different yet specific climates. However, this methodology uses relatively small samples, placed in a rack out in a field. The T&R Committee would offer that this process does not provide the public an objective measure of aged reflectivity. However, we have seen in past studies, such as the MRCA reflective modified bitumen survey conducted in 2013 (Highly Reflective, Professional Roofing 2013), that these 3-year aged reflectivity values did not directly correlate to roof top reflectivity numbers.

In the current United States roofing market, single-ply membranes dominate a large majority of installations. Specifically, Thermoplastic Polyolefin (TPO), Ethylene Propylene Diene Monomer (EPDM) and Polyvinyl Chloride (PVC) are the major single-ply membranes installed. The MRCA with assistance from the National Roofing Contractors Association (NRCA), Western States Roofing Contractors Association (WSRCA), Chicago Roofing Contractors Association (CRCA) and the Florida Roofing and Sheeting Metal Contractors Association

(FRSA) undertook a field reflectivity study of these single-ply membranes in 2015.

The CRRC S-100 standard identifies three climates that the membrane samples need to be exposed in; including Hot/Humid climate, Cold/Temperate climate and a Hot/Dry climate. The standard gives examples that meet these zones such as Chicago, IL, Miami, FL and Phoenix, AZ. Because of the large geographic area required for the research, the MRCA sought to collaborate with other roofing organizations. From each of these cities 30 roofs were sampled, for a total of 90 roofs. On each of the roofs 30 readings were taken with the Solar Spectrum Reflectometer (SSR). This device has been in use for decades; and is essentially the basis for all of our published reflectivity values.

In the end the research team, led by one of MRCA's Technical Advisors Dr. Mathew Dupuis, has produced a paper on this study. This paper will be presented at the 2017 Winter Conference for the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE). ASHRAE is a seminal and influential group in the realm of energy codes and energy conservation. It is hoped that presenting this important research to an influential group outside the tight knit roofing community may inject some reality in energy use discussions, and dampen some of the tunnel vision ideology the building and energy codes sometimes represent.

The MRCA is able to fund significant research through the MRCA Foundation, a 501 c (3). Please consider coming to this year's Foundation Auction, and support the MRCA's ability to fund college scholarships, and important research to improve our industry. This year's Auction will have on-line capability. Please take a look at www.MRCA.org to see the exciting activities at this year's Annual Conference.



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Greg Sprague
President/Owner
Sprague Roofing Company



Case Study by RSS Solutions

Project: Washington University School of Medicine Clinical Sciences Research Building **Location:** St. Louis, Missouri **Roofing Contractor:** RSS Roofing Services & Solutions **Duration:** One month **Man Hours:** 1,643

Washington University School of Medicine in St. Louis, Mo., is consistently ranked among the top 10 medical schools in the country. The school's faculty physicians see patients at Barnes-Jewish Hospital and St. Louis Children's Hospital.

The Medical Campus was founded in 1891 and has since expanded its facilities to cover nearly 17 city blocks (approximately 164 acres). The Medical Campus is home to several buildings that house laboratories for research including the Clinical Sciences Research Building, which



was constructed in the mid-1980s. In the late 1990s, the school had outgrown the original research building and needed to expand. The faculty and staff decided to expand the facilities and build the North Tower Addition. The addition currently includes laboratory space where scientists in anesthesiology, immunobiology and cardiovascular research, among other areas, carry out their work.

By the summer of 2015, the cooling tower roof on the North Tower Addition was in need of repairs. In order to ensure the faculty's continued operation in the laboratories and research facilities, the roof needed to be fixed. RSS Roofing Services & Solutions was hired to complete the reroofing process. During the renovation, RSS removed approximately 4,000 sq. ft. of concrete pavers, roof membrane and saturated tapered insulation to expose the structure's concrete deck. As many of these roof items would be reused, RSS was responsible for field-verifying reusable components and properly disposing of damaged components.

After removing the existing roofing materials, RSS installed new tapered insulation, 80 mil Versico PVC white membrane and reinstalled the concrete pavers. After the RSS workers reinstalled the concrete pavers, there was still

an issue involving water that would pool on the roof in various areas. To fix this issue, workers installed a new roof drain to improve drainage.

There was one stumbling block that the workers noticed when first assessing how the job on the North Tower Addition would be completed. Getting the materials to the roof would prove to be a challenge because access to the 12th floor cooling tower was limited. The way that the RSS workers addressed the issue was by bringing all material in carts through the loading dock, up an elevator



and through a penthouse door.

Dealing with the waste materials is always an issue when handling a roofing job of any size. Workers made sure that all waste materials were transported out of the building in large wheeled bins, similar to the way that they had originally taken the materials to the roof to begin with.

The project, which carries a 20-year warranty, was designed by HKW Architects. The roof and sheet metal man hours totaled 1,643 and included working Monday through Saturday. But due to the dedication of the five man team, RSS was able to complete the project on budget and in one month.

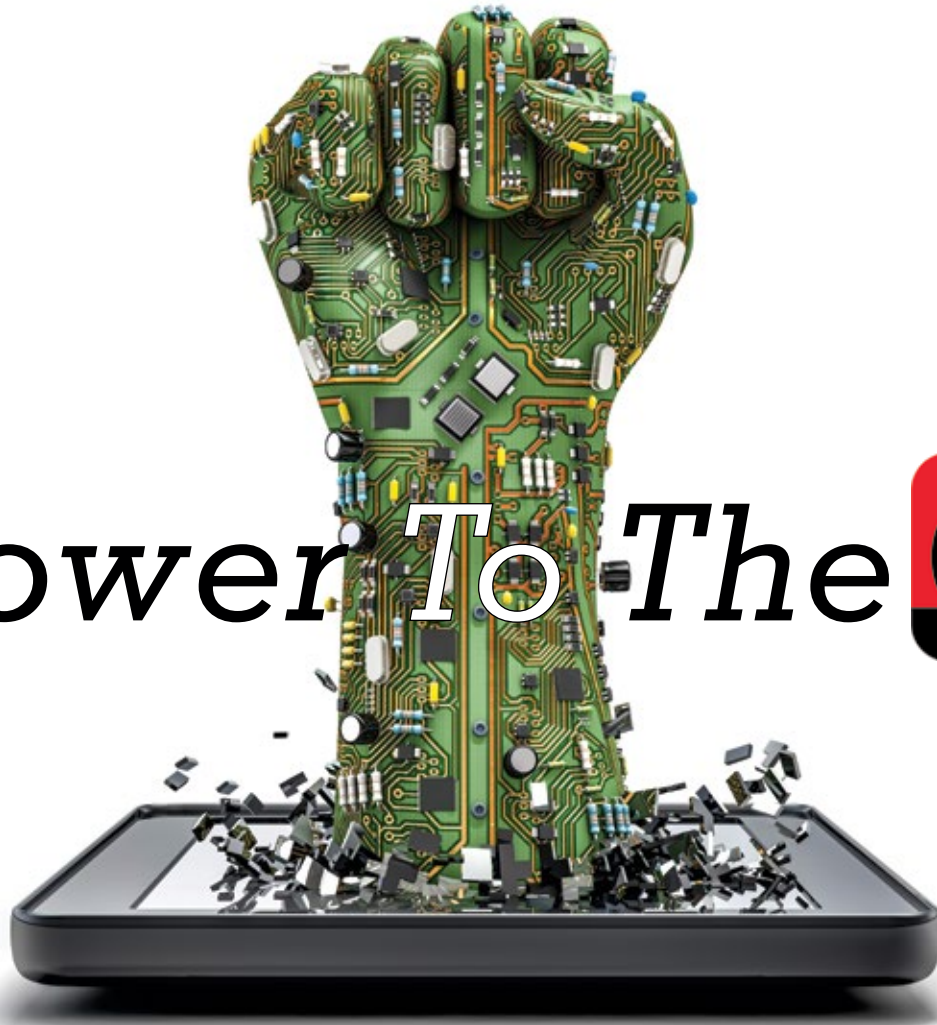
About RSS Roofing Services and Solutions

RSS Roofing Services and Solutions is a nationally-recognized, design-bid-build roofing contractor covering projects of all sizes for the commercial, industrial and institutional markets. With multiple locations, including St. Louis, Mo.; Columbia, Mo.; Evansville, Ind.; Nashville, Tenn.; Central Florida; and a Special Projects division, RSS is capable of providing roofing services to a large portion of the country.



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UPDATE

Gary Auman, MRCA Legal Counsel

New Willful Definition and other OSHA Developments

For those who have been working in the safety arena for a few years you are very familiar with what a willful violation is and the penalties that are associated with it. Well, things are changing. Willful violations have always been issued to the “BAD” employers. Most of us have considered that when a willful citation was issued the employer on the receiving end had really done something very wrong. In fact, the employer probably was seen to have “willfully violated theAct”.

OSHA always bears the burden of establishing a citation. Other than serious and serious relate primarily to the potential seriousness of the injury that may be suffered by an employee because of the alleged violation. Repeat violations require OSHA to prove that the employer has, in the past, violated a standard substantially similar to the current alleged violation. With a failure to abate, OSHA must prove that the employer has not corrected a violation which has become part of a final order of the Occupational Safety and Health Review Commission. Finally we have the willful violation.

In 2015 and again in 2016 the Seventh Circuit Court of Appeals, which encompasses Wisconsin, Illinois and Indiana, has “redefined” what it considers

“standard for a willful classification has been evidence that the employer acted with intentional disregard”

a willful act by an employer. In these decisions the Court has broadened the criterion that is considered by OSHA when considering a willful classification. One decision was issued in 2015 with a second decision this spring. The first case is Dukane Precast, Inc. V. Perez, 785 F. 3d 252 (2015) and the second decision was rendered in Stark Excavating, Inc. v.

Perez. 811 F. 3d 922 (2016).

The accepted standard for a willful classification has been evidence that the employer acted with intentional disregard or plain indifference to the requirements of the statute. Lakeland Enterprises of Rhinelander, Inc. v. Chao, 402 F. 3d 739, 747 (7th Cir., 2005). The Court in the Dukane and Stark cases does not accept this restrictive language. It appears that the Court has taken us to a recklessness test for a willful.

Let’s briefly examine the facts of the Dukane case. In this case an employee entered and became trapped in a permit required confined space. The hazard in the space was one of engulfment. The employee became trapped in sand, which gradually rose to his neck. He cried out and several employees came to his aid. At risk to their own lives they entered the confined space and tried to dig the entrapped employee out. They got him free to his waist but could not go any deeper. The plant manager was told about the accident within about ten minutes of its occurrence. He felt there was no emergency and that the employee was in no danger because fellow employees were working to free the trapped employee. He was told by the rescuers that they thought they could get the employee free. Eventually the trapped employee asked his fellow rescuers to call 911, but no one did. Finally, after the plant manager was told of this request he called 911. By this time the employee had been trapped for over ninety minutes.

OSHA cited the employer for a willful violation of 1910.146(d)(9) for not having a procedure to summon rescue personnel. Here the employer got into a battle of semantics with OSHA. The standard requires the employer to develop and implement a plan to summon rescue. The employer felt that the standard referred to developing a plan and maintaining it while OSHA contended that implement means to apply the plan. The Court disagreed with the employer’s interpretation.

The Stark case follows this theme. In Stark we are dealing with an excavation situation. The supervisor always examined every trench or excavation before anyone entered it. He did a penetrometer test, recorded the results and then determined how to

“ being aware of the risk, knowing that it was severe, and knowing that it could take effective measures to avoid it, but did not take those measures.”



best protect employees based on the condition of the soil. On the day of the inspection he did his soil test, entered the data, but he did not complete the bottom part of the form which identified the methods available for the type of soil. The bottom portion even indicated that for type B soil, the maximum slope allowed was 45 degrees.

The Court applied the same test that it developed in *Dukane*; “proof of willfulness requires proof only that the defendant was aware of the risk, knew that it was serious, and knew that he could take effective measures to avoid it, but did not.” In this case the Review Commission reviewed the administrative law judge’s decision before the Court did. The Commission concluded that although the supervisor testified that he was in a hurry and was not paying attention, the evidence showed that he knew or at least deliberately avoided knowing that the slopes of two the walls exceeded 45 degrees by a wide margin. Some additional testimony by the supervisor did not help the employer’s position in this matter – he testified that he usually got into trouble because he took too much time making sure the ditches were correct.

I think we can see from these decisions that the 7th Circuit has moved away from a standard for willful violations of “intentional disregard of, or plain indifference to, the requirements of the statute” to “being aware of the risk, knowing that it was severe, and knowing that it could take effective measures to avoid it, but did not take those measures.” This

latter definition is significantly less stringent than the standard applied in most other circuits.

Employers in Wisconsin, Illinois and Indiana (recognizing that Indiana is a state OSHA program state) need to be aware of this standard for willful citations. This means that when you see a serious safety hazard you need to take immediate action to neutralize it to protect your employees. Do not decide to “get to it later.” As workplace safety gains importance and penalties increase more courts and states may move into a similar broad definition of willful.

There was one other interesting point made by the Court in the *Stark* case. *Stark* asserted that it makes a good faith effort to comply with safety rules and that the effort should negate willfulness. But, *Stark*’s compliance mechanism for its safety rules could not be used to establish an unpreventable employee misconduct defense and/or be used to argue good faith compliance. The Commission and the Court found that *Stark* routinely disregarded its enforcement policy. In fact, in a two year period *Stark* had only issued thirty-three tickets (safety violation write-ups) for violations and that in one office no safety tickets had ever been issued.

So why are these cases important? Well, first on the willful side, we have the increased fines for a willful violation from a maximum fine of \$70,000.00 to a maximum fine of over \$127,000.00, so the cost



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New Willful Definition and other OSHA Developments

Gary Auman, MRCA Legal Counsel

of a willful violation has gone up considerably. Second pre-quals and ISN Net World look at serious citations as cause for preventing your bids on many commercial and industrial contracts. Third, remember that a fatality that results in a willful violation can lead to criminal charges. As far as the company safety enforcement program in the Stark case the Court has taken a very hard line in stating what it will not accept from an employer who tries to use its enforcement program to defend a citation using unpreventable employee misconduct. In addition as the Review Commission uses safety enforcement as an indicator on the how an employer treats the safety of its employees. Finally, so not forget, even if you are based in a state OSHA state, when you are working in a federal OSHA state, you are governed by federal OSHA. While this decision affects employers in the states I have listed, it may be expanded to other courts of appeal in the future.

I mention this to underscore the need to take

safety seriously 100% of the time! Just having a safety enforcement program is not enough – YOU HAVE

Just having a safety enforcement program is not enough - YOU HAVE TO ENFORCE IT!"

TO ENFORCE IT! Now not only is it necessary to be able to use the unpreventable employee misconduct defense and to prove that you are a reasonably responsible employer, but also as an added defense to a willful classification, at least in Illinois, Indiana and Wisconsin!

Take advantage of a great MRCA member benefit-complimentary legal advice on OSHA-related issues from MRCA Legal Counsel Gary Auman. Contact Gary at GWA@dmfdayton.com.



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Safety Award Grading



This year's applications for the MRCA Safety Program Awards have been submitted and the grading process is underway. Each year our Legal Counsel, Gary Auman, along with a team of selected Board Members analyze each application submitted by MRCA Members who are striving to better their company's safety program. Each company that participates receives a complete review of how their company embraces safety. A Bronze, Silver, Gold, or Platinum Award is granted to the winners based on the details and completeness of their safety program. These awards are recognized at the Annual Membership Meeting in conjunction with the MRCA Conference and Expo. Each winner is presented with a certificate or plaque based on their level of

achievement. Every participant is also given a letter from Gary that carefully explains the full evaluation of their safety program. The letter address the strengths of their program, but more importantly, where improvements can be made. These awards set companies apart with their customers, and even with their vendors. Making safety a key component of a company's culture also makes a statement to its employees. Safety is a priority for MRCA and its Members, and those who excel at it should be celebrated. If you are a Member that understands the huge role that safety plays in the day to day operations of a roofing business, then be sure to participate in next year's application process and get the recognition your company deserves.

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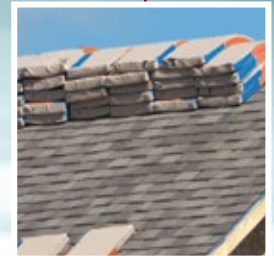
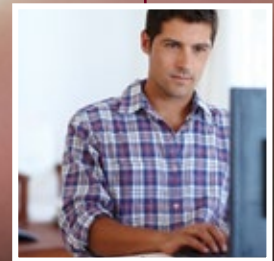
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