

# MR

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Midwest Roofing Contractors Association

Dec 2016



# 2016 MRCA CON • EXPO HIGHLIGHTS

PG. 16-35

**THE DISTRIBUTED 5D DATA DISRUPTION HAS BEGUN PG. 14**

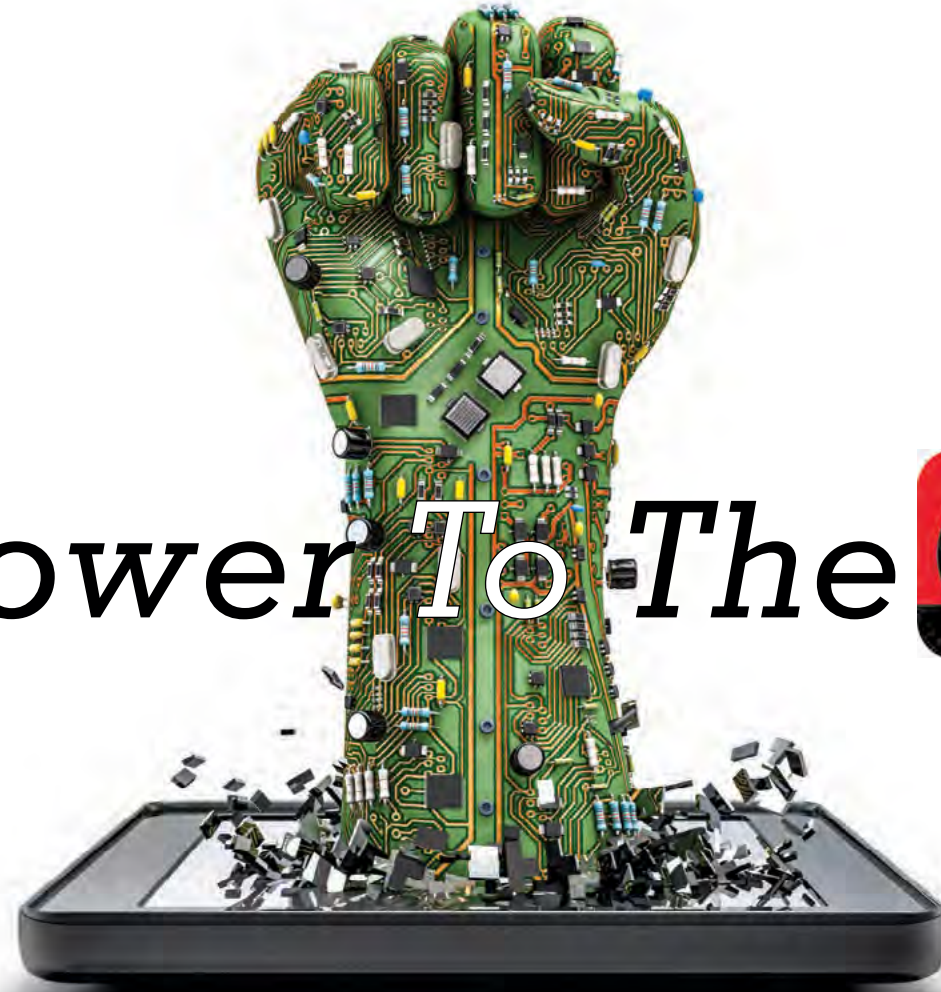






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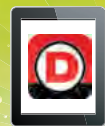
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### December 2016

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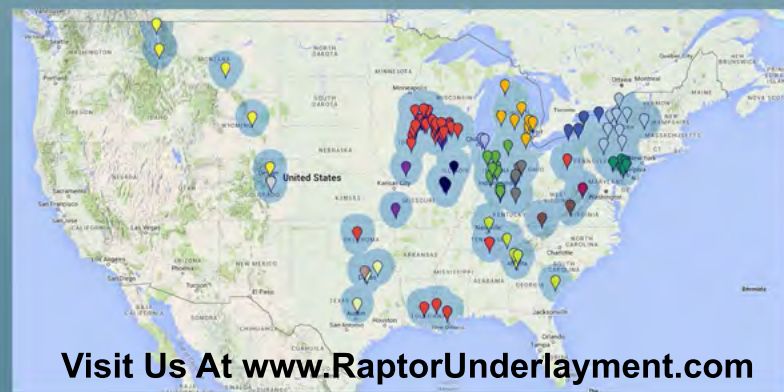
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**President's Message**

**Year In Review**

*Bob Schenkel, MRCA President*

It has been my honor and pleasure to have presided over this organization this past year. I have valued the input of the many presidents who have come before me and I'm encouraged by the strong first year of the Past Presidents Council. I'm looking forward to the next edition of the MRCA History and to having them lend their experience to MRCA's current leaders.

I am excited at our renewed investment in our future leaders as well. We have expanded the ability of the YCC Committee Members to gain leadership experience at each of the Board and Committee Meeting events and we have been able to reinstate the Foundation Scholarship Program.

I am encouraged to see the ongoing development of several new programs that will provide value to our members. The ELITE Roofing Contractor Program, the new SHARP Safety App, and the new projects taking shape in the T&R Committee. I appreciate the Membership Committee's use of real dollar ROI in making case for members to join and renew.

We have continued our successful partnership with the National Roofing Contractors Association on the CERTA Torch Safety Program, which had another banner year! I'm also pleased to report that the MRCA Foundation has recently contributed \$7500 to NRCA's Silica Study to gather objective data on common industry exposure levels to address OSHA's new Crystalline Silica Standard. Hopefully the results of this study will provide a huge savings to all members in costly compliance requirements.

As we watch the industry rebuild and readjust after the shock of recession I'm pleased that the MRCA has been able to remain at the forefront of innovation and that we didn't miss a beat in keeping a full offering of member services to support each other through this difficult time in the industry.

The longevity and strength of this association is its greatest asset and it was very gratifying this year to see the association's finances continue to improve and the membership growing again. I have the utmost respect for the strong leaders who will lead MRCA from here and continue our strong progress. Thank you for allowing me to lead the association this year. I look forward to taking my esteemed seat on the Past President's Council alongside so many individuals who continue to dedicate themselves to the industry.

Sincerely,  
 Bob Schenkel



2016 MRCA President  
 CL Schust Company, Fort Wayne, IN  
[rschenkel@clschust.com](mailto:rschenkel@clschust.com)





### President's Message

## Proud to Continue the Tradition

Mark Langer, MRCA President

I'm honored to be taking the helm of the MRCA. I've grown up in this Association and like many of you, the people I've met and the connections I've made over the years have made me a better person and a better business owner. I am proud to be able to continue the tradition of volunteer leadership that my dad has made such an important part of Langer Roofing. MRCA has given us many tools to help us grow and become leaders in our market.

I want to make sure that ALL the members of the MRCA understand the true value that this unique association can bring to their businesses. I'm encouraged by the work the Membership Committee is doing to survey the membership and to lay out the real dollar return on investment for our current and future members. MRCA does so many things well, it's hard to keep track of them at times, let alone quantify them!

The most important benefit of being a part of the MRCA can only be realized if you get involved. We are part of an important but difficult industry. We experience more risk, survive a myriad of workforce issues, and endure countless environmental conditions to deliver a great product that needs to last for decades. We have challenges that frankly no one else but other roofing contractors would understand and our strength is in each other. From technical issues and legal concerns to safety, we are each other's best resource.

So I encourage you to get involved, join a committee, attend the webinars, use the consultants and staff as a resource, and come to Conference each year to ask the hard questions and find the right answers. This is OUR association. MRCA is THE Contractors Advocate. Make it work for you. You'll get out of it more than you put in it, I promise!

We have a fantastic Board of Directors working hard for you this year and I'm looking forward to getting started on their vision for the Association and their ideas about what will improve the industry. We need to hear from you so please reach out and let us know what you need, what matters most to you, and what the MRCA can do to help your business grow. I look forward to serving all of you as your MRCA President!

Sincerely,

Mark E. Langer  
2017 MRCA President  
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# OSHA<sup>®</sup> UPDATE

Gary Auman, MRCA Legal Counsel

I hope you enjoyed the 2016 Convention and Trade Show held in Columbus, Ohio. One of the highlights of my pre-convention activities is to grade the contractor applications for the SHARP Safety Recognition Award and write the post evaluation letters. This year we had some contractors who improved their recognition level from 2015 and some who did not move position. When considering this, I started thinking beyond the process and more to what the program is meant to achieve.

When the MRCA started this program a few years ago we did so to encourage members to take a new look at their safety program and at their commitment to safety. Your commitment to safety overshadows all other reasons you may have for participating. I know some of you might have been concerned that you did not move up from silver to gold or from gold to platinum; but the level at which you grade out is not important. The important point is that your safety program is MORE to you than JUST WORDS! In the two days before I wrote this article I spoke to five different contractors from my associations. Two of them had very interesting questions about safety compliance and three had just received citations. All of these were important, but two of them felt safety was important enough to take some of their valuable time and use the MRCA legal hotline to ask important questions regarding the safety of their employees. For them safety is more than JUST WORDS.

While I want to discuss, in general, the 2016 applications for the SHARP Safety Recognition Award, I am going to delay that for at least this issue to talk about safety programs in general. OSHA has recently issued some new guidelines for safety programs. These are not requirements, yet, but they are ideas you can use as you "fine tune" your program. Oh, by the way, the three clients who called me who had just been cited by OSHA are companies who do know that safety is more than JUST WORDS. Unfortunately, in each case they had an employee who was injured because he/she ignored their safety training and the injuries necessitated a report to OSHA. I am confident of getting good results in all three of these cases; in large part because of the

companies' safety attitude.

### New Thoughts from OSHA on Your Safety Program

OSHA has recently provided a few pages on its website that provide much of the information necessary to move forward on a safety program. First OSHA has identified the reasons for a safety program. They are –

- To prevent workplace injuries and illnesses
- To improve compliance with laws and regulations
- To reduce costs, including significant reductions in workers' comp premiums
- To engage your workers
- To enhance your social responsibility goals
- To increase productivity and to enhance overall business operations

All of these goals make a lot of sense. Putting the more moral incentives aside, I cannot imagine a contractor that does not want to reduce costs and increase productivity and profits. While cost reduction is the third bullet on the list, it may well be the most important one to most small and medium sized contractors.

In this same section of its website OSHA also provides a list of ten easy steps and/or considerations to get your safety program started. Most of these suggestions are simple to address. While you may not need to adopt all of them, I feel that if you are truly making a lifestyle change in your business you should make an effort to undertake all ten of them.

**“I cannot imagine a contractor that does not want to reduce costs and increase productivity and profits.”**

The first step is to set and keep safety as a top priority in your company. You should tell your workers that their safety is important to you and that you will be doing business with the intention

that they work the entire day and go home safely. Encourage them to bring hazardous conditions to your attention and assure them that you will take appropriate actions to enable them to work safely.

**“Do not feel that just because you are management, you are immune from injuries”**

The second step is to lead by example. I have already discussed many of the points that support this goal. But, simply said – you need to walk the talk. Do not feel that just because you are management, you are immune from injuries if you expect your employees to do it, you should do it also.

You need to implement a reporting system. This should be a simple procedure for your employees to report any injuries, illnesses, incidents, hazards and/or safety concerns. You must provide for these reports without fear of retaliation for making the report. You might think about including an option for reporting anonymously.

You need to provide for safety training. You need to review your current safety training program. Are you orienting your employees on the correct topics? Are you testing your employees after orientation

to assess their safety compliance knowledge? Are you auditing their day to day safety performance? Are you monitoring your supervisors' application and enforcement of your safety rules and safety program? Are your supervisors acting like you expect supervisors to act in running a job?

You need to conduct inspections of your work site as well as your shop and warehouse. Ideally, these should be accomplished while you are accompanied by employees or employee representatives. These inspections are an important part of your safety program as they enable you to ensure that all facts of your program are being adhered to. I strongly recommend that you use a preprinted checklist as you perform your inspections.

The preceding are the first five of the ten easy things that OSHA recommends to get a safety program started. Since I am about out of space for this column, I will cover the next five steps in the next article. I also hope to discuss core elements in a good safety program as well as available tools at that time. Between now and future articles, remember safety has to be 24/7 with your company. You never take a vacation or rest break from safety – it is more than JUST WORDS!

*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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# ON DECK with Morgan



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- Lifelong resident of the Greater Dayton, OH Area
- Wright State University Graduate
- Owner of 2 Pitt Bulls (Rhino & Dasha) and passionate Pitt Bull advocate
- Enjoys riding motorcycles with her boyfriend
- Keeps a salt water fish tank
- Likes to sew coats for her pups
- 17+ years in Construction Trade Association Management

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Fred Horner  
President/CEO  
Advanced Industrial Roofing, Inc.



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# The Distributed 5D Data Disruption Has Begun

How augmented reality, “LivingBIM” and other smart tools will change our industry

by **KENNETH HEPBURN**

MANAGING PARTNER, NEXT DIMENSION TECHNOLOGY PARTNERS

**T**HE DISTRIBUTED DATA disruption began on Tuesday, May 24, 2016.

That was the day Next Dimension Technology Partners demonstrated the world’s first commercially available wearable augmented reality device development kit -- the truly awesome Microsoft HoloLens -- to participants of the inaugural Construction Innovation and Technology Task Force (of which TAUC is a member) in Washington, D.C. Participants also had an inspiring virtual reality experience with the HTC Vive virtual reality headset, literally moving around inside a BIM at almost exact 1:1 scale.

At last, after nearly two years in the space, I was able to bring together building information modeling (BIM), geospatial awareness, wearable human machine interface (HMI) technology and augmented reality (AR) into a singular experience, one that soon will radically transform the way we consume, create and distribute data in the field. The 2D data we now use every day will now begin to move out of the office and off of our thin, flat computer screens to become 4D interactive data that is intuitively actionable in the field.

But it doesn’t stop there. Because the fourth dimension is commonly accepted as time in scientific circles, it should be considered that 3D data (a model) that is geospatially, socially *and* chronologically relevant



Microsoft HoloLens

represents the *fifth dimension or beyond*. This 5D data will be socially and bidirectionally distributed in ways that will create “LivingBIMs” that are continually updated in real time, as work is performed. Smart tools will “talk” to devices and share simple data such as tool torque or crimp psi, which becomes incredibly valuable when integrated into as-built models and scans.

Skanska predicts that augmented reality “will be the next big step for the industry in the next couple of years.” And this next dimension of data and distribution will radically increase the productivity, safety and quality of human work, as illustrated by the following manufacturing case studies:

- Boeing: 30% reduction in assembly time; 90% reduction in error rate.
- Newport News Shipbuilding: As-built inspection “completed in hours instead of days.”

- SRI International: 68% reduction in errors; 47% gain in efficiencies.

While it’s easy to understand the inherent manufacturing efficiencies of repeatable processes, automation, assembly lines, working in controlled environments, etc., it takes some imagination to see how this new era of distributed 5D data will radically transform the construction industry. Here are a few abbreviated examples of the major components:

**Augmented Reality:** A layer of information placed over our real-world view through optically transparent lenses. If we accept the maxim that a picture is worth a thousand words, then what is the value of a 3D model, or hologram, that is floating in *real* space, exactly where it is supposed to be and with all the visual information that a worker needs to *instantly* and *exactly* understand something? Currently, we all know the deciphering and

interpretation of 2D drawings can easily absorb significant man-hours gathered around the plan table.

**Geospatially Aware Devices:** Microsoft’s HoloLens is a shining example of one of the most critical components of the next paradigm of technology: the wearable HMI, or human machine interface. These devices, which allow for hands-free communication, the passive capture-transmission-display of information, and accurate 3D mapping of where you are in space, will redefine how we communicate at work. Imagine: A line worker climbing a pole triggers the HoloLens to display notes and diagrams left there in “the cloud” by a colleague who didn’t have the right supplies to finish the job. Sound good?

**Smart Tools:** There is a whole new generation of cordless but digitally connected power tools coming to market. For the first time, a hand drill can record torque and rpm data and share it via Bluetooth. When these tools talk to a wearable HMI, this torque/speed data becomes relevant in space – and therefore highly valuable to inspectors, owners, insurance companies, and building and plant maintenance, repair and operations (MRO) personnel. Additionally, safety benefits are inherent to tools with these kinds of sensors, even when not connected to a data network. For example, a large 1/2-inch drill with a 4-inch holesaw has the ability to cut its power when it senses the tool rotating -- just before the operator gets his or her wrists injured.

**BIM:** Building information modeling (3D models of entire buildings and all of their components) is rapidly replacing or augmenting 2D plans and elevation drawings for architects and engineers, but is rarely used by construction companies beyond marketing collateral. This is about to change. Suddenly, with the advent of wearable HMI such as HoloLens, software companies are waking up to the possibility of having several users in the field for



Kenneth Hepburn

every one they currently house in an office. You can bet this will be a huge driver not only for BIM kingpins like Autodesk, but also for a whole new crop of scrappy tech startups and Silicon Valley companies just now grasping the sheer enormity of the technologically neglected construction industry.

Of course, BIM is also the root of the term “LivingBIM” and will be the initial, if not the enduring, framework of the cloud-hosted data disruption for the construction industry.

**LivingBIM:** LivingBIM is a new concept that I stumbled upon after spending thousands of hours immersed in the world of the emerging technologies experienced in D.C. and discussed here: augmented reality, wearable human machine interfaces, building information modeling, Industrial Internet of Things, and smart tools. It is the logical extension of the imminent merging of all of the above. LivingBIM will be a live, connected data repository that exists in the cloud and will change the way we work. Through persistent and synchronous data transfer between devices, this organic process will close the chasm between as-designed and as-built models. Data will be created and edited mostly passively, by many workers in various fields, and simply as a result of doing their work.

The consumption and creation of content for construction-AR-wearable applications will create a virtuous cycle that passively and continuously contributes to and refines data models. LivingBIM will become the operating system for the next 50-plus years of a building’s lifecycle.

**Safety:** Most importantly, there will be incredible advances in both passive and active safety features that become incorporated into devices and software. One simple example is that the sensor in a device knows whether the wearer’s head is 5 or 6 feet off the ground, or on the ground. In the event of a fall, a device can signal the worker to confirm that they are OK. Absent such confirmation, the device can contact a supervisor or even dial 911 and report the exact coordinates of a worker in need of medical attention.

Individually, these new technologies represent enormous shifts in how the construction industry operates. Collectively, they create unprecedented improvements to worker performance, work quality, and safety -- and all much sooner than you think.

For more information, check out Next Dimension Technology Partners’ website at [www.nextdtech.com](http://www.nextdtech.com).

Questions?

Comments?

We want to hear from you!

E-mail Executive Editor David Acord at [dacord@tauc.org](mailto:dacord@tauc.org). Let him know what you thought about this issue, or suggest an idea for a future article!

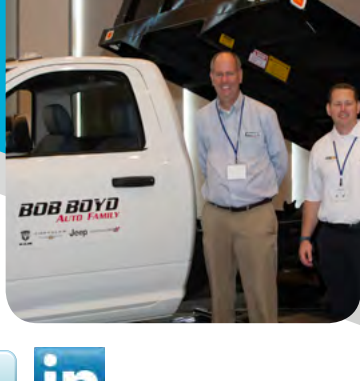
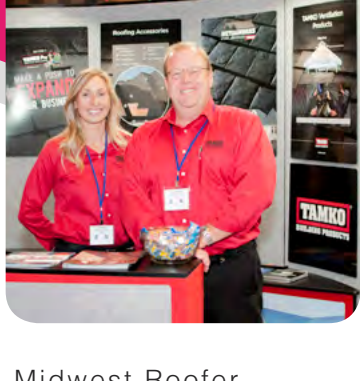
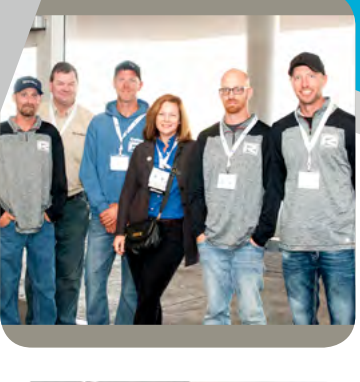
This article originally appeared in *The Construction User*, the official publication of The Association of Union Constructors (TAUC). For more information, please visit [www.tauc.org](http://www.tauc.org)







# MIRCA CONFERENCE & EXPO COLUMBUS, OH





## Past Presidents' Dinner A Very Enjoyable Time

Each year at the MRCA Conference, all MRCA Past Presidents are invited to attend a special dinner held in their honor and in recognition of their past service.

This year it was held in the Peppercorn Room at the Hyatt Regency Hotel in Columbus. The Peppercorn room has a very nice view of Downtown Columbus and provided an excellent place for all of the MRCA Past Presidents to get together and talk a little about MRCA past history and discuss MRCA's future.

This year, MRCA Past Presidents Council Chairman Larry Marshall did things a little differently. He asked everyone in attendance to give a self-introduction and to talk about what they have been doing and any comments about their term as MRCA President or comments about MRCA today. Wow! It was a great idea and it turned into a nice evening of good stories and great insights.

Larry Marshall encouraged all of the Past Presidents to attend the Past Presidents Council Meeting scheduled in conjunction with the MRCA Board Meetings. Larry also explained the new Board and Committee attendance policy that opens up these meetings to the Past Presidents.



## VIP Suite with Chris Spielman

Chris Spielman, former 2x All-American and Lombardi Award Winner with the Ohio State Buckeyes, that went on to play 11 seasons in the NFL, spent time in the MRCA VIP Suite, shortly after a dynamic and inspiring keynote address at the MRCA Annual Meeting.

From the President's Suite on the 20th floor of the Hyatt Regency Columbus, Spielman visited with Roofing Professionals from all over the Midwest. He spoke about breast cancer research, and the great advances that have been made in treatments and isolating genetic predictors, due at least in part, to the Stefanie Spielman Fund for Breast Cancer Research started by Chris and his late wife Stefanie, after she was diagnosed in 2009. The Stefanie Spielman Fund for Breast Cancer Research recently achieved over \$20 million in funds raised.

Spielman signed football memorabilia,

and took pictures with those who attended. Fred Horner of Advanced Industrial Roofing, and avid Ohio State Football fan said, "It was great seeing Chris in the VIP Suite. What a genuinely nice and down-to-Earth person! Being from the Massillon area myself, it brought back memories of watching Chris play high school football for the Massillon Tigers. He really made the day special for myself and the attendees at the VIP event."



## 2016 MRCA Foundation Auction A Successful Event for the Roofing Industry

Halloween night at the MRCA Conference brought together several faces of the Roofing Industry for an event that proved good deeds can come with good times. The MRCA Foundation hosted its annual fundraiser auction to support industry research and education. The event raised just under \$47,000. That money will be used for specialized research projects and scholarships. The auction featured several popular items from electronics to industry-related tools and products. The live auction portion was led by Auctioneer Bill Baley of CI Services Inc. and Greg Bloom of Allied Building Products. This team has brought a lot of life to the live auction over the last several years. Attendees look forward to their dynamic presentation of the exciting excursions and big ticket items that have become a very popular part of the auction.

The auction also made its online/mobile debut this year. Participation in the auction was not limited to those who could attend in person. Anyone with an internet connection was able to monitor and bid on items in the silent auction.

The MRCA Staff would like to give a huge THANK YOU to everyone that donated to and participated in the auction event. The success of this event is just one more tangible measure of the growing strength of the MRCA Membership. Be sure to join in next year in St. Louis on October 16, 2017! This event is a great networking opportunity in addition to the benefit it brings to the industry.





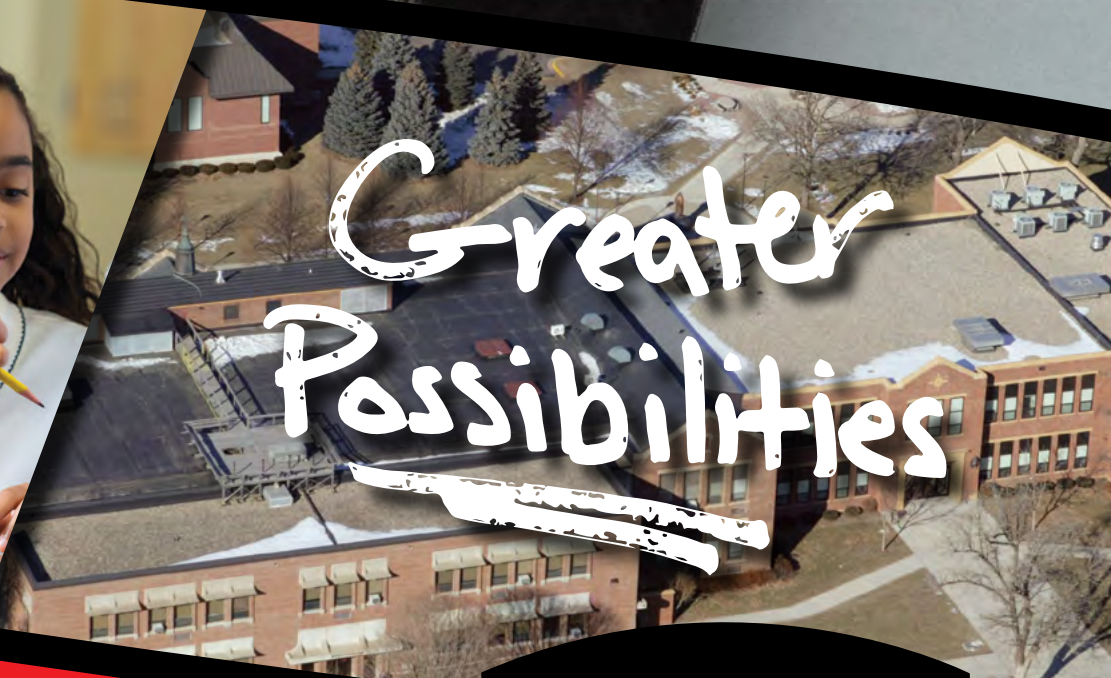
# Great Innovations



Firestone RubberGard™ EPDM SA with Secure Bond™ Technology



# Greater Possibilities



For more information about Secure Bond Technology, visit:

[firestonebpco.com/securebond](http://firestonebpco.com/securebond)



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- Improve installation speed (up to 5x faster than fully-adhered applications)
- Comply with all state VOC regulations

## MRCA CON-EXPO Highlights

# Congratulations to our 2016 Award Winners

### James Q. McCawley Award Winner

Randy Adams, MRCA Past President

The James Q. McCawley Award is given to an individual in recognition of their devotion to the roofing industry and is the most prestigious award given by MRCA. This award was first presented in 1969 and is a long standing tradition of MRCA.

This past November at the MRCA's 67th Annual Conference & Expo, Randy Adams was presented with this award. To his credit and with some irony in presenting this award, it was difficult to pull together Randy's resume for his work with the MRCA because Randy IS the one that the Board, and staff, call whenever they need background or context for an issue. Randy has been the MRCA President and a Member or Chair of almost every Committee the MRCA has had including the Finance Committee, Nominating Committee, Events Committee, Chairs Committee and the Old Editorial Board, Business Management, and of course T&R.



Left to Right Randy Adams, Bill Good, Glenn Langer, Bob Swanda

### Service Award Winners

Thank you to our Directors completing their term

Terry Buss

E.D. Chase, Oshkosh, Wisconsin

Mark Gwaltney

Diamond Everley Roofing Contractors, Perry, KS

Kelly Lea

Texas Roof Management, Richardson, Texas

### Outgoing Foundation President

Steve Little

KPost Roofing & Waterproofing - Dallas, Texas

### Outgoing CERTA Chairman

Greg Sprague

Sprague Roofing Company - Lincoln, Nebraska

### Outgoing Board President

Bob Schenkel

C.L. Schust Company, Fort Wayne, Indiana





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### MRCA CON-EXPO Highlights



## MRCA ELITE CHARTER CLASS

The purpose of the MRCA ELITE Roofing Contractor Program is to encourage and recognize MRCA Member roofing contractors who strive to maintain excellence in areas of business management, technical knowledge, and safety practices. MRCA Elite Contractor Certification is valid for one year and must be renewed annually. MRCA is committed to updating the criteria for this status to support continuous contractor improvement. Applicants must submit for review their applicable licensing documents, insurance coverage information, and proof of continuing education. They must also participate in the MRCA Safety Awards Program and achieve Bronze Level to qualify. Applicants must also sign the MRCA Elite Roofing Contractor Code of Ethics. This review is intended to distinguish roofing contractors who are making an extra effort to be the best in their marketplace. The MRCA Elite Roofing Contractor Program hopes to raise the bar of professionalism in the roofing industry and provide designers, general contractors, and facility owners with a distinguishing factor when choosing a roofing contractor for their projects.



### ELITE CHARTER CLASS

Advanced Industrial Roofing - Massillon, OH

C.L. Schust Company - Fort Wayne, IN

Crafts, Inc. - Manitowoc, WI

Diamond Everley Roofing Contractors - Perry, KS

Diamond Roofing - Dodge City, KS

Diamond Roofing - Manhattan, KS

ED Chase - Oshkosh, WI

George Groh & Sons Roofing & Sheet Metal - Emporia, KS

KAW Roofing & Sheet Metal - Kansas City, KS

KPost Roofing & Waterproofing - Dallas, TX

Kreiling Roofing Company - Peoria, IL

L. Marshall Roofing & Sheet Metal - Chicago, IL

Langer Roofing & Sheet Metal - Milwaukee, WI

Maxwell Roofing & Sheet Metal - Nashville, TN

Queen City Roofing & Contracting - Springfield, MO

R. Adams Roofing - Indianapolis, IN

Sprague Roofing Company - Lincoln, NE



# ARE YOU?



## ELITE ROOFING CONTRACTOR PROGRAM

FIND OUT IF YOU QUALIFY APPLY TODAY!  
CONTACT VALERIE DAHLBERG AT [VDAHLBERG@MRCA.ORG](mailto:VDAHLBERG@MRCA.ORG)

## Congratulations to our 2016 Sharp Safety Award Winners



### Platinum Safety Award Winners

Diamond - Everyley Roofing – Perry, KS  
Diamond Roofing – Dodge City, KS  
E.D. Chase Company, Incorporated – Oshkosh, WI  
R. Adams Roofing, Inc. – Indianapolis, IN  
T & K Roofing & Sheet Metal Company, Inc. – Ely, IA  
Texas Roof Management Inc. – Richardson, TX



### Gold Safety Award Winners

Delta Innovative Services – Kansas City, KS  
Kirberg Company – St. Louis, MO  
KPost Company – Dallas, TX  
Langer Roofing & Sheet Metal, Inc. – Milwaukee, WI  
Quality Roofing Contractors of SEMO, Inc. – Senath, MO  
Queen City Roofing – Springfield, MO  
Sprague Roofing Co. – Lincoln, NE



### Silver Safety Award Winners

Advanced Industrial Roofing, Inc. – Massillon, OH  
Allweather Roof – Minneapolis, MN  
C. L. Schust Co., Inc. – Ft. Wayne, IN  
Knickerbocker Roofing & Paving Co., Inc. – Harvey, IL  
L Marshall Roofing & Sheet Metal, Inc. – Glenview, IL  
Maxwell Roofing & Sheet Metal Inc. – Nashville, TN



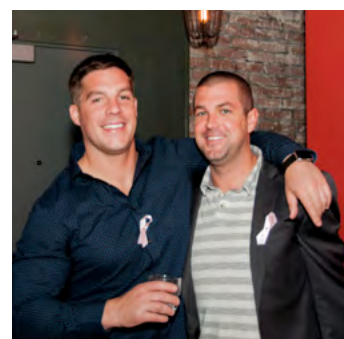
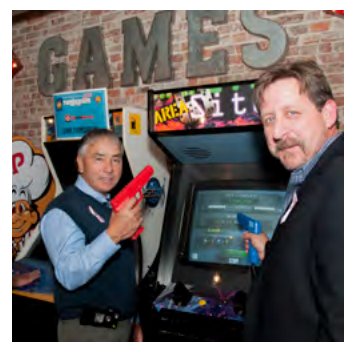
### Bronze Safety Award Winner

Harness Roofing, Inc. – Mabelvale, AR



## A Little Friendly Competition for a Good Cause

This year the Young Contractors Council held their annual service event at Barley's Brewcadia in Columbus, Ohio. Several MRCA Members of all ages turned out to show their support for the Stefanie Spielman Fund for Breast Cancer Research. An exciting video game competition of classic arcade games drew in our Association's finest gamers. An entry fee donation to the Spielman Fund was their ticket to be a contender. Things got interesting on games like Asteroids, Ms. Pacman, Area 51, and more. Those who didn't compete came out to contribute to the cause and cheer on their fellow Members. Prizes were generously donated by several Associate and Contractor Member Companies. The event raised nearly \$1700 for breast cancer research. The YCC strives to give back each year with a special event held in conjunction with the MRCA Conference. Be a part of this effort next year as we take the show to St. Louis in October 2017. If you are an MRCA Member who is 40 years or younger, check out the YCC's page on mrca.org, Facebook, or LinkedIn and get more information about the Young Contractors Council.



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Gary W. Auman

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NO MATTER THE SIZE

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Mahan + Furry**  
ATTORNEYS



## HISPANIC HIRING KIT™

*Sustainable business growth is impossible without long-term labor stability.*

*Workforce development in the roofing industry is a constant challenge.*

### You can count on the Hispanic Hiring Kit to help:

In partnership with Bilingual America, the industry's foremost subject matter expert, MRCA is pleased to offer the recruiting, hiring, and development tools you've been looking for. They are all in one place and **totally customized** in just days with your logo to fit seamlessly into your existing business materials!

Your Completely Customized Hispanic Hiring Kit includes:

#### Recruiting Tools

- Letters to community leaders and ministers (Spanish and English)
- Postcards for mailing (two art versions in Spanish)
- Posters promoting work opportunity (two art versions in Spanish)
- Poster in English to recruit English dominant Hispanics (Spanish)
- Newspaper and magazine ads (3 sizes, Color and BW, English and Spanish.)
- Poster to encourage employees to recruit others
- Social Media training session with Ricardo González online (up to five people)

#### Hiring Tools

(All hiring tools are in both Spanish and English.)

- Applications
- Interview Questions
- Assessment for Entry Level Employees
- Assessment for Potential Leaders
- Letter of Welcome
- Letter of Reprimand
- Guide to Work Visas for Foreign Nationals
- Guide to Legal and Illegal Interview Questions
- Opportunity Axis Power Point Slides and Teaching

#### Onboard Process

(Completely in Spanish and the HHK includes access for 5 people.)

- Cómo Tener Éxito™ course.
- 20 day continuity program to internalize teaching of course.
- Teaches how to succeed personally and in your company.

If you're employing Hispanics, or want to, the Hispanic Hiring Kit is a must-have suite of culturally relevant and professional grade tools. It provides you with everything you need, and more, to attract AND retain Hispanic employees.



Go to: [www.bilingualamerica.com/mrca](http://www.bilingualamerica.com/mrca) for your fully customized kit today!



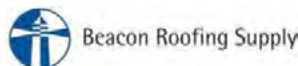
“ Since incorporating the Hispanic Hiring Kit into our recruiting program this Spring, we've successfully utilized several pieces of the kit to include the English/Spanish applications, interview questions and entry-level assessments in conjunction with commissioning a billboard displaying the hiring ad provided by the kit. Ricardo's team has been very efficient, and a pleasure to work with.

Greg Sprague  
President/Owner  
Sprague Roofing Company



# MRCA NAVIGATING THE 2016 CON FUTURE EXPO

THANKS TO OUR SPONSORS



## CERTA NEWS

### CERTA Train-The-Trainer Class A Full House

On November 1st, in conjunction with the MRCA Expo and Conference, MRCA sponsored a CERTA Train-The-Trainer Class and the class was sold out.

CERTA stands for Certified Roofing Torch Applicator Program. The 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.

The CERTA Program is jointly sponsored by MRCA and NRCA and both organizations work together to make sure the program is updated and provides the best practices and new industry requirements for torching activities.

MRCA is continuing to work with local roofing associations, as well as individual roofing contractors, to promote CERTA and to bring CERTA Train-The-Trainer and Applicator training classes to areas throughout the country.

In addition, CERTA had a booth in the MRCA EXPO Show area where contractors could come by and get answered any questions they may have about CERTA.

Anyone interested in providing a Train-The-Trainer Class or Applicator Class can contact MRCA. MRCA will be happy to make the arrangements

For more information, contact Bob Pope, MRCA Executive Director at: (800) 497-6722 or [mrca@mrca.org](mailto:mrca@mrca.org)



SHOULD I BE TAPPING THIS MEMBERSHIP BENEFIT THAT IS WORTH OVER \$1,700.00?

AM I TAKING ADVANTAGE OF MY MRCA LEGAL SERVICES PLAN?

Because you are an MRCA Member, you are entitled to one call per month to our Legal Counsel, Gary Auman of Dunlevey, Mahan and Furry.

Here's what you do

1. Call Dunlevey, Mahan and Furry at 937-223-6003
2. Say you are calling through your MRCA Legal Services Plan
3. Spend up to a half an hour getting real legal advice that could save you a lot of trouble and money

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

MRCA has your business in mind every day.





## Visiting with Minnesota Friends

President Elect Mark Langer and Executive Director Bob Pope stopped in to see some of our MRCA friends in Minnesota.

Mark and Bob had dinner with long time MRCA members Barbara and Bob Dalsin; and SMRCA of Minnesota ED Jim Bigham on October 4th at Kincaid's Restaurant in Minneapolis.

It was great food along with even greater conversation. We talked about some MRCA memories and history, and also discussed the future of the roofing industry. Thanks to Barbara, Bob and Jim for their ideas and insights that we can take back to MRCA Committees and Board.

The next morning Mark and Bob met with the Twin Cities Roofing Contractors Association at their luncheon membership meeting. Mark talked about the upcoming MRCA conference, CERTA, and



From left to right Bob Dalsin, Barbara Dalsin, Bob Pope, Jim Bigham, and Mark Langer at the excellent Kincaids Restaurant

some of the things MRCA is working on. A big thanks to Jim and the Twin Cities Association Membership for their hospitality and open lines of communication with MRCA

The Twin Cities / SMRCA is a model Association especially with their excellent labor relations and safety programs.

## Ohio Valley RCI Holds Education Day Session At MRCA Conference

It was a win-win deal when the Ohio Valley Chapter of RCI decided to hold its Ohio Education Day seminar in conjunction with the MRCA Conference and Trade Show held November 1-2 at the Convention Center in Columbus.

OVCRCI experienced one of its best turn outs for an Education Day. In addition to the OVCRCI seminars held, OVCRCI members received complimentary passes to the MRCA trade show that included over 160 booths on display.

MRCA offers complimentary meeting space to the RCI Chapter that is located in the city that the MRCA is holding their Annual Conference. With the positive experience for both OVCRCI and MRCA with this arrangement, MRCA plans to offer this in future convention locations.



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# DISCOVER THE BENEFITS OF MRCA Membership

The **Midwest Roofing Contractors Association® (MRCA)** is the Contractor's Advocate. With membership spanning 17 states throughout the Midwest, MRCA is dedicated to your needs as a professional contractor. By offering education, safety materials, and business tools, MRCA helps you grow your business, create a safer workplace, and save time and money.

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Electronic distribution of monthly Toolbox Talks and Monthly Meeting topics in English and Spanish, that help meet OSHA's safety training requirements



A Safety Program Award that provides a detailed review of your safety program



A complimentary employee safety manual, a great template to help create a compliant safety program



Complimentary legal advice on OSHA issues, contracts, and applicator agreements



Ask the Expert: On-demand technical advice regarding roofing projects and materials



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Ready-to-use templates and forms for contracts, warranties, and more



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Member-only educational scholarships for employees and their families from the MRCA Foundation



The Young Contractors Council, which provides relevant education, mentoring, and networking for contractors younger than 40.

Join your fellow professional roofing contractors and become an MRCA member today.

It's easy! Call 800.497.6722, go online to [www.mrca.org](http://www.mrca.org), or mail the application on the reverse side.



## MRCA News

### Midwest Roofing Contractors Association Partners with Harness Software To Improve Safety.

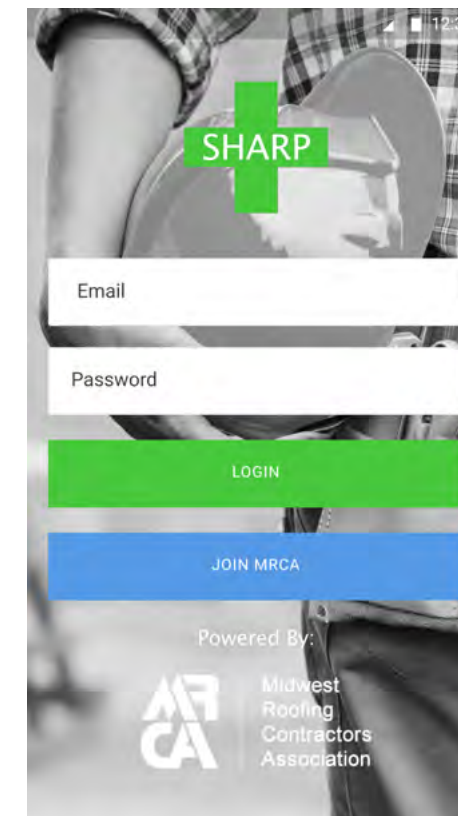
At the MRCA Conference & Expo in Columbus, Ohio last month, the Midwest Roofing Contractors Association (MRCA) announced a unique partnership with Harness Software that will help MRCA's Member contractors save time and money in the area of health & safety.

Launched in early 2015 and based in Stouffville, Ontario Canada (population approx. 38,000), Harness Software has quickly established itself as a leader in providing safety management applications to contractors on both sides of the border. In particular, Harness now counts several of the top 25 roofing companies in the US as customers.

"Harness software solves a real problem for our contractors" says Bob Pope, Executive Director of the MRCA. "With increasing regulation, administration of health & safety programs can get complicated and the costs for not complying can put companies out of business. Harness makes things easy to manage and helps them produce the kind of due diligence that they need." Pope added.

For many construction-related firms and their personnel, using technology is still a challenge. Harness Software has addressed this through the iteration of a simple user interface that will seem familiar to those that may have been previously carrying clipboards or binders. "We spend a lot of time making sure that our users are comfortable with the app and we've built our stuff to be as flexible as possible so we can recreate any previous processes accurately," says Tom Whitaker, Founder & CEO of Harness Software. "We're very excited at the chance to partner with the MRCA and help even more contractors make safety easy," says Whitaker.

The partnership has two aspects; the creation of a branded mobile application for iOS and Android to support the MRCA in house safety program called "SHARP". This app



is now live in both app stores and is free to use for MRCA members. The other aspect of the partnership is a preferred upgrade path for MRCA members that want to use Harness' existing suite of features such as:

- Replacing paper forms for jobsite hazard analysis, equipment checklists, and more.
- Conducting & properly documenting weekly toolbox talks
- Tracking worker training records
- Storing and managing documents such as SDS
- Generating safety-related reports as needed.

As a full service provider, Harness does all the heavy lifting in the setup phase for each new customer. This is one element that sets Harness apart from other firms in the space. Harness will build the electronic versions of the forms, migrating existing safety data, and providing training to workers. Because



Harness is designed to work the way companies needs it to, the transition from paper is usually very smooth because workers will often see the same forms and terminology that they're used to seeing. "We have guys that are 50 years old and have never used a smartphone before. After a short training session, they're off and running. They come to me later and express about much easier Harness makes their lives," says Whitaker.

Harness has experienced tremendous growth in 2016 and expects this trend to continue into 2017 and beyond. "We know that safety programs have been viewed as distractions to getting stuff done. When you can make things easier to manage, the negative view tends to change. This leads to better participation in the program and ultimately to a safer workplace. Our team wants to lead the charge in this area and help as many companies as possible."

MRCA members that wish to download the SHARP safety app can do so by following the links below.

iOS (<https://itunes.apple.com/ca/app/mrca-sharp/id1150424782?mt=8>)

Android ([https://play.google.com/store/apps/details?id=com.harnessup.mrca\\_sharp&hl=en](https://play.google.com/store/apps/details?id=com.harnessup.mrca_sharp&hl=en))

For Questions about the App, Contact:  
Tom Whitaker, Founder & CEO  
Canada +1 416-526-9081  
US +1-716-226 0443  
[tom@harnessup.com](mailto:tom@harnessup.com)  
[www.harnessup.com](http://www.harnessup.com)



# CALENDER OF EVENTS

**CRCA – Chicago Roofing Contractors Association**  
**34th Annual Trade Show & Seminars**  
**January 19-20, 2017**  
 Drury Lane  
 Conference Center  
 Oakbrook Terrace, IL  
[www.crca.org](http://www.crca.org)



**ORCA – Ohio Roofing Contractors Association**  
**31st Annual Convention & Working Tradeshow**  
**Feb 14, 2017**  
 Ohio Expo Center  
 Columbus, OH 43211  
[www.ohioroofing.com](http://www.ohioroofing.com)



**NRCA CERTA Train-the Trainer Authorization**  
**Apr 13, 2017**  
 Rosemont, IL  
[www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508](http://www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508)



**NRCA CERTA Train-the Trainer Authorization**  
**May 18, 2016**  
 Rosemont, IL  
<http://www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508>



**IRCA – Indiana Roofing Contractors Association**  
**Annual Golf Outing**  
**June 14, 2017**  
 Purgatory Golf Club  
 Noblesville, IN  
<http://www.indianaroofing.org/2016/11/19/save-the-date-irca-annual-golf-outing-june-14-2017/>



**IRCA – Iowa Roofing Contractors Association - Winter Meeting & CERTA Applicator Training**  
**January 26-27, 2017**  
 Gateway Center  
 Ames, IA 76011  
<http://www.iowaroofingcontractors.com/events/irca-winter-meeting/>



**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](http://www.nrca.net/roofing/Future-conventions-423)



**NRCA CERTA Train-the Trainer Reauthorization**  
**Apr 14, 2017**  
 Rosemont, IL  
[www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508](http://www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508)



**NRCA CERTA Train-the Trainer Authorization**  
**Feb 28, 2017**  
 Las Vegas, NV  
[www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508](http://www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508)





## RoofersCoffeeShop.com Welcomes Sarah Harwerth – De Marco

**Harwerth** – De Marco brings more than 15 years' of roofing industry experience to the team.

(Yorba Linda, California, September 29, 2016) - RoofersCoffeeShop.com, the place where the industry meets for technology, information and everyday business is pleased to welcome Sarah Harwerth – De Marco to the RoofersCoffeeShop.com team as our digital operations manager.



Sarah Harwerth – De Marco

In this role, Sarah will manage the branding, messaging, communications, design and overall user experience for RoofersCoffeeShop.com. Her strong background in marketing, branding and creative design will be key in the continued growth and success of the company.

Sarah understands the roofing industry, having spent most of her career working for various suppliers and manufacturers. Most recently, she was the creative director and brand manager for EagleView Technologies. Previous to that she ran Harwerth – De Marco Creative providing marketing communications services to building material

manufacturers, contractors and briefly worked with RoofersCoffeeShop.com in 2008 as a marketing communications manager. She also spent six years as a graphic designer with HJE Marketing and Carlisle Syntec.

Sarah holds a Bachelor of Fine Art in Visual Communications from Southern Illinois University. She resides in Arlington Heights, Illinois with her husband, Pat, and is active in the community through the Palatine Jaycees.

RoofersCoffeeShop.com is proud to welcome Sarah back to the team.

### About RoofersCoffeeShop.com

RoofersCoffeeShop.com is committed to being a roofing professional advocate by supplying consistent information, education and communication avenues for all roofing professionals, and especially contractors, while promoting the positive growth, education and success of the roofing industry overall. Visitors to the site continue to find excellent opportunities for sharing information while participating in important ongoing conversations concerning new technologies, safety and the overall roofing trade. From the rooftop to the board room, RoofersCoffeeShop.com is "Where the Industry Meets!" For more information, visit [www.rooferscoffeeshop.com](http://www.rooferscoffeeshop.com).

## CRCA's 34th Trade Show & Seminars

**Hillside, IL** - (September 26, 2016) - Save the date for the 34th Annual Chicago

Roofing Contractors Association (CRCA) Trade Show & Seminars, January 19-20, 2017. Continuing Education Units are available for attendees. The two-day event will include seminars, as well as over 130 manufacturer and suppliers displaying, demonstrating and promoting the newest products and technology in the roofing and waterproofing industry.

The Roofing and Waterproofing Industry Breakfast on Thursday,

January 19, 2017 opens Roofing Week in Chicago. This popular industry event is FREE to Roof Consultants, Specifiers, Building Owners & Managers and Code Officials with a nominal charge for contractors, manufacturers and distributors to attend. Entrance to the exhibition hall and the remaining seminars is FREE. Watch [www.CRCA.org](http://www.CRCA.org) for seminar information and registration, which will open in October 2016.

Exhibit floor hours are: Thursday, January 19, 2017 from 11 a.m. to 6:00 p.m. The exhibit hall is open

again Friday, January 20, 2017 from 9:00 a.m. to 1:00 p.m. Please watch [www.CRCA.org](http://www.CRCA.org) for a full event schedule or contact CRCA at (708) 449- 3340.



CRCA is a local trade association of roofing and waterproofing contractors along with manufacturer and supplier members in the greater Chicagoland area, dedicated to the industry through education, training and maintaining a high standard of professionalism throughout the trade.

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## Damschroeder Roofing Received First Ohio Valley RCI Award

The Ohio Valley Chapter of the Roof Consultants Institute (OVCRCI) established this year an Outstanding Roofing Contractors Award. All OVCRCI members were eligible to nominate a roofing contractor to receive this award, based on a project that contractor had completed this past year. Those nominees are then reviewed by a Judges Committee and the award recipient is then selected. This is the first year for the award

and the contractor selected was Damschroeder Roofing located in Fremont, Ohio. The award was presented to representatives of Damschroeder at the OVCRCI Education Day session held on November 1st at the Columbus Convention Center. Nomination forms will be sent out soon for next year's award and there are separate awards for both Ohio and Indiana contractors.



Congratulations to Damschroeder Roofing for being the first award recipient selected by OVCRCI.

## Hail damage helps roofer-homeowner get his 'dream roof'

McElroy Metal's 138T provides ease of replacement on future damaged panels

**BOSSIER CITY, LA.** October 17, 2016 – It's a rare occasion when the roofing installer knows and understands everything about what the customer wants. The best chance of that happening is when the installer and the customer are the same person.

Ronnie McGlothlin, president and owner of Empire Roofing in Fort Worth, Texas, purchased his dream home eight years ago. The only thing missing was the dream roof. "When I bought it, it had a heavy shingle roof and it was in good shape," McGlothlin says. "Hail damage gave me the reason to replace it with the standing seam metal roof I always wanted."

Empire Roofing is one of the most well-known and respected roofing companies in the county. The company installs mostly commercial and industrial roofing – residential projects are rare and only for the loyal customer who understands the benefits and value of a standing seam metal roof. Empire had successfully installed McElroy Metal's 2-3/8-inch 238T symmetrical standing seam panel on several commercial and industrial projects. That led McGlothlin to choose symmetrical standing seam panels for his home – the 138T system, a 1-3/8-inch high seam recommended for steeper slope, solid deck applications like residential projects.

"I like everything about this roofing panel," he says. "What I like most is the ease of replacement if something happens to one or two panels. If a panel is damaged by weather or by



someone working on the roof, I can just replace the damaged panel or panels. I don't have to tear off panels all the way to one end or the other."

McGlothlin chose to install almost 5,500 square feet of 16-inch wide panels in the PVDF color Slate Gray. "The roof we replaced was a slate color," he says. "The gutters are tan, the house is tan; I just wanted to add some contrast. We looked at different colors and this was the one I liked."

The Empire Roofing crew had to deal with two challenges on the McGlothlin home. The first was the many cuts and valleys in the roof, which the experienced installers handled easily. Scrap is greatly reduced on these types of jobs with a symmetrical panel because panel ends cut at an angle for a hip or valley condition can be flipped around and used on the same roof plane. Another challenge on the job was access ... the eaves on the front of the house are 30 feet in the air, it was safer and easier to work from the back, carrying panels over the ridge to the front of the house.

He also added crystalline solar panels to the symmetrical standing seam roofing, attached with clips from S-5!. McElroy Metal is an S-5! distributor. The 14Kw system, installed by Alba Energy of Austin, Texas, is garnering almost enough electricity to cover all the home uses. McGlothlin expects a return on his solar investment in 6-8 years, depending on how much sunshine and rain central Texas gets during that time. The solar system is expected to last at least 20 years.

*About McElroy Metal*  
Since 1963, McElroy Metal has served the construction industry with quality products and excellent customer service. The family-owned components manufacturer is headquartered in Bossier City, La., and has 12 manufacturing facilities across the United States. Quality, service and performance have been the cornerstone of McElroy Metal's business philosophy and have contributed to the success of the company through the years. As a preferred service provider, these values will continue to be at the forefront of McElroy Metal's model along with a strong focus on the customer. More information can be found at <http://www.mcelroymetal.com>.



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## First PaceCart3® Presented to Olsson Roofing

AGAWAM, Mass., October, 2016 – OMG Roofing Products of Agawam, Massachusetts presented the symbolic “first” PaceCart3 to Olsson Roofing of Aurora, Ill. for its significant feedback and help in improving the cart.

The all new PaceCart3 is OMG’s patented application tool for applying OlyBond500 and OlyBond500 Green Insulation Adhesives. It features a new ergonomically designed, easy-to-use manifold, new robust pump design, color coded adhesive tray, simplified electrical system with volt-meter, and shelves for an on-board generator. The PaceCart3 is capable of dispensing enough OlyBond500 to cover 60 squares in an hour.

“Olsson Roofing was highly involved in helping us to re-design the PaceCart from day one, said Adam Cincotta, OlyBond product manager for OMG. “Not only were they very generous with their time in terms of meetings, reviewing plans, ideas and prototypes, but they also gave us great feedback and practical advice, for which we are very appreciative.”



Shown in the photo (l to r) are: Andrew Nehrenz, OMG regional manager, Adam Cincotta, OMG OlyBond product manager, Jeff Thompson, senior vice president of Olsson Roofing, Tim Gorges, lead mechanic at Olsson Roofing, Stan Choiniere, OMG technical director, and Erik Terpstra, OMG field service representative.

Headquartered in Agawam, Mass., OMG Roofing Products is a leading supplier of commercial roofing products including specialty fasteners, insulation adhesives, drains, pipe supports, emergency repair tape, edge metal systems and productivity tools. The company’s focus is delivering products and services that improve contractor productivity and enhance roof system performance. For additional information, please contact OMG Roofing Products at 800/633-3800 or visit [OMGRoofing.com](http://OMGRoofing.com).



## Michigan Roofing Contractors Association (MiRCA)

Announces New Board of Directors

### Officers:

Brian Sylvain – President  
 Roger LaDuke – Vice President  
 George Schena – Treasurer

### Directors:

*Contractor Representatives*

Bob Boom  
 Bill Bornor  
 Daniel E. Casey  
 Pat Casey  
 James P. Coppens  
 Steven Hoekstra  
 Anthony Schena  
 Gary Sova  
 Todd Sova

*Associate Representatives*

C. Kim Emery  
 Marc Garwood  
 Jim Markiewicz

## NTRCA Annual Clay Shoot Winners



September 23, 2016 at the Dallas Gun Club

1st Place Team with a score of 328 - Gulf Eagle Team 2



Tom Davidson, Mike Rogers, Hoyt Byrd, Mike Richards and Lance Ward

Individual Winners (From Left to Right)



Top Commercial Shooter - score 89  
 Tom Davidson with DMW Design  
 Top Associate Shooter - score 88  
 Darryl Woods with ASCO

Dead Ass Last - score of 18  
 Kevin Robicheaux with Central Roofing

Top Residential Shooter - score 91  
 Josh Graham with Graham Roofing



3rd Place Team with a score of 305 - Spec Building Supply

Mark Rusch, Cory Winters, Mark Fuller, Brandon Kidd, and Kirk Scott

2nd place Team with a score of 325 - Wholesale Roofing Supply



Josh Graham, John Mitchell, Joe Henderson, Rick McLaughlin and Bo Jackson

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