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MIDWEST ROOFER

September 2017

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CA *Expo & Conference*

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September 2017

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Midwest
Roofing
Contractors
Association

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



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OCTOBER 18TH

QUALIFYING ROUNDS
12:30PM-1:30PM



FINALS
3:00PM

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INTRODUCING THE 2017 CONFERENCE & EXPO APP

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I am writing to you in this issue with very mixed emotions. I'm pleased to be announcing one of the best programs we have ever offered with this special Conference and Expo issue of MR Magazine. We have developed a strong line up of educational programs, the most interesting mix of

hands-on demos and cutting-edge programming on the Expo floor, a new program exclusively devoted to the Steep Slope segment of our industry, and the best array of social programming we've ever offered. I hope you'll join us in St. Louis October 16-18.

It is with a heavy heart that we are also mourning the loss of our friend and Board Member. Mark Gwaltney of Diamond-Everley Roofing in Kansas passed away suddenly on August 7th. The Gwaltney family has been a part of the MRCA family for many years. Mark, in particular, gave countless hours to the Association with his work on the Board, as Chairman of the Business Management Committee, and most recently as Chairman of the CERTA Taskforce.

Mark's leadership led to the development of the ELITE Roofing Contractor program and he remained dedicated to its development and growth. Moreover, Mark was a great man. He was a steady leader within the MRCA. We could always count on him for quiet, steady, and positive decision making. He was dedicated to improving the industry. He leaves behind a legacy of developing leaders within his own organization and for the Association. He will truly be missed. Our hearts go out to the entire Gwaltney family as we offer to them the full support of the MRCA.

We will continue to honor Mark's memory by learning from his steadfast leadership and trying our best to live out these ideals through our own service.

MARK E. LANGER

MRCA president

Schedule AT A GLANCE

Monday OCTOBER 16

8:00 am–4:00 pm

Exhibitor Registration and Move In

8:00 am–4:00 pm

Attendee Registration Open and Foundation Auction Pre-Registration

8:00 am–4:00 pm

● Program on Paid Negotiations provided by GAF (Separate Registration Required)

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–3:00 pm

MRCA Women in Roofing (WinR) Roundtables

4:00 pm–5:00 pm

Special Presentation on Understanding Your Overhead presented by Larry Stock from Queen City Roofing (Included in Full Contractor Registration & Arrowhead Steep Slope University Registration)

5:00 pm–7:00 pm

● Arrowhead Steep Slope University – Ventilation Program presented by AirVent (Separate Registration Required)

5:00 pm–5:30 pm

New Member / 1st Time Attendee Welcome and Introduction

5:30 pm–7:30 pm

Presidents' Reception and Dinner (By Invitation Only)

7:30 pm–9:30 pm

● Young Contractors Council (YCC) Charity Fundraiser Outing (Separate Registration Required)

Tuesday OCTOBER 17

7:00 am–10:00 am

Exhibitor Registration, Foundation Auction Pre-Registration and Move In

7:00 am–4:00 pm

Attendee Registration Open and Foundation Auction Pre-Registration

7:00 am–6:00 pm

● CERTA Train-The-Trainer New Authorizations (Separate Registration Required)

7:00 am–2:00 pm

● CERTA Train-The-Trainer Re-Authorizations (Separate Registration Required)

6:30 am–8:00 am

Deluxe Continental Breakfast (all attendees welcome)

8:00 am–8:15 am

Attendees take their seats

8:15 am–8:30 am

President's Welcome

8:30 am–9:30 am

Keynote Speaker

9:30 am–10:15 am

Awards Ceremony, MRCA Membership Meeting, Passing of the Gavel

10:15 am–12:15 am

Educational Sessions

- 10:15 am– 11:15 am Psychological Selling – Knowing your pitch to the Dove, the Eagle, the Owl, or the Parrot
- 11:15 am– 12:15 pm YCC/PPC Hosted Round table Session – Around the Roof

Reasons to Attend

The 68th Annual MRCA Conference and Expo will be held October 16 – 18, 2017 in St. Louis, Missouri. This event will be held at the America's Center Convention Complex located in the heart of a revitalized downtown St. Louis. Current city renovations through the \$380 million CityArchRiver Project and an additional \$5 billion investment has transformed the Gateway Arch grounds to seamlessly connect it to the Mississippi River. Named PCMA's "Most Walkable City" and APA's Top Ten "Great Streets", St. Louis has something for everyone including more free world-class attractions than any city outside of Washington D.C. Within 5 block of the America's Center Complex and MRCA's Conference Hotels, there are over 100 restaurants where attendees can enjoy a variety of dining options from quick and casual to the most upscale nouveau cuisine.

Don't miss the great new Conference format, the excitement of the Expo floor, and all the MRCA tradition and camaraderie that you've come to know and love! St. Louis is a vibrant, growing city and MRCA will be your guide to celebrating the Pride in our Profession as we discover St. Louis at this year's event! We can't wait to see you in Missouri!

Register today and bring your whole crew to the MRCA 68th 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 OCTOBER 18

10:00 am–12:30 pm

● Arrowhead Steep Slope University – on the Expo Floor (Separate Registration Required)

● 10:15 am– 11:15 am
Reading Financial Statements and Understanding Your Overhead

● 11:30 am– 12:15 pm
OSHA for Steep Slope

12:15 pm–12:30 pm

Trade Show Opening Ceremony

12:30 pm–4:30 pm

Trade Show Open – Lunch on the Floor and Foundation Auction Items Display
T&R Pull Test Demo and Presentation

5:30 pm–8:30 pm

MRCA Welcome Reception & Foundation Auction (7:30 pm - Live Auction)

7:00 am–4:00 pm

Attendee Registration Open

7:30 am–11:30 am

● CERTA Applicator Course Classroom Portion (Separate Registration Required)

7:30 am–9:00 am

Deluxe Continental Breakfast (all attendees welcome)

8:00 am–12:00 pm

Educational Sessions

- 8:00 – 9:30 am
ISO Polyisocyanurate Insulation Board Panel
- 9:45 – 10:45 am
Balancing Act – Subcontracting in Roofing (Panel Discussion)
- 11:00 – 12:30 pm
Legal Lunch and Learn

9:00 am–11:15 am

● Arrowhead Steep Slope University – on the Expo Floor (Separate Registration Required)

● 9:00 am– 10:00 am
Dealing with Insurance Companies

10:15 am– 11:15pm

Crew Leadership & Customer Communication Workshop

9:30 am–10:30 pm

Roofing & Siding Contractors Alliance of St. Louis (RSCA) Board Meeting (Executive Session)

12:00 pm–4:00 pm

Trade Show Open (Lunch Stations on the Tradeshow Floor)

12:30 pm –1:30 pm

Malarkey Shingle Race Qualifying Rounds

1:00 pm–5:00 pm

● CERTA Applicator Course Hands-On Portion (Separate Registration Required)

2:00 pm–3:00 pm

YCC Hosted Panel Discussion – War of the Words (On the Tradeshow Floor)

3:00 pm–4:00 pm

Malarkey Shingle Race Finals

4:00 pm

Trade Show Closes

4:00 pm–7:00 pm

Exhibitor Move-Out

- Separate Registration Fee



#MRCA2017

Special EVENTS

MONDAY, OCTOBER 16TH

New Member / 1st Time Attendee Welcome and Introduction

5:00 pm–5:30 pm

**Location: America's Center Convention Complex -
701 Convention Plaza - St. Louis, MO**

This reception offers new MRCA members and first-time attendees to the MRCA Annual Conference & Expo the opportunity to meet the MRCA Board as well as others who are attending the conference for the first time. It is also an opportunity to receive information about MRCA, general information about the 2017 Annual Meeting, and a sneak peek at what is to come in 2018.

Reception sponsored by **ROOFING CONTRACTOR**



YCC Bowl-O-Rama Fundraiser to Benefit the MRCA Foundation Scholarship Program

7:30 pm–9:30 pm

Location: Flamingo Bowl - 1117 Washington Ave - St. Louis, MO (Separate Registration required)



We are gathering great people to have a great time for a great cause. THAT'S HOW WE ROLL! Your entry fee gets you UNLIMITED Bowling, Appetizers, Pizza, Drinks and Laughs! Your entry fee also goes towards a college or technical school scholarship from the MRCA Foundation!

There will be prizes and swag and all you have to do is show up with \$40! This event will be in a private section of Flamingo Bowl reserved just for MRCA and EVERYONE is welcome.

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TUESDAY, OCTOBER 17TH

Keynote Address, Awards Ceremony, MRCA Membership Meeting, and Passing of the Gavel

8:30 am –10:15 am

Location: America's Center Convention Complex - 701 Convention Plaza - St. Louis, MO



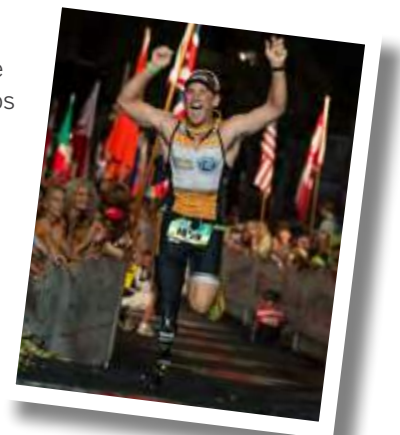
The morning will kick-off with a dynamic Keynote Address by Eric McElvenny. Eric served 7 years in the United States Marine Corps, deploying 3 times worldwide. He was wounded in action in Afghanistan by an IED and retired out of the Marine Corps as a Captain. While recovering from his injuries, Eric set a goal to run an Ironman. Eric now competes in endurance racing events across the country.

Immediately following the Keynote, the Membership Meeting will feature the election of new Board Members and the Annual Passing of the Gavel Ceremony.

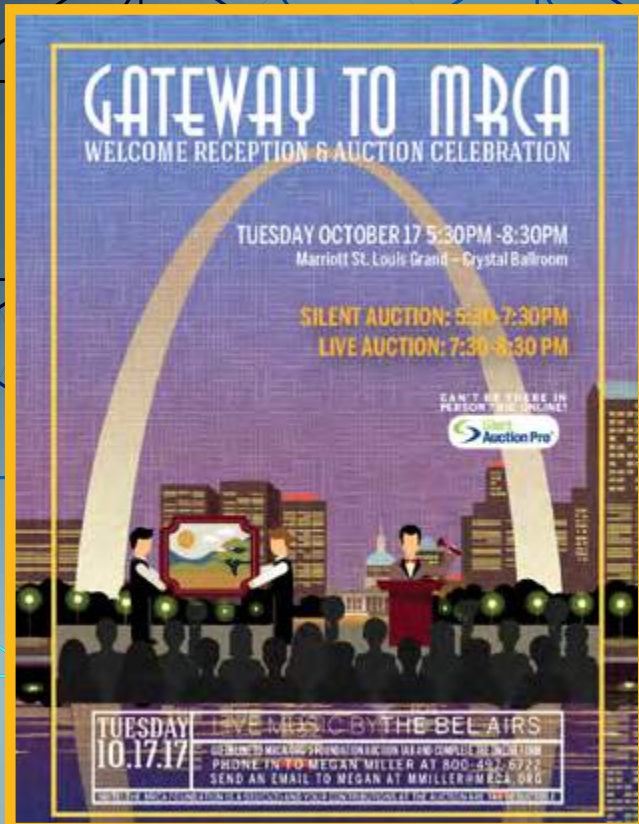
Then we will recognize and celebrate the recipients of the MRCA Achievement

Awards, the prestigious James Q. McCawley Award, the MRCA Safety Program Awards and the ELITE Roofing Contractor Awards.

All registered Attendees and Exhibitors are invited to attend.



TUESDAY, OCTOBER 17TH



**THE GATEWAY TO THE MRCA
WELCOME RECEPTION
& FOUNDATION AUCTION (7:30
LIVE AUCTION)**

**5:30 pm–8:30 pm
Marriott St. Louis Grand
(Crystal Ballroom)**

800 Washington Ave - St. Louis, MO

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

LIVE MUSIC performed by the Bel Airts!

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WEDNESDAY, OCTOBER 18TH

Journey to the Top! - Spouse and Guest Outing

10:00 am–2:00 pm

This outing includes entry into the Old Courthouse, a tram ride to the Top of the Arch, lunch, and a Sightseeing Cruise on the Mississippi River. New exhibit galleries have just opened at the Old Courthouse which cover the history of early St. Louis and its role in the westward expansion of the United States. The galleries feature many of the most popular artifacts and stories from the Museum of Westward Expansion. Next guests will enter the Arch and take a tram ride to the top where they will discover magnificent views of both sides of the Mississippi! After lunch, guests will take a one-hour sightseeing cruise on the Mississippi River.

Visitors should be prepared to walk a moderate distance of 3-4 blocks. Please dress appropriately for the weather in St. Louis in October where highs are around 70 degrees during the day.

**Tram ride to the Top of the
Arch, lunch, and a Sightseeing
Cruise on the Mississippi**



#MRCA2017



MRCA YOUNG CONTRACTORS COUNCIL PRESENTS

BOWL-O-RAMA

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MONDAY, 16TH OCTOBER

FUN STARTS AT 7:30 PM

OPEN BAR & FOOD

PRIVATE ROOM

PRIZES

REGISTRATION INCLUDES **UNLIMITED** APPETIZERS, PIZZA, AND AN **OPEN BAR**. WE WILL ALSO HAVE SPECIAL SIDE GAMES WHERE YOU CAN **SWEEP UP** SOME **STRIKING PRIZES** BECAUSE THAT'S HOW WE **ROLL!**

THE FUNDS RAISED IN REGISTRATION FEES WILL GO TOWARDS AN MRCA FOUNDATION SCHOLARSHIP FOR ADVANCED EDUCATION WITHIN THE ROOFING INDUSTRY. SO USE YOUR **SPARE TIME** MONDAY NIGHT TO HAVE FUN AND SUPPORT ROOFING INDUSTRY EDUCATION!

Flamingo Bowl 1117 Washington Ave. St. Louis, MO



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GATEWAY TO MRCA

WELCOME RECEPTION & AUCTION CELEBRATION

TUESDAY OCTOBER 17 5:30PM -8:30PM
Marriott St. Louis Grand – Crystal Ballroom

SILENT AUCTION: 5:30-7:30PM
LIVE AUCTION: 7:30-8:30 PM

CAN'T BE THERE IN PERSON? BID ONLINE!

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SEND AN EMAIL TO MEGAN AT MMILLER@MRCA.ORG

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

Educational SESSIONS

MONDAY, OCTOBER 16TH

1:00 pm–3:00 pm

MRCA Women in Roofing Roundtables

Join your colleagues from across the region to discuss the unique challenges facing roofing contractors in today's increasingly diverse environment. Learn from your peers and find new and creative ways to tackle the tough issues facing all of our MRCA members and give your feedback to the association on what kind of support you'd like to see from WinR.



4:00 pm–5:00 pm

Increase Your Profits by Knowing and Covering your Costs



Speaker: Larry Stock with Queen City Roofing and Contracting Co. in Springfield, MO

A casual and informative presentation on finances for non-accountants. Topics will include: items to cover in your estimates; overhead; markup vs margins; direct vs indirect costs. While estimates are often our best “guesstimates”, the more clear we are on making sure we have these items actually covered in our bids, the more likelihood we will operate profitably.

5:00 pm–7:00 pm

Ventilation Program



Speaker: Paul Scelsi with AirVent

Proper ventilation helps increase comfort, helps ensure the life and performance of roofing materials, and may reduce utility bills. This course will explain the benefits of attic ventilation, describe the dynamics of air movement and the basic needs of a properly functioning attic ventilation system and provide an understanding of the types of intake and exhaust vents, and know how to calculate the ventilation requirement. AIA 1.5 CEUs; HSW category available



TUESDAY, OCTOBER 17TH

10:15 am–12:15 am

Take Flight Learning - Improve Your Sales by Understanding Communication Based on Behavioral Styles

Moderator: TBA

Improving your ability to communicate based on understanding behavioral styles can be a powerful tool in every aspect of your life, but it can be an especially powerful sales tool. Find out how to spot styles and adapt your message for more successful communication.

11:15 pm –12:15 pm

Around the Roof - A multiple roundtable style session sponsored by the Young Contractors Council and the Past Presidents Council

This session is unique in that each table will feature a different topic that will be led by a team of both a YCC Member and a Past President, seasoned MRCA Member, or an Industry Expert. Use these different points of view to help you find solutions for your own business and your own life. Discussions are guaranteed to be quick and lively, but will also contribute to those new pieces of knowledge and understanding that you will take home with you from conference.



Topics will include:

- To Drone or Not to Drone
- Paper vs. App
- Retirement Planning and Personal Finance
- Transition/Succession/Legacy Planning
- Hiring and Firing
- Training



WEDNESDAY, OCTOBER 18TH

8:00 am –9:30 am

Physical Dimensional Issues with Polyisocyanurate Insulation Board

Panel Discussion

Issues with knit lines and thickness variations in polyisocyanurate insulation board have been prevalent across the country. MRCA will share the results of their recent survey on the topic and

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a panel of manufacturers, designers, and contractors will offer their perspectives on what is being done to address the issue and what should be done on every project to ensure the owner is getting the roof they've specified!



9:45 am–10:45 am

Balancing Act – Subcontracting in Roofing

Panel Discussion

With subcontracting of labor on the rise within the roofing industry, this trend has both great potential and great peril for contractors. Please plan on joining a panel of contractors, legal and safety experts, and labor providers as they delve into this complex industry practice.



11:00 am –12:30 pm

Legal Lunch and Learn

MRCA is on the front line of the emerging legal issues facing the industry. Join Doug Jenks of Auman, Mahan and Furry for an overview of three new MRCA Member model policies: Silica Policy for Roofing Contractors; Substance Policy on Prescription Marijuana; and Tobacco Free Policy on E-Cigarettes. Jenks will provide background on each of these issues as well as the MRCA Annual Legal Update.

2:00 pm –3:00 pm

War of the Words – A Verbal Skirmish Sponsored by the YCC (On the Tradeshow Floor)



The old way vs. the new way - an ongoing battle in every business. Drop in on this panel discussion while you're at the show and hear both sides of the story. As you listen, you may find that it's not about who's right and who's wrong, but about what happens when we really sit down and talk about it. Ask anyone who was there for last year's YCC panel, this is a part of the show that you won't want to miss!



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Location: America's Center Convention Complex - 701 Convention Plaza - St. Louis, MO
(Separate Registration required)

MONDAY, OCTOBER 16TH

5:00 pm–7:00 pm

Arrowhead Steep Slope University - Ventilation Program



Speaker: Paul Scelsi with AirVent

Proper ventilation helps increase comfort, helps ensure the life and performance of roofing materials, and may reduce utility bills. This course will explain the benefits of attic ventilation, describe the dynamics of air movement and the basic needs of a properly functioning attic ventilation system and provide

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our best “guesstimates”, the more clear we are on making sure we have these items actually covered in our bids, the more likelihood we will operate profitably.

11:30 pm–12:15 pm

OSHA for Steep Slope

Speaker: TBA

Understanding the top steep slope OSHA violations and how to prevent them is a key part of any operation. Get expert advice you can put into action immediately to protect your employees and your business.

WEDNESDAY, OCTOBER 18TH

4:30 pm–5:00 pm

Dealing with Insurance Companies



Speaker: Lindsey Douglas (The Disaster Advocate)

Lindsey Douglass, Insurance Claim Advantage, shows MRCA Trade Show & Seminar Attendees how the Insurance Claim Process works and how steep residential and low slope contractors can navigate it successfully for the client's benefit.

10:15 am–11:15 am

Developing and Improving your Leadership Skills



Speaker: Larry Stock with Queen City Roofing and Contracting Co. in Springfield, MO

Your Leadership ability determines your effectiveness and potential impact on your organization. Leadership ability is always the lid on your personal and organizational effectiveness. Learn some of the “Laws of

Leadership” and how you can cultivate and develop your own Leadership abilities.





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See it all at the



68TH ANNUAL
Expo & Conference
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PRIDE IN OUR PROFESSION!
OCTOBER 16-18, 2017

Special PROGRAMS

Location: America's Center Convention Complex - 701 Convention Plaza - St. Louis, MO
(Separate Registration required)

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

(Separate Registration Fee)

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

CERTA Train-the-Trainer Authorizations

Tuesday October 17th

- 7:00 am – 6:00 pm Part 1 New Authorizations
- 7:00 am – 2:00 pm Part 2 Re-Authorizations

CERTA Applicator Course Classroom Portion

Wednesday October 18th

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



#MRCA2017

MRCA 68th ANNUAL CONFERENCE & EXPO

October 16 - 18, 2017
America's Center - St. Louis, MO

CONTRACTOR REGISTRATION FORM

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 _____

Member FULL Registration **A**

Member Full Registration \$350
 Additional Member Full Registration* \$125

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

*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 Roofing & Siding Contractors Alliance (RSCA) Members.

Non-Member Individual Full Registration \$450 per person

Join and Register Option for Contractors
Become an MRCA Member today and receive Silver Level Membership for 2017 - 2018 and 1 complimentary FULL registration.

Join and Register \$795
 Additional New Member Registration \$125

1-Day of Conference Registration
Includes 1 day of General Educational Sessions and Access to the Exhibit Hall. 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 Individual Registration \$150
 1-Day Non-Member Individual Registration \$195

Exhibit Hall Access 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) \$125

Subtotal A \$ _____

Activities Requiring Separate Registration Fee **B**

Arrowhead Steep Slope University for Contractors
(Includes Steep Slope Educational Courses, Meals & Access to Exhibit Hall)
 \$50 per person

YCC Bowl-O-Rama Foundation Fundraiser Outing
 Monday, October 16th 7:30 - 9:30 pm
 \$40 per person

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

Reauthorization Tuesday, October 17th 7:00 am - 2:00 pm
New Trainers Tuesday, October 17th 7:00 am - 6:00 pm
 \$375 per person for MRCA, NRCA and RSCA
 \$495 per person for Non-Members

CERTA Applicator Course
(Includes Meals & Access to Exhibit Hall)
 Wednesday, October 18th 7:30 - 11:30 am and 1:00 - 5:00 pm
 \$325 per person for MRCA, NRCA and RSCA Members
 \$475 per person for Non-Members

Subtotal B \$ _____

Activities Requiring Separate Registration Fee Cont. **C**

Spouse and Guest Outing in St. Louis
 Wednesday, October 17th 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 \$ _____

General and Steep Slope Educational Sessions **D**

For space and meal planning purposes, please check which sessions you plan on attending.

Monday, October 16th General Educational Sessions

<input type="checkbox"/> 1:00 - 3:00 pm	MRCA Women in Roofing Roundtables
<input type="checkbox"/> 4:00 - 5:00 pm	Understanding Your Overhead
<input type="checkbox"/> 5:00 - 5:30 pm	New Member / 1st Time Attendee Reception

Monday, October 16th Arrowhead Steep Slope University Sessions

<input type="checkbox"/> 4:00 - 5:00 pm	Understanding Your Overhead
<input type="checkbox"/> 5:00 - 7:00 pm	Ventilation Program

Tuesday, October 17th General Educational Sessions

<input type="checkbox"/> 8:15 - 10:15 am	MRCA Keynote Speaker & Awards Ceremony
<input type="checkbox"/> 10:15 - 11:15 am	Psychological Selling
<input type="checkbox"/> 11:15 am - 12:15 pm	YCC/PCC Around the Roof
<input type="checkbox"/> 5:30 pm - 8:30 pm	Welcome Reception & Foundation Auction

Tuesday, October 17th Arrowhead Steep Slope University Sessions

<input type="checkbox"/> 10:15 - 11:15 am	Understanding Your Overhead & Financials
<input type="checkbox"/> 11:30 am - 12:15 pm	OSHA for Steep Slope Contractors

Wednesday, October 18th General Educational Sessions

<input type="checkbox"/> 8:00 - 9:30 am	Presidents Panel
<input type="checkbox"/> 9:45 - 10:45 pm	Subcontracting in Roofing
<input type="checkbox"/> 11:00 - 12:30 pm	T&R Lunch and Learn
<input type="checkbox"/> 2:00 - 3:00 pm	YCC Hosted War of the Words Panel Discussion

Wednesday, October 18th Arrowhead Steep Slope University Sessions

<input type="checkbox"/> 9:00 - 10:00 am	Dealing with Insurance Companies
<input type="checkbox"/> 10:15 - 11:15 am	Crew Leadership & Communication

Special Requests **E**

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

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

Check to MRCA Visa MC AmExp Discover
 Card # _____ Exp. Date _____
 Name on Card _____ Billing Zip Code _____

Cancellation Policy All cancellations must be received in writing. A \$15 processing fee applies to all cancellations. No refunds will be given after October 1, 2017. All refunds will be processed after the conference.

Registration INFORMATION

SHOW LOCATION AND HOTEL

The 68th Annual MRCA Conference and Expo will be held at the America's Center Convention Complex.

America's Center Convention Complex

701 Convention Plaza Street
St. Louis, MO 63101
www.explorestlouis.com/meetings-conventions/americas-center

Embassy Suites by Hilton - St. Louis Downtown

610 North 7th Street.
St. Louis, Missouri 63101
Hotel Reservations: 1-800-362-2779

MRCA's special Room Block Rate

One Bedroom Suite with a King Bed \$169+tax.

One Bedroom Suite with 2 Queen Beds \$179+tax

Please remember that your reservation cut-off date is 9/25/17.

Embassy Suites Parking

Self parking Not Available
Valet parking \$30.00 (No Oversize Vehicles)

Courtyard Marriott - St. Louis Downtown

823-827 Washington Ave.
St. Louis, Missouri 63101
Hotel Reservations: 1-800-321-2211 and give group code "MWR"

MRCA's special Room Block Rate

King Bed Room \$169+tax

Two Queen Bed Room \$169+tax

Please remember that your reservation cut-off date is 9/25/17.

Courtyard Marriot Parking

Off-Site parking \$17.00
Valet parking \$27.00

Airport

Lambert-St. Louis International Airport
10701 Lambert International Blvd.
St. Louis, MO 63145
www.flystl.com

Transportation

Shuttle Service (877) STL-GOVAN or (877) 785-4682
Customer Service Representatives are available 24 hours a day. Shared ride shuttles leave the Airport approximately every 30 minutes between 6am and 10pm and begin servicing routes to the airport at 4am.
Taxi Zones -
Terminal 1: Exit Door 14 to Garage Yellow Level
Terminal 2: Exit Door 12

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.

#MRCA2017

Exhibitors AND EXHIBIT HALL

Visit leading industry suppliers in the exhibit hall where they will showcase their products and services during the MRCA 68th Annual Expo. The exhibit hall is designed to allow you to meet face to face with vendors, view product demonstrations, and network with your peers. Connect with each exhibiting company to learn how they can help you grow your business!



New this year to the Expo Floor will be the Arrowhead Sponsored Steep Slope University and the Tennsmith/Roper Whitney Sponsored Metal Shop. Arrowhead Steep Slope University will feature special educational sessions (separate registration required) and product demonstrations geared towards the Residential and Steep Slope Contractors. The Metal Shop will feature a full working metal shop complete with a press break, roll machine and shear. Demonstrations will be happening throughout both days of the Expo.

2017 EXHIBITORS*

* Exhibitor list is as of August 20, 2017

MONDAY OCTOBER 16TH

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

TUESDAY OCTOBER 17TH

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

12:30 pm–4:00 pm
Trade Show Open

WEDNESDAY OCTOBER 18TH

12:00 pm–4:00 pm
Trade Show Open

4:00 pm–7:00 pm
Exhibitor Move-Out

838 Coatings	Firestone Building Products	Quarrix Building Products
A.C.T. Metal Deck Supply	FollowUp Power	RK Hydro-VAC, Inc.
ABC Supply Co., Inc.	GAF	Roofers Mart, Inc.
AccuLynx	Genesis Contractor Solutions	RoofersCoffeeShop.com
Allied Building Products Corp.	Georgia-Pacific Gypsum	Roofing & Siding Contractors Alliance
APOC	Hallmark Building Supplies, Inc.	Roofing Contractor Marketing
ATAS INTERNATIONAL, INC.	Harness	Roofmaster Products
BCT Benefits	IKO	SIKA SARNAFIL
Beacon Roofing Supply	IR Analyzers / Vector Mapping	Siplast
Beeline Purchasing, LLC	Johns Manville	SOPREMA
Big Rock Supply	Karnak Corporation	Spec Building Materials
Carlisle SynTec Systems	Leading Edge Safety, LLC	Stinger
CERTA	Malarkey Roofing Products	TAMKO Building Products, Inc.
CERTAINTED CORPORATION	McElroy Metal	The Estimating Edge
CHEM LINK INC.	MRCA Foundation	Titanium / RhinoRoof
Cordeck	MRCA Welcome Center	Titebond
DATAFORMA, INC.	MSA	TRUFAST
Dimensional Metals, Inc.	Mule-Hide Products	United Union of Roofers
D-MAC Industries - Same Day Steel Deck	OMG Roofing Products	VAC-IT-ALL
Duro-Last Roofing, Inc.	Owens Corning	VADA Vented Roofs
EagleView Technologies	Petersen Aluminum	
Everest Systems	Polyglass U.S.A., Inc.	

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

RACHEL PINKUS, MRCA MANAGING DIRECTOR

800.497.6722 / rpinkus@mrca.org

Workers' Comp for Working People



AMERISAFE

800-897-9719

www.amerisafe.com

We Are Workers' Comp. AMERISAFE provides Workers' Comp Insurance focused on small to mid-sized employers in hazardous industries. Specialized underwriting, extensive field services in workplace safety and claims management, and financial soundness is demonstrated by our A.M. Best & Company rating of "A" (excellent). AMERISAFE is the right choice for your Workers' Comp Insurance needs.

ON DECK with Morgan



MRCA Board of Directors,
First Vice President
MRCA Foundation Board
Executive Committee
Liaison to the T&R, YCC
and Advisory Councils

President



CONTACT US

www.spragueroofing.com
Sprague Roofing Company
3515 N 39th St. Cir.
Lincoln, NE 68504
(402) 467-1949



7 THINGS ABOUT GREG SPRAGUE OF SPRAGUE ROOFING COMPANY, PEORIA IL

- Greg Sprague grew up in the roofing industry. His parents opened Sprague Roofing Co. in Lincoln Nebraska in 1961. Greg's mother did the books and his father ran the crews. Weekends and school breaks, Greg would often work at the shop with his mom or on the roof with his father.
- In high school Greg played football, basketball and baseball, as well as developed a love for singing and playing the guitar. After graduation he enrolled at the University of Nebraska, majoring in Music Education. Music would not turn out to be his life's work though. "As I grew up I realized I was probably not going to be the next Paul McCartney," he said chuckling, "and I didn't want to starve." Greg graduated from college, one Saturday in May of 1979, and started his career with Sprague Roofing Co. the following Monday.
- Greg has two grown daughters. "Heidi is an attorney. She and her husband have a three year old son, and identical twin 15 month old girls. Laura is a school teacher and has a three year old daughter with her husband. I'm so proud to call myself their father, and I love spending time with my family."
- Greg enjoys traveling, and he spent a week in Alaska last fall, and traveled to Italy last year with his girlfriend, Susanne. They also enjoy vegetable gardening together, and are excited to have a nice crop of pumpkins this year for the grandkids!
- Greg supports the Boy Scouts, "Scouting was a big part of my childhood and I really enjoyed being out of doors. I actually made it to Eagle Scout, and am grateful for the opportunities it gave me."
- "The MRCA has played an important role in my development as a contractor. My parents began membership with MRCA in 1974 and our company has been a continuous member since. They saw the value of the fellowship. Over my 40 year career, it's MRCA that has given me some of my closest and dearest friends. Not only that, over these 40 years the roofing industry has seen constant change. That's what makes things like the emphasis on safety, through the Safety Awards and CERTA Program, so relevant today. The Young Contractors Council is the best way for young men and women who will ultimately inherit the industry to associate with each other in a professional environment and have the opportunity to be mentored by some of the more "seasoned" MRCA roofing contractors. I'm excited for MRCA. We are becoming younger, more enthusiastic, more diverse."
- "Susanne and I are looking forward to seeing everyone in St. Louis this October, and as the oncoming MRCA President for 2018, it will be great to have the 2018 conference return to my home state in Omaha Nebraska!"





LEGAL SERVICES PLAN

WHAT IS IT?

The Midwest Roofing Contractors Association has entered into an agreement with the law firm of Auman, Mahan, and Furry to provide the MRCA membership with this unique service.

HOW DO I USE THE PLAN?

Auman, Mahan, and Furry specializes in labor and employment law, discrimination, wage-hour, prevailing wage, workers' compensation, unemployment compensation, construction law, construction claims disputes, government contract disputes, occupational safety and health, pensions, fringe benefits, collective bargaining, litigation, and business law; including taxes and securities. The firm represents numerous business clients and various associations throughout the Midwest, including MRCA.

WHAT IF I NEED ADDITIONAL HELP?

Additional legal services will be offered to members at a preferred hourly basis. Court costs, filing fees, and miscellaneous disbursements would be paid for by the member, and itemized by the firm.

WHAT DOES IT COVER?

The primary purpose of this service is to provide MRCA members the opportunity to discuss and identify legal problems, and to resolve general questions and concerns quickly through convenient access to specialized and qualified legal counsel. Each MRCA member is entitled to one 30 minute consultation per month either by telephone, email, or office conference, at no charge. It is understood that these consultations and conferences will be based on existing knowledge of the attorney without further research and analysis. When calling Dunlevey, Mahan, and Furry, please ask for Gary Auman and identify yourself as a MRCA Member calling under the Legal Services Plan.

HOW DO I CONTACT AUMAN, MAHAN, & FURRY?

**Auman
Mahan + Furry**
ATTORNEYS

Gary Auman

110 North Main Street Suite 1000
Dayton, OH 45402-1738
(937) 223-6003
gwa@amfdayton.com

Midwest Roofing Contractors Association

2077 Embury Park Rd.
Dayton, OH 45414

www.mrca.org

800-497-6722

937-278-0317

info@mrca.org

facebook.com/mymrca

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

Course for Presidents

RUN YOUR BUSINESS, DON'T LET IT RUN YOU



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

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

What's the answer? Professional management

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

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

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

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

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

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



Aileron Professional Management System



Course for Presidents

RUN YOUR BUSINESS, DON'T LET IT RUN YOU

Individualized Support

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

Sep. 12 - 13, 2017

8:00 am - 5:00 pm
Aileron Campus, Dayton, OH

Oct 3-4, 2017

8:00 am - 5:00 pm
Aileron Campus, Dayton, OH

Nov 7-8, 2017

8:00 am - 5:00 pm
Aileron Campus, Dayton, OH

WHO SHOULD REGISTER?

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

MRCA is Partnering with Aileron to Offer this New Member Benefit!



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

Find us at...



facebook.com/mymrca



twitter.com/MidwestRoofer



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



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



Industry News

Trump's OSHA Slashes Many Worker Safety Rulemaking Plans

by Stephen Lee and Marissa Horn

The Trump administration has slashed several worker safety rulemakings, following through on the president's vows to reduce regulations.

**Bloomberg
BNA**

The Occupational Safety and Health Administration now is abandoning efforts to regulate worker exposure to combustible dust (RIN: 1218-AC41), construction noise (RIN: 1218-AD06), and vehicles backing up in factories and construction sites (RIN: 1218-AC51), as well another that would update the way the agency adopts permissible exposure limits for chemicals (RIN: 1218-AD01).

The spring regulatory agenda, released July 20, cites "resource constraints and other priorities" for those abandoned rulemakings, and offers no new rulemakings on workplace protections. A spokeswoman for OSHA said it isn't the agency's policy to comment on the regulatory agenda.

Business interests were quick to applaud the document.

Mass. Roofer Fined \$183K For Poor Fall Protections

by Aaron Nicodemus

A Massachusetts roofing company, repeatedly cited for violating workplace safety requirements, was fined \$183,096 by OSHA for failing to provide adequate fall protection at two roofing job sites in Rhode Island.

**Bloomberg
BNA**

Lincoln Master Construction, Inc., of Brockton, Mass., and its owner, Ivan Paredes, was fined on March 6 for failing to provide adequate fall protection for its workers at job sites in Cranston and Pawtucket, both in Rhode Island. Paredes has contested OSHA's most recent findings.

The September 2016 inspections found that workers at the job sites were exposed to falls of between nine and 27 feet, without adequate fall protection. OSHA also found that Lincoln Construction failed to provide adequate training, as well as headgear, for workers at both Rhode Island job sites.

At the Pawtucket work site, Lincoln Construction also failed to provide eye protection for its workers, according to OSHA. The inspections were the result of complaints made against the company, according to an OSHA spokesman.

Paredes and Lincoln Construction have been cited by OSHA for workplace safety violations eight times since 2010. In 2015, Paredes was fined \$72,800 for violations at a job site in North Smithfield, R.I. He eventually settled that claim by paying \$50,960 in a settlement with OSHA.

CUSTOM TAILORED LEGAL SOLUTIONS

for Your Business

In some areas of the law, off the rack won't do! Let our experienced attorneys provide you with effective legal solutions.

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

*WE ARE A PERFECT FIT,
NO MATTER THE SIZE*



Gary W. Auman

**Auman
Mahan + Furry**
ATTORNEYS

www.amfdayton.com • (937) 223-6003

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!**

To browse the catalog, go to <http://www.beelinepurchasing.com/store/categorylist.cfm>

To make a purchase, please contact Kevin Holden at Beeline Purchasing, 513-607-5955 or email him at kevin@beelinepurchasing.com

Benefits include:

- 10-30% savings over traditional methods of purchasing
- Multiply the buying power of the entire group (MRCA) for additional discounts
- First hand technical assistance and support from factory reps
- Independent and unbiased brokers
- Reduce middleman expenses
- Pass on manufacturer promotions



Over the past 5 years, I have saved thousands of dollars by purchasing my safety products from Beeline. They offer everything from hard hats and safety glasses to fall protection and other safety equipment that is shipped quickly and directly to my warehouse. In addition to being cost effective and convenient, Beeline provides you with your own personal broker, something you would not get dealing with a large distributor!”

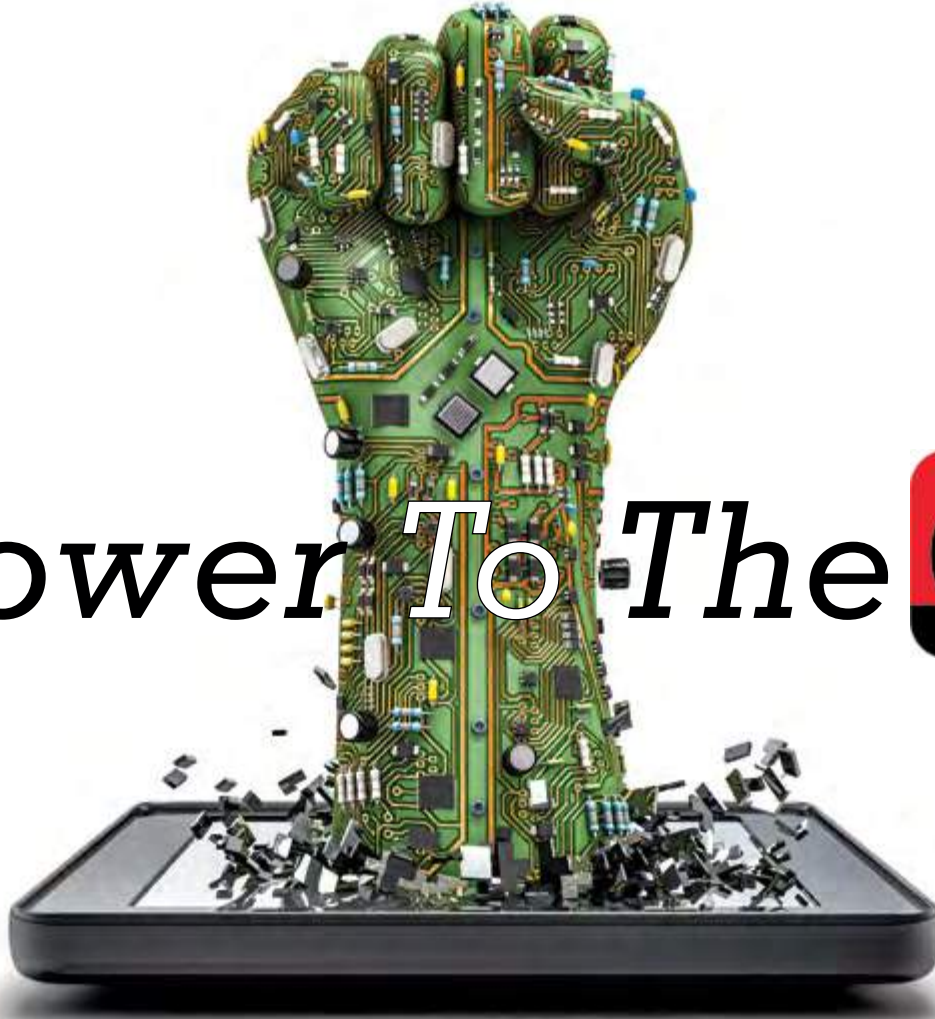
Fred Horner
President/CEO
Advanced Industrial Roofing, Inc.



beeline
Specialized Purchasing Brokers



Power To The



**Arm your crew with the latest
INSPECTION MOBILE APP**

VOTED
BEST

By
Industry
Leaders

Features include



Custom checklists, Custom inspection reports, Photos from roof to office, On-site emailed reports, Photo upload to checklist, Record existing roof composition after investigation, Standardize the inspection process, Reports from roof to building file, Save time generating inspection reports and much more!



Being CERTA Certified

Greg Sprague - Sprague Roofing Co.

It was a nice fall morning in 1983 when I answered the phone at my office. On the line was one of my repair technicians who was out on a service call. I could tell by the intonation in his voice that something was wrong as he explained to me that he had apparently started a fire while making a flashing repair at the parapet wall on a BUR roof while using

“I could tell by the intonation in his voice that something was wrong”

a roofing torch. My heart went to my throat as I jumped in my pickup and drove to the site of the fire. As I approached I could hear the sirens of the firetrucks wailing and the thick dark smoke billowing into the morning autumn sky. I had to pull over to the side of the road to vomit and compose myself before proceeding to face my customer, the fire chief and the local news media. It was probably the lowest point in my entire 40 plus year career as a roofing contractor. All because my repairman was not adequately trained in safe roof torching practices. He was unaware of how negative air pressure in a building could suck the flame of a roofing torch down in and behind the flashing of the parapet wall and cause a fire!

Because of fires such as the one I just described in 1986 the Midwest Roofing Contractors Association introduced the CERTIFIED ROOFING TORCH APPLICATOR safety program better known as CERTA to the roofing industry. From 1986 until 2003 CERTA was an exclusive MRCA program. Due to the increasing number of roof fires and large dollar amount of fire property loss claims the Insurance Industry was on the verge of no longer underwriting liability coverage to contractors who used an open flame torch in their roofing operations. Fortunately for the roofing industry the MRCA had the CERTA

program available. In 2003 to address those insurance industry concerns the MRCA and the NRCA partnered together to revise the CERTA program and bring it to the roofing industry on a nationwide basis. Since that partnership the MRCA and NRCA have made CERTA the largest roof torch safety applicator program in the world with over 26,000 roof mechanics having been CERTA trained and property damage losses caused by roof torch fires have dropped dramatically.

The MRCA T & R committee and the NRCA TOC committee have been working together to edit and review a new updated CERTA training video. It should be ready in the near future. CERTA Train-the-Trainer Authorization Class will be offered this September 21st and CERTA Train-the-Trainer Reauthorization Class this September 22nd both of those classes being held in Rosemont, Illinois. MRCA will be sponsoring a CERTA Train-the-Applicator Class in conjunction with North Texas Roofing Contractors Association in the Dallas/Ft Worth Area on October? The MRCA will once again offer CERTA Train-the-Trainer Authorization Class and CERTA Train-the-Applicator Classes at the MRCA Conference and Expo in Saint Louis, Missouri this coming October 21st through the 23rd. For more information concerning these upcoming CERTA Training courses you can contact MRCA Staff at 800-497-6722 or visit MRCA's website at WWW.MRCA.ORG

You never want to experience a fire as a result of one of your employee's not being CERTA trained! The CERTA program is one of the great success stories of the roofing industry and the MRCA is committed to the MRCA/NRCA CERTA program. MRCA and will continue to promote and provide CERTA training to its membership and the roofing industry now and into the future.



THE ZONE[®]: MALARKEY ROOFING'S SHINGLE NAILING AREA



Your nailing area shouldn't need a playbook.



The average roof has about 7,920 nails. The Zone[®] nailing area was developed to ensure the contractor has the opportunity to install the roof correctly every time. Malarkey for the win.



WWW.MALARKEYROOFING.COM



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

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





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PAYMENT PROCESSING SECURITY— It makes Sense and Cents for your Organization



By Natalie Dunlevey President, Enterprise PCI

It's a beautiful Monday morning and you are a business owner or an executive director of a non-profit or a city manager of a mid-sized city and the first phone call that you take when you arrive at the office is one of the card companies informing you that your payment processing solution has been breached. Customers, donors and tax payers' financial data are now on the "Dark Web" for sale to the highest bidder. Do you think that your business is worth more or less than it was before the breach? Do you think that you will have more or less donations to your non-profit? Do you think the breach will sit well with tax payers? Do you wish you had taken security measures with respect to your payment processing more seriously?

Unfortunately, many organizations come to security maturity in the worst possible way—a breach of their customers' data. Breaches can occur with all types of data within an organization and most security measures include strengthening firewalls and updating passwords frequently. Payment Processing—the acceptance of credit, debit, prepaid and purchase cards—requires its own unique, multi-layered security and compliance solution.

Organizations now have the ability to take payments in a myriad of methods including:

- eCommerce—Performed via an online payment portal. Sometimes referred to as a "virtual terminal"
- Point of Sale System—Today's version of a cash register. Typically utilized with a cash drawer and separate printer
- Terminal—Typically a counter- or desk-top device that accepts card payments at the point of purchase. The printer is embedded within the device and produces merchant and customer copies. Some have attached pin pads for EMV card acceptance; others have the EMV slot within the device. Certain pin pads also have NFC (Near Field Communication) to accept Apple Pay, Google Wallet, Android Pay and other virtual cards.
- Mobile Payments—Card readers are attached to a smart

phone or tablet and have the functionality to take payments anywhere. Typically a cloud-based app is available with the solution as well

- Recurring Payments—Customers enter their card information into a data base and agree to monthly, quarterly or annual payments. Similar to a subscription service.

With the many types of payment options available to merchants, implementation of a robust security solution absolutely has to occur because the referenced applications cut across many mediums. In addition to a well-maintained firewall and tightly monitored policy and procedure program with respect to handling of the public's card information, the minimum security solutions must be employed:

- EMV protocols—Europay-MasterCard-VISA compliance which is typically referred to as the "chip" card. This technology employs a microprocessor chip in place of utilization of the magnetized strip on the back of a debit or credit card
- PCI compliance—Payment Card Industry compliance which outlines protocols for card acceptance and an annual survey which is completed depending on the manner in which a card is processed by the merchant
- P2P Encryption and Tokenization—Truncating of card numbers and assigning specific tokens to each transaction provides an exceptionally secure transaction that even if compromised is deemed worthless by a cyber thief

Finally, even with scrupulous attention to payment processing security, breaches may occur. Implementing a payment processing security program does not insure that a breach doesn't occur but it DOES make your organization much less of a target. Cyber criminals are by-and-large lazy. They are on the hunt for the lowest hanging fruit to steal and convert into easy money. Once your system is identified as having implemented a highly secure payment processing solution, these thieves will move on to a less secure victim. Don't let your organization be an easy target!





UPDATE

Gary Auman, MRCA Legal Counsel

Electronic Recordkeeping

The anticipated completion of the new OSHA standard for electronic recordkeeping has finally been issued. The date by which all employers with more than twenty employees in any establishment must be reported by December 1st of this year. In fact, the site is up right now for anyone who wants to get their 300A's filed before the deadline. However, I am not advising this course of action. Many things can occur between now and December 1st. The Trump administration has not been too kind to OSHA. The number of enforcement activity is down from 2016. The development of many standards has been delayed or cancelled. So, there is a chance that the filing deadline or some of the guidelines surrounding the standard could be changed. You may want to get your 2017 OSHA 300A ready to go by November 1st and plan to file it the first or second week of November if nothing occurs to further delay the enforcement date or affect the information to be filed. To find the site for reporting, you need to go to www.osha.gov and follow the links to the site location and the format for reporting.

“You can, however, require employees to report as soon as possible following the injury”

In the first paragraph I spoke of establishment. This may be an important concept for your company. The concept may not be important at this time since only your OSHA 300A will have to be filed. Of course, if you can identify separate establishments, each with fewer than twenty employees, you will not have to file anything. But,

it becomes much more important for July 1st of 2018 when establishments with more than 250 employees will have to file not only the 300A's for 2017, but also all the OSHA 300's and 301's. An establishment is defined in 29 CFR 1904.46 as a single physical location where business is conducted or where services or industrial operations are performed. In industries such as construction, an establishment is represented by main or branch offices that either supervise such activities or are the base from which employees carry out these activities. There is more detail provided in this section, but they deal with exceptional situations. The basic definition for an establishment is as stated above and found in 1904.46.

Do not lose sight of the other critical part of the new electronic recordkeeping rule. Of course, I am referring to the anti-retaliation provisions which went into effect on December 1, 2016. If you have not already reviewed your on-the-job injury reporting protocols you need to get that accomplished ASAP. Your procedure cannot be too complicated and must not penalize an employee for not reporting within a fixed time period. You can, however, require employees to report as soon as possible following the injury. If you decide to take this approach, I suggest justifying it by stating that in order to investigate any on-the-job injury to prevent a hazard from resulting in the injury of another employee, you need to know about the initial injury as soon as is reasonably possible. Also, this new rule reinforces my advice (given many times) for the regular and consistent enforcement of your safety discipline program. This is going to be the only way you will be able to demonstrate that you have not disciplined an employee following their injury because they violated a safety rule which resulted in their injury.

The New OSHA Respirable Silica Standard

“ please do not forget your heat illness prevention programs. OSHA has announced several times this spring and summer that they are taking a special interest in this safety issue”



is still set to go into effect on September 23rd. This standard addresses exposures to crystalline respirable silica. This is defined in Section 1926.1153(b). It is defined as quartz, cristobalite, and/or tridymite contained in airborne particles which are determined to be respirable by a sampling device designed to meet the characteristics of respirable particle size. Please do not forget that you have responsibility for the exposures of your employees whether you are causing the dust to which they are exposed or not.

Heat Illness Prevention - Finally, as we have several weeks left for the possibility of very hot weather, please do not forget your heat illness prevention programs. OSHA has announced several times this spring and summer that they are taking a special interest in this safety issue. I have advised at least ten contractors so far this summer on heat illness compliance issues and I have dealt with several employee complaint letters to OSHA regarding their employer's heat illness prevention efforts. Fortunately most of these employers have been clients who I knew had complaint programs

adopting the five components of the NIOSH criteria document. As a reminder (this topic always bears repeating) those points are: 1) have an acclimatization programs for new employees on the job site and employees returning to the jobsite after several days away; 2) establish work/rest regimens tied into the variations in the heat index; 3) ensure that your employees hydrate themselves sufficiently, they should drink at least one 8 – 10 ounce glass of water every 20 – 25 minutes – this may vary with the heat index; 4) provide cooling off areas in close proximity to the jobsite; and 5) training of employees to at least recognize the symptoms of heat illness and the first aid necessary to respond to employees experiencing the symptoms of heat illness.

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@amfdayton.com.

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MRCA Member Benefits

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

MONTHLY SERVICES INCLUDE

- Ensuring consistent account placements
- Evaluating skips and running them through databases free of charge
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TekCollect also offers MRCA members additional advantages:

- Account recovery specialists
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- FREE Accounts Receivable Analysis at no cost and no obligation

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

Please contact Diane Schumm directly to get started:

Diane Schumm, Vice President Corporate Services
TekCollect Debt Collection Service

(866) 652-6500

Diane.Schumm@tekcollect.com

tekcollect.com

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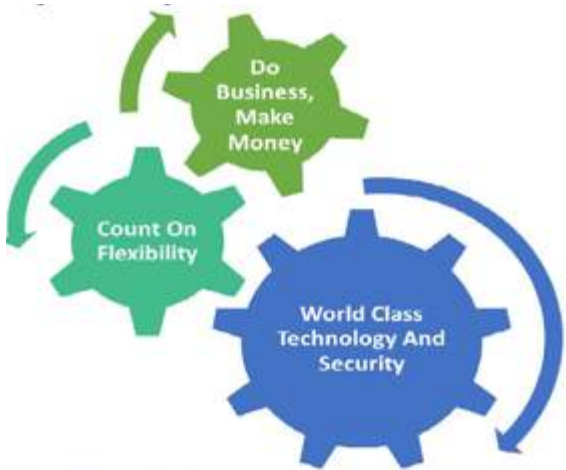


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CAPABILITIES STATEMENT

Credit Card Processing / Merchant Support Services



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NATALIE DUNLEVEY, PRESIDENT

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CERTIFICATIONS

- SBE Small Business Enterprise
- WBE Woman Business Enterprise
- DLBE Dayton Local Small Business Enterprise
- DBE Disadvantaged Business Enterprise
- HIPAA Certified
- EDYGE Certified
- WBENC Women's Business Enterprise National Council

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