

## TAX CUTS AND JOBS ACT OF 2017

New Tax  
Reform Has  
Major Effect on  
Roofing Industry  
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GARY'S CORNER:  
**BUT, IS IT  
SAFETY OR  
LUCK?**  
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## ROOFING DAY IN D.C.

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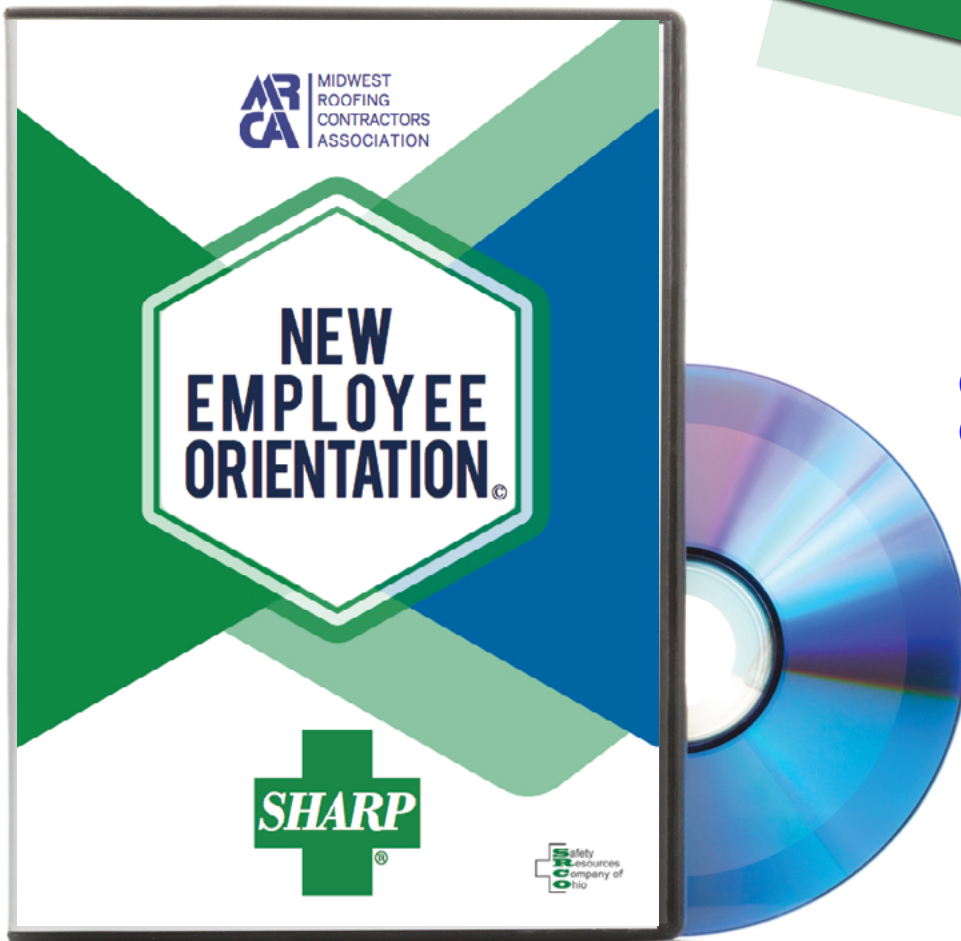
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April 2018

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# Roofing Day in Washington DC a Success

Greg Sprague, MRCA President

I recently returned from the NRCA's Roofing Day in Washington DC where the MRCA was represented by MRCA Executive Director, Bob Pope; Deputy Director, Valerie Pope; First Vice President, Kevin Gwaltney; Secretary, Kelly Lea; Chairman of the Board, Mark Langer; Membership and Marketing Committee Chairman, Ronnie McGlothlin; Advisory Council Chairman, Greg Bloom and myself. I also saw many other MRCA Contractor and Associate Members who were in attendance.

We met with our Senators, Congressmen and Congresswomen to address, support and discuss the following issues which are not only important to both the MRCA & NRCA, but to the entire Roofing Industry.

- Regulatory Reform
- Workforce Development
- Immigration Reform

The MRCA By-Laws specifically state, "Support and encourage legislation which is designed to benefit the members of the industry, their employees, and the public as a whole, as affected by the roofing, waterproofing, insulation, and siding industry. Oppose such legislation as is deemed to be inimical to the welfare of the members of the roofing industry so as to assist in elevating the financial stability of its members."

Your MRCA Board of Directors approved financial assistance of \$5,000 to the NRCA to help make the Roofing Day in Washington DC a success! With the exception of the MRCA Executive Director, all other MRCA representatives were in Washington DC at their own expense. I believe in this instance your MRCA Staff, Officers and Board of Directors have met, if not exceeded, the obligation to the MRCA By-Laws, all the while observing fiduciary responsibility to the membership of this fine association!

It has been a busy two months since my last President's Message. The MRCA Winter Board of Directors and Committee Meetings in Tucson have come and gone and by all accounts they were enjoyed by all participants. Much was accomplished as we worked diligently on planning the upcoming Annual Conference and Expo in Omaha, Nebraska. We were also focused on our 2018 MRCA Membership Drive. The MRCA continues to move forward towards the 2018 goal of a 5% increase above 2017 in Roofing Contractor members. Special thanks go out to Johns Manville, GAF, Sika Sarnafil, Malarkey Roofing Products, Empire Roofing & L. Marshall Roofing for their financial contributions in helping the MRCA meet the goals of the 2018 MRCA Membership Drive!

When you read this President's Message, more than likely your MRCA Board of Directors and Committee members will be meeting in Omaha, Nebraska for the MRCA Spring Meetings. If you are a MRCA member in good standing, please accept this invitation to attend MRCA's Cocktail Reception at the Hilton Hotel in Downtown Omaha the evening of April 9th from 5:30 to 7:30 pm where the MRCA will announce it's 2018 Conference and Expo Agenda and kick off the promotion for that event. If you plan to attend the reception please RSVP to Kacie Stucker at (800) 497-6722 or email [KSTUCKER@MRCA.ORG](mailto:KSTUCKER@MRCA.ORG)

I leave with this final thought... the MRCA was, is, and will remain, the Roofing Contractors Advocate!

Sincerely,  
Greg Sprague  
2018 MRCA President  
Sprague Roofing  
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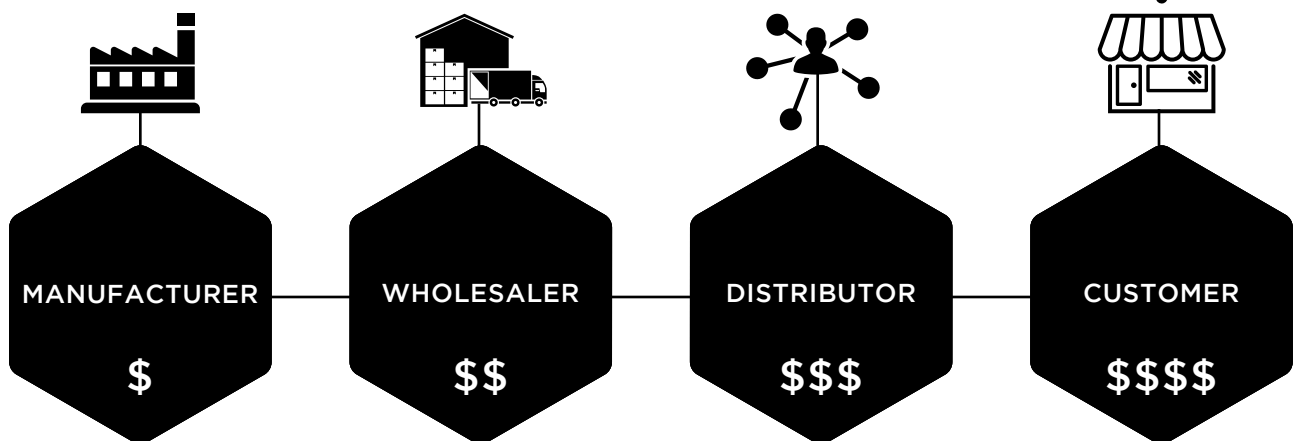


MRCA Executive Director, Bob Pope, and MRCA President, Greg Sprague, show their support as sponsors of the DC Fly-In

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

# NRCA Roofing Day in D.C.

**M**RCA was pleased to sponsor and participate in the first ever NRCA Fly-In in Washington, DC. Our thanks go out to the many contractors, manufacturers, distributors, and affiliate executives from the region who took time away from their businesses and organizations to advocate for the roofing industry on Capitol Hill. These unique state delegations, made up of participants from across the industry's value chain, spoke to Congress on important issues such as Regulatory Reform, Workforce Development, and Immigration Reform.



NRCA CEO Reid Ribble thanked the Fly-In Sponsors, including the MRCA, for their support of this inaugural advocacy event.



MRCA/ORCA Deputy Director, Valerie Pope joins MRCA/ORCA Executive Director, Bob Pope to meet with Congressman Warren Davidson who represents Southwest Ohio



CRCA visited Congressman Peter Roskam of Illinois' Sixth District. Pictured here are: Dave Good, CJ Martin, CRCA President Troy Wormley, Congressman Peter Roskam, Rick Schmidt, and CRCA Executive Director, Bill McHugh



MRCA Secretary, Kelly Lea of Texas Roof Management in Richardson, Texas represented MRCA in the Texas Delegation along with MRCA Past President, Ronnie McGlothlin of Empire Roofing and his son Tyler Lea of Empire Roofing.



WRCA's Executive Director Jeff Beiriger along with WRCA Directors Dan Knickelbein and Brian Schaut wait outside the office of U.S. Senator Ron Johnson prior to their meeting.



MRCA President, Greg Sprague meets with Congressman Don Bacon who represents Omaha, Nebraska.



Monica and Marc Cameron of Diamond Roofing in Manhattan, Kansas participated in the Kansas Delegation. They are joined in this picture by Sherri Miles.



The Chicago Roofing Contractors Association's group was 25 strong! Here they are outside Senator Dick Durbin's office.



NRCA CEO Reid Ribble shared his personal experiences as a Congressman to help all of the participants become more effective advocates for the roofing industry on Capitol Hill.

Roofing Technology Think Tank (RT3) also had a great contingent that included lots of our MRCA Members!



The Dayton, Ohio Delegation stormed Capitol Hill! Pictured here is Jeff Sandlin of Maxim Roofing in Fairborn, Ohio and Valerie Pope of the Ohio Roofing Contractors Association in Dayton, Ohio.



CRCA's Brian Cronin and George Patterson met with Congressman Dan Lipinski from the Third District of Illinois.



The large Ohio delegation, led by Nick Sabino of Deer Park Roofing in Cincinnati, Ohio and Scott Cipson, of Fibertite in Wooster, Ohio met with Senator Rob Portman's staff to discuss his strong support of Regulatory Reform through his sponsorship of the Regulatory Accountability Act.



MRCA President, Greg Sprague of Sprague Roofing meets with Congressman Jeff Fortenberry who represents Lincoln, Nebraska



Chicago Roofing Contractors Association's (CRCA) delegates visited Congressman Randall Hultgren of the Fourteen District in Illinois. The meeting included: CRCA President, Troy Wormley, CRCA Executive Director, Bill McHugh, CJ Martin, Congressman Randall Hultgren, Rick Schmidt, Paul Shah



The Wisconsin delegation gathers outside the office of U.S. Senator Tammy Baldwin.



# 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?

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2077 Embury Park Road, Dayton, Ohio 45414

## MRCA Foundation Scholarship Application

Name of Applicant: \_\_\_\_\_  
(please print or type)

The MRCA Foundation is a non-profit organization established by the Midwest Roofing Contractors Association (MRCA). One purpose of the Foundation is to provide financial assistance to MRCA member company employees and their families pursuing higher education at an accredited university or trade school.

### ELIGIBILITY

Candidates must be an undergraduate or graduate student enrolled in a trade school, college, or university, or a high school senior provisionally accepted at an educational institution and expressing intent to pursue a degree or certified trade program with at least a 3.0 GPA or B Average Equivalent.

### APPLICATION REQUIREMENTS

Candidates must submit the following to be considered for a scholarship award:

1. A fully-completed application.
2. Proof of being associated with an active MRCA member company.
3. A written statement from the educational institution where the trade-related, undergraduate or graduate work will be undertaken, indicating provisional acceptance of the student at the institution.
4. Official transcripts from current high school or college showing at least a 3.0 GPA
5. Two letters of recommendation, submitted by persons at least 18 years of age who are not related to the candidate. Only one letter of recommendation may come from a Director of MRCA, however, none may come from a Director of the MRCA Foundation.
6. A typed essay of no more than one page, explaining why the applicant is interested in pursuing a degree in the construction industry or related field and any steps that have been taken to pursue this goal including relevant honors, activities, or employment.

### SCHOLARSHIP AWARDS

The number and dollar amount of scholarships awarded by the MRCA Foundation will be determined by the MRCA Foundation Board of Directors.

### SELECTION

Scholarship recipients will be selected on the basis of academic performance, employment experience, financial need, letters of recommendation, and a demonstrated desire to pursue higher education. All applicants will be notified in writing and the award will be mailed to the specified school. Should candidates rank equally in the judgement of the selection committee, the level of financial need will be considered the final criteria.

### DEADLINE

Entries, including all required information, must be postmarked or emailed no later than June 8, 2018 to be considered for the 2018-2019 academic year. For questions or to submit your application, contact Megan Miller at [mmiller@mrca.org](mailto:mmiller@mrca.org) or 800-497-6722. You can also go to [www.mrca.org](http://www.mrca.org) to download the application or submit online.

# MRCA Member Installs Roof Atop Historical Landmark in Cincinnati

By Tom Renner

**I**mbus Roofing Company has been a part of the Cincinnati business landscape since 1873. The family has a proud history in the city, and as a long-time member of the Midwest Roofing Contractors Association, takes great pride in its projects in the Queen City and surrounding communities.

One of its most recent projects was a roof replacement at Cincinnati Music Hall, an iconic building in the city that was recognized in 1975 as a National Historic Landmark by the U.S. Department of the Interior. A recent, two-year, \$143-million renovation at the Venetian Gothic structure designed by famous architect Samuel Hannaford included a new roof installed by Imbus. The company, which is now based in nearby Wilder, Ky., installed the previous roof on Music Hall in 1988.

“Imbus Roofing has been a valued vendor for Cincinnati Music Hall for decades,” said Scott Santangelo, Director of Operations for Music Hall, “With ongoing maintenance projects, emergency repairs, and multiple renovations – including the most recent and comprehensive in 2016, we are pleased to continue our relationship with the talented staff at Imbus Roofing.”

“We take pride in our work on many of the iconic buildings in Cincinnati,” said Andrew Imbus, Project Manager at Imbus Roofing of Wilder, Kentucky. “This is a project that we are going to be proud of for a very long time.”

Work started in August of 2015 and finished in October 2017. Music Hall, which is the home of the Cincinnati Symphony Orchestra and several other cultural organizations, reduced seating capacity at Springer Auditorium from 3,417 to around 2,200, depending on the configuration. The project included updates to the exterior, Edyth B. Lindner Grand Foyer, Corbett Tower, Library and Ballroom. In all, the



project added 31,549 square feet in the same footprint.

## Tackling Challenges On the Roof

Every contractor faced challenges in the project, but particularly so in the roofing. Imbus said simply setting up scaffolding to ensure the safety of its workers required significant effort. Imbus strives to provide each employee the safest working conditions possible and employs The Cooperative Safety Company to manage the safety aspects of each job.

“The steep slope of the main roof was high on our list of safety concerns,” Imbus said. “Just getting the entire work area scaffolded in a tight footprint was a challenge.”

Imbus said the building was due for a new roof, and the project happened to coincide with the renovation. “It was worn, but still water tight,” Imbus said. “Some shingles were starting to blow off.”

Music Hall’s roof soars 80 feet high at some points, and Imbus said his team had to work quickly because of ongoing work in



Music Hall’s interior. He also had to find replacement shingles that mirrored those of the past roof to preserve the historical appearance of the building. Working with PWWG Architects, Midwest Roofing Supply and 3CDC, Imbus Roofing installed approximately 600 squares of CertainTeed’s Grand Manor shingles in Stonegate Gray and Brownstone.

“It required a lot of planning,” Imbus said. “Roof replacement was an important part of the project, for protecting the interiors and for the overall look of the building. Since it’s an older building and with all the other work being performed, such as painting, masonry, and HVAC, we had to plan the work very carefully.”

The existing smoke vents had been nearly 50 years old, Imbus said, and were larger than the BILCO vents that his company installed. “They allow for the same amount of ventilation as the previous vents, which is all based on fire codes,” Imbus said. “These were the safest solutions for this project.”

**The Final Curtain**

Workers completed the renovation project in October 2017. The renovation added 31,549 square feet and required a full facility shutdown for more than 15 months. The project included renovations to its centerpiece, Springer Auditorium, along with exterior improvements, seating that decreased capacity but increased comfort, and added code-compliant accessibility for people with disabilities. “It used to be so long and narrow and cold,” architectural historian and longtime patron Walter E.

Langsman said in an interview with the New York Times in October. “It embraces you now in a way that never did.”

A MRCA member, Imbus said it is helpful to work with the Association, especially in projects of such historical significance. “I think that what we like most about MRCA is its unique take on legal and regulatory updates in the industry,” he said. “We like being connected with the network of like-minded contractors in our region, reading other contractor spotlights and seeing the history of other companies.”



*Tom Renner is an award-winning former journalist based in Connecticut who writes frequently on roofing, construction and building trades.*



# But, is it SAFETY or LUCK?

Gary Auman – Auman, Mahan & Furry

As I write the letters critiquing the applications of those contractors who took the time to participate in the 2017 Best Practices in Safety Recognition Program, I become aware again of how little many contractors really know about safety. Ask yourself, do you really know what it takes to make and keep your employees safe, or have you been cruising along waiting in the belief that you must be doing all that is necessary because your EMR for workers' compensation is very low. In other words, since you are paying a workers' comp premium that is below the base rate, you must be having fewer injuries and, therefore your employees must be working safely. But, is it SAFETY or LUCK?

Thinking that because you have never had a serious accident or injury (so far) is because you have a good safety program (even though you don't train or enforce your program and maybe have never even reviewed your safety program) is like a gambler telling himself or herself that winning at the casino is skill, not luck. Many people feel that because they have spent a lot of money on safety consultants or because they have downloaded a complex and detailed safety program from the internet, they have done all they can do to ensure that their employees are working safely. Think again. Many of you will say that you cannot do more than you do already. You will say that you cannot afford to have a safety manager with your company or you cannot afford to hire someone to review your existing program. Perhaps you are saying to yourself that safety is something you will take care of when you get your profit picture to where you want it and can take some time and spend some money to fix your safety situation. Well, that serious accident that has not yet occurred will not wait for you to get to the point in your business you want to be at to finally get around to safety. You may not have the luxury of waiting that you think you have.

In January, the employee of a contractor in Northwest Ohio was doing a roof tear off just as he probably had done many times before. He had not been trained to test his walking and working surface for its integrity, nor was he wearing a PFAS. As a result, a cross brace he went to stand on broke under his weight and he fell to his death. I do not have the details on the accident as of writing this article because OSHA has not completed its investigation, but it is my understanding that no one enforced any safety rules; no one made sure he was tied off; no one trained him in hazard recognition and no one ensured that the cross brace he went to stand on would support his weight. WHO is making sure that all of your employees KNOW all of the parts of your safety program that apply to them and the work that they do? WHO makes sure every day, ALL DAY, that every one of your employees are working safely and in compliance with your safety rules? Who has ever looked at your safety program (scope, compliance, training and enforcement) to be sure that it effectively covers all of the work

your employees do?

Many contractors believe that they do not need to have their safety program reviewed because they spent thousands of dollars to have someone develop it for them or because they are using the same program that was recommended to them by another contractor. But, what makes the "other contractor" a safety expert? How do you equate dollars spent to having a solid program? In the trade associations I represent I have heard many times the statement "I do not need to have my safety program reviewed because (fill in the blank). But, when those who have made that statement got around to having the program anonymously reviewed by safety professionals in their industry they have found that there were significant parts missing from their program. Some programs were very tightly written when they were first reviewed, but many needed a significant amount of work.

The MRCA, as a member service, makes available to its members a best practices safety recognition program. The cost to participate is \$500.00. What is the price you place on safety? Should you not make a small investment to have eight important parts of your safety program reviewed?

In 2017 one of the safety program components we covered addressed EAP's. So, ask yourself this question – Do you have an EAP? No, I am not referring to an Employee Assistance Program. I am referring to an Emergency Action Plan. Did you know that you are required to have such a plan? Do you have one? Does your plan cover all potential emergency situations? Does your plan identify someone to be responsible for surveying each new job site to determine all egress points from the roof; to identify the hazards that exist in the building you are working on or on the roof itself? Are you addressing natural (tornadoes, hurricanes, straight line winds, ice and snow) as well as manmade (fires, toxic gases, liquids or fumes) emergencies? Who is in charge of declaring an emergency and ordering evacuation from the roof? How is the order to evacuate the roof communicated to the entire crew? Is this same person in charge of directing employees to the safest egress point? Did you identify, in your program for that project, a gathering point for all employees away from the building? Who is in charge of making a head count to ensure the entire crew is safe? What actions are to be taken if not all of the crew assembles at the gathering place? Is this entire EAP for each jobsite created and communicated to all employees before the job begins?

Had you participated in the 2017 Best Practices in Safety Recognition Program you would have received a critique of your EAP along with eight other parts of your safety program. So, get your company in the 2018 program. It is important to do all that you can to see that your employees are provided a safe place to work every day.



# TOM OSBORNE

**MRCRA  
KEYNOTE  
SPEAKER  
TUESDAY  
OCT 25<sup>TH</sup>  
2018**



MRCA is pleased to announce that the 69th Annual Conference & Expo scheduled for October 24-26, 2018 in Omaha, NE, will be kicked off by former American football player, coach, college athletics administrator, politician, and Nebraska icon, Tom Osborne.

Tom served as the head football coach of the University of Nebraska football team for 25 years from 1973 to 1997. Osborne was one of the most successful coaches in American college football history, with a career record of 255-49-03, 13 conference championships, and three national championships. He was inducted into the College Football Hall of Fame as a coach in 1999.

Osborne was later elected U.S. Representative from Nebraska's 3rd Congressional District as a Republican. He served three terms from 2001 to 2007. In 2007, he returned to the University of Nebraska as athletic director (AD) retiring in January 2013.

You won't want to miss this once-in-a-lifetime chance to hear Tom speak about his life and experiences both on and off the field. Also, a very lucky handful of individuals will get the chance to meet and speak with Tom on-on-one by purchasing a ticket to his VIP Suite immediately following the opening of the Expo that day. Keep an eye out for future MRCA publications for details!

**VIP SUITE PASSES AVAILABLE**





## MRCA's Women In Roofing Council

*Laurie Moore – MRCA Director and Chairperson of the Women in Roofing Council*



When I was asked to join the MRCA Board of Directors, I was uncertain that my knowledge or skills would be useful since I wasn't groomed from birth to run a roofing business. Through the encouragement and confirmation of the other board members, I learned is that it is essential for successful groups to have input from people with various backgrounds. This gives the group a wider perspective that can be used to consider what support is needed for the roofing contractor and how best to offer that service. When I learned at my first board meeting in December of 2014 that there was to be a Women in Roofing group, I was excited first of all to know that there were other roofing contractors who were women, and second, I felt uniquely qualified in this area.

The MRCA hosted a cocktail reception at the 2014 conference to gather those interested. Following that event, I wrote the following thoughts about the purpose of the group that later became the basis for the group's mission statement:

- To be focused on common challenges so the members are able to understand the concerns and share experience or resources for addressing those concerns.
- To provide educational resources based on the needs communicated by the members and to provide a variety of information to support people at various stages of their careers in the roofing industry.
- To help connect those who need help with those who can help as well as facilitating general discussion of roofing business topics among the members.
- To help increase the professional perception of women in roofing.
- To help employers see untraditional potential in the women in their companies
- To encourage methods of rejuvenation and replenishment to balance the stress of the industry with traditional and creative family role responsibilities
- To make the paths of those who follow easier by sharing ideas of how to facilitate company transitions.

At IRE in New Orleans 2015, I spoke on behalf of the group again during the cocktail reception that was held for the MRCA WinR group which had by that time been established as a national council of the MRCA. I shared my story of:

1. How I was not the usual suspect for taking over our roofing business.
2. How the skills of women in the industry are often overlooked.
3. How we as an industry can do a better job supporting the women in our industry in order to benefit from their skills.
4. How the MRCA Women in Roofing group could be used to do all the things I imagined when I wrote the mission statement ideas.

At our Spring board meeting in 2015 the idea to "go national" as an independent group was pitched and a 5-year plan was discussed. I didn't understand the justification for this change as it would mean a lot of work to facilitate this change without a staff and we hadn't yet fully established the group. I didn't understand why we would want to be a group separate from the industry since the industry was where all of our members would come from.

I continued to be involved with the group in my position as Liaison to the MRCA Board until the transition to a stand-alone group was completed. This occurred not in 5 years, but in less than 1 year from the time it was first discussed.

The MRCA has a fiscal responsibility to its membership to use its resources for support of the membership and for the development of the organization. It was not known at the time WinR was created that we were merely investing in a group to increase our benevolence to the industry.

Was there still a need for a Women in Roofing group at the MRCA? The answer from the 2 contractor members left was an emphatic yes. The question was then with a national group available, how are we to proceed? Was there truly a demand for our Women in Roofing group? What was the justification? Why can't we just be supported like the rest of the MRCA membership? From my discussions with others around the country through my associations with other roofing industry groups, here is what I know:

- Women have not traditionally participated in roofing associations. We typically don't realize that our skills and participation are welcomed. Therefore it is helpful to have a stepping-stone group for getting involved.
- Women typically share the experience of not being immediately accepted in the industry and often have to prove they are justly positioned. As a result there are great stories to share.
- Women are perceived to know very little about the industry which makes it easy to impress others but hard to seem like an educated person in the industry who wants to become more educated. People assume we aren't interested or involved in purchasing industry materials, equipment or services, and as a result, often don't offer to talk with us about their products or services.
- Women willingly admit when they don't have a good knowledge base in certain areas and will request in-depth education.
- Women tend to look for ways to tailor the job to the person rather than the person to the job. In general we look for ways to maximize a person's strengths and minimize weaknesses partially because we don't have preconceived notions about who does what job traditionally so we look to max value for each person regardless of position or title.

I don't think the perception of women in the industry is intentional. It is simply based on what has traditionally been done which has created an unconscious bias toward women in the industry. It will change with time, but those of us who have been around the industry for a while realize its existence.

Not only is it valuable for this group to gather, but it will be valuable for this group to connect with other industry groups in a focused way to maximize the value of the connection. Women in Roofing will seek to highlight manufacturers or other industry services for event education. Women in Roofing will also seek to connect with specifically related industry segments to offer support or gain knowledge.

The challenges for women working in the industry of roofing system installation are unique. We need a group that seeks solutions to the challenges in our daily work lives. We need a group that seeks solutions to being overlooked for opportunity. We want to be recognized as a group that is knowledgeable and seeks to be

[\(continued on pg 30\)](#)



# Tax Cuts and Jobs Act of 2017: New Tax Reform Has Major Effect on Roofing Industry

James P. Boland – MRCA Director and Chairman of the Business Management Committee

The roofing industry, and a few other trades, recently benefited greatly from the Tax Cuts and Jobs Act of 2017 that was signed into law by Donald Trump on December 22nd, 2017.

The tax reform applicable to us relates to Section 179 of the Federal Tax Code. Section 179 allows a taxpayer to immediately expense the cost of a “qualifying property” in the year it is placed in service, as opposed to capitalizing the cost of the “qualifying property” and depreciating over a period of time.

Although there are a few changes to Section 179, there is one change in particular that effects us the most, and that is the definition of “qualifying property.” In the past, roof replacements were not included in the definition of “qualifying property,” and thus the cost of a new roof had to be capitalized and depreciated.

According to the National Association of Tax Professionals, the definition of Section 179 “qualifying property”, has been expanded to include the following improvements to non-residential real property: roofs; heating, ventilation, and air-conditioning property; fire protection and alarm systems; and security systems.”

This slight change in the definition of “qualifying property” looks to be a major economic boom for the roofing industry.

Furthermore, the tax reform also increased the Section 179 expensing limits to \$1,000,000 from \$500,000, and the phase-out threshold was increased to \$2,500,000.

Being a fellow roofing contractor and MRCA member, I know how rewarding and yet challenging our industry can be, thus making this tax reform a welcome and appreciated change.

To read more about these types of issues and others relating to the business management side of the roofing industry, please stay tuned to future issues of the MR Magazine, and please save the date and plan to attend the MRCA Conference and Expo in Omaha, Nebraska on October 24-26, 2018. The 2018 MRCA Conference and Expo is shaping up to be a “can’t miss” event with many great educational seminars!



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# CALENDER OF EVENTS

## **NRCA CERTA Train-the Trainer Authorization**

**May 17, 2018**

Rosemont, IL

[www.nrca.net](http://www.nrca.net)



## **Aileron**

**Course for Presidents**

**June 6-7, 2018**

Aileron Campus

Dayton, OH

[www.aileron.org](http://www.aileron.org)



## **RCMA – Roof Coatings Ma**

**International Roof Coating**

**July 23-26, 2018**

Chicago, IL

[www.roofcoatings.org](http://www.roofcoatings.org)

## **WSRCA – Western States Roofing Contractors**

**Western Roofing Expo 2018**

**June 10-12, 2018**

Paris Las Vegas Hotel & Casino

Las Vegas, NV

[www.wsrca.com](http://www.wsrca.com)



## **FRSA – Florida Roofing and Sheet Metal Contractors Association**

**96th Annual Convention & Expo**

**June 27-29, 2018**

Gaylord Palms Resort & Convention Center

Kissimmee, FL

[www.floridarooft.com](http://www.floridarooft.com)





**Manufacturers Association  
Conference**



**ARCA – Arizona Roofing Contractors Association  
Annual Convention**

**Oct 4-7, 2018**

Prescott Resort & Conference Center

1500 E. AZ-69

Prescott, AZ 86301

[www.azroofing.org](http://www.azroofing.org)



**MRCA – Midwest Roofing Contractors Association  
69<sup>th</sup> Annual Conference & Expo**

**Oct 24-26, 2018**

CenturyLink Center

Omaha, NE

[www.mrca.org](http://www.mrca.org)



**METALCON – Metal Construction Association  
Annual Convention**

**Oct 10-12, 2018**

Charlotte Convention Center

Charlotte, NC

[www.metalcon.com](http://www.metalcon.com)



**CERTA Applicator Training**

**Oct 26, 2018**

CenturyLink Center

Omaha, NE



NRCA



**RCAT - Roofing Contractors Association of Texas  
Texas Roofing Conference**

**Oct 10-12, 2018**

Gaylord Texan Resort & Conference Center

Grapevine, TX

[www.roofingcontractors-texas.com](http://www.roofingcontractors-texas.com)



**SMACNA - Sheet Metal & Air Condition  
Contractors National Association**

**75th Annual Convention**

**Oct 14-17, 2018**

San Diego Marriott Marquis & Marina

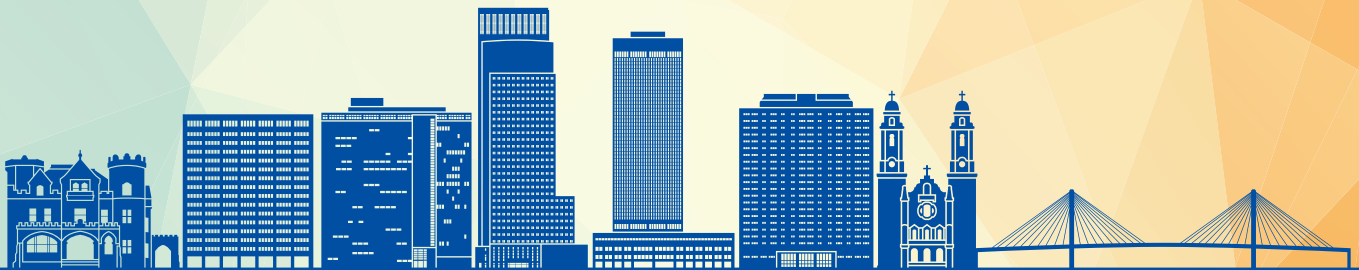
San Diego, CA

[www.smacna.org](http://www.smacna.org)



**SAVE**  
*the*  
**DATE**

**OCTOBER 24-26 2018**



**MIDWEST ROOFING CONTRACTORS ASSOCIATION  
69<sup>TH</sup> ANNUAL CONFERENCE & EXPO**

**OMAHA NEBRASKA**



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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
- Examining the monthly contact ratio to determine if additional phone campaigns are necessary

### TekCollect also offers MRCA members additional advantages:

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

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

Please contact Diane Schumm directly to get started:

Diane Schumm, Vice President Corporate Services  
TekCollect Debt Collection Service

(866) 652-6500

Diane.Schumm@tekcollect.com

tekcollect.com

**TekCollect**

# ON DECK with Morgan



MRCA Board of Directors  
Business Management Committee  
Steep Slope & Architectural Sheet  
Metal Committee  
Young Contractors Council



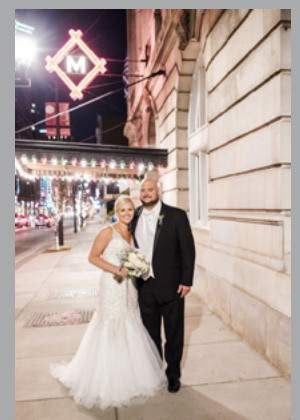
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St. Louis, MO 63111  
314-932-1042



# 9 THINGS ABOUT BRETT TESSON OF TESSON ROOFING & EXTERIORS, LLC - ST. LOUIS, MO

- Brett Tesson's story is one of perseverance and success against many odds. Born and raised in St. Louis, MO, Brett attended Lindbergh High School and graduated in 2001. "It was just my mom and I. My parents never married and my father wasn't really in the picture."
- Brett joined the Big Brothers Big Sisters program as a 'little' and was paired with a man that would have a tremendous influence throughout his life. "Sanford Scott took me under his wing and showed me another side of society." Sanford, a graduate of Vassar and President of a St. Louis bank, taught Brett to dream BIG. "His family accepted me, and I am extremely grateful to Sanford, his wife and their two daughters. They've become family. I spoke at one daughter's wedding and will be speaking at the other daughter's wedding soon. What is significant to me is that when asked, Sanford says he's taken away much more from the relationship than what he has given. He is a wonderful man."
- In elementary school, Brett discovered his talents as an entrepreneur by selling candy and developed skills that served him well as he entered college. "I started a landscaping and lawn mowing company at the age of 18. I still remember taking out that loan; the bank would only give me \$1,000. I bought a trimmer and a blower and then worked out a deal to buy my first lawn mower and trailer in exchange for servicing accounts for a period of time."
- Brett's company was making money and doing well, "but I missed interaction with people," he recalled. At age 21, Brett convinced a sales manager for a roofing contractor to give him a shot. "I was working 7 am to 4 pm for the contractor and then running my business in the evenings and weekends. I did that for about a year."
- In 2008, just before the market tanked, Brett sold his landscaping business and opened Tesson Roofing & Exteriors. "It was scary going out on my own, but I knew I could provide a better customer experience and fair pay to my employees. Tesson Roofing will turn 10 this year. Being a first generation roofing company, I feel pretty good about reaching this milestone."
- Brett and his wife, Laura, were married just last December. "We met nearly three years to the day of our wedding. She is my better half." Laura came on board at Tesson Roofing about 6 months ago. "She has been a great addition to our team."
- For fun, Brett enjoys playing ice hockey and snowboarding. He also loves to travel and experience new cultures. "I've been to Italy and South Korea, although more recently I travel within the states." Brett also plays in Texas Hold 'Em Tournaments and has pretty good luck, winning as much as \$2,000!
- Brett serves on the Big Brothers Big Sisters of Eastern Missouri Fun Development Committee. "This is an organization that I hold near and dear because of the impact it made on my life." Brett is also the President of the Roofing and Siding Contractors Alliance of Missouri. "Like so many other roofing associations, we are working toward licensing at the state level."
- "I'm pretty new to MRCA, but with what I've learned in my short time, I have been able to implement several key procedures into my own business that are helping us become more effective and efficient. What I've seen so far is genuine interest in leaving the roofing industry in a better place than we found it. MRCA has been well worth the time investment I've put forth."



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# Helping Members Evolve and Improve Their Safety Culture

The Midwest Roofing Contractors Association has a long tradition of providing safety resources to its members through the SHARP Safety Program. The addition of the Safety Awards Program to MRCA's Membership Services has magnified the resources available for constantly improving and evolving member safety programs and cultures.

Each spring, the Operations and Safety Committee works with MRCA General Counsel, and nationally renowned OSHA and Workers Compensation attorney, Gary Auman of Auman Mahan and Furry to develop a set of questions targeting critical areas of a safety program. Participating members submit their answers on how their programs meet these key areas for evaluation. The answers are scored and totaled, and the applications are placed into categories of Bronze, Silver, Gold, and Platinum based on their efficacy, thoroughness, and compliance.

One company who has used this program successfully was also MRCA's first Platinum Award Winner, Diamond Roofing of Dodge City, Kansas. They have participated in the MRCA safety award since its inception. Company President, Kevin Gwaltney, said the program, "helped improve our safety culture by highlighting some important gaps in our safety plan." He noted that they have successfully used their Platinum Safety Award status in their business development plan to help communicate to customers their commitment to safety.

The greatest long-term benefit to members who participate is the fully-customized, confidential letter provided by Auman that specifically addresses the answers they provided in the application. This letter allows the company to understand what potential improvements to their policies can or should be made. Members may also follow up with Auman using

the MRCA's Legal Services Plan for specific questions or additional direction.

Members who participate in the program get far more than just a plaque. They gain an affordable tool to make sure they are improving and evolving their safety culture year over year. An effective safety program doesn't just sit idly on the shelf all year. An excellent program is one that has a commitment to full implementation and enforcement. A superior program is one that is constantly evolving to

**“the application process alone made us think differently about what our safety plan contained and included”**

meet changing regulatory and industry changes.

Bob Poutre of Roof Tech, Inc. in Stillwater, Minnesota related that, "the application process alone made us think differently about what our safety plan contained and included. In reviewing our submission, our safety director and staff asked ourselves questions from a different perspective. We hope to learn from the review and suggestions that we received on how to improve our program. We were thrilled that our program earned a Gold Award, but being as competitive as we are, we have set our sights on the next level of award."

Applications will be available online at [mrca.org](http://mrca.org) at the conclusion of the Spring Board and Committee Meetings in Omaha, Nebraska. The Operations and Safety Committee encourages all MRCA Members to participate in this valuable program!



# SHARP Video Series Order Form

## New Employee Orientation Video – 2<sup>nd</sup> Edition

This program is an essential tool when preparing new employees for the jobsite.

**Topics covered in this video include:**

Company Vehicles	Guardrail Systems	Extension Cords & Power Tools
Distracted Driving	Personal Fall Arrest Systems	Fall and Trip Hazards
Drug and Alcohol Policies	Warning Lines	Fire Hazards
Hazard Communication	Safety Monitors	Lifting Hazards
PPE	Hazardous Chemicals	Heat Stress
Ladder Safety	Working with Hot	CERTA

**Member Price: \$75.00**

**Non-member Price: \$125.00**

This video is available as a DVD and as an electronic version that comes on a USB drive.

Please indicate quantities: DVD \_\_\_\_\_ Electronic \_\_\_\_\_

Mail this form to the address below or email to [SHARP@mrca.org](mailto:SHARP@mrca.org) or fax to 937-278-0317

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**Please allow 2-3 weeks delivery**



## 71st Annual NRCA Piper Award Winner Announced

Presented each year during NRCA's annual convention, the J.A. Piper Award is a prestigious honor, recognizing roofing professionals who have devoted constant outstanding service to NRCA and the roofing industry.

MRCA Member and former NRCA president, Robert McNamara, president of F.J.A. Christiansen Roofing Co. Inc., a Tecta America company, Milwaukee, was named the 71st recipient of NRCA's J.A. Piper Award.



## Correction to 2017 Sharp Safety and ELITE Award Winners

The Midwest Roofing Contractors Association Safety Program Award recognizes MRCA member companies that have demonstrated a commitment to improving jobsite safety through development, implementation, and enforcement of a safety and risk management program.

Members who apply for this Award submit the answers to a series of questions regarding their program. Their safety plans are reviewed and scored by members of the MRCA Safety and Operations Committee and by MRCA Legal Counsel Gary Auman. All member companies that submit applications will receive a detailed written critique of their safety program from Auman, Mahan & Furry as well as their awards.

A correction needs to be made to the 2017 Award Winner Listing. Gary Auman has reported that the committee failed to add in the ten points Maxwell Roofing & Sheet Metal received for its answer to question #11 on the application. Therefore Maxwell Roofing was awarded

recognition at the silver level when they should have been at GOLD. Congratulations Maxwell Roofing & Sheet Metal!





# Happy Anniversary Advanced Industrial Roofing!

Their story began in the spring of 1988 when friends and co-workers Fred Horner and Jeff Rupert founded Advanced Industrial Roofing, Inc. in Massillon, Ohio.

They ran the business out of a home office with three employees, but through hard work and determination, the operation grew and prospered.

Today, Advanced Industrial Roofing has over 90 employees with 12,000 square feet of operating space which includes offices, a sheet metal shop and a training facility.



*Advanced Industrial Roofing first office*

At Advanced Industrial Roofing, they install quality roof systems while maintaining the highest level of customer service &

professionalism in the industry.

Since 1988 their core principle has remained the same, to provide customers with the continued quality and service they expect.



*Fred Horner and Jeff Rupert*

## MRCA Member, Dixie Roofing, Announced as the Winner in the Cubs & Cruise Chicago Weekend Sweepstakes

Aurora, IL – 2/7/18 – A.C.T. Metal Deck Supply announced Dixie Roofing as the Grand Prize Winner of the Cubs & Cruise Chicago Weekend Sweepstakes at this year's International Roofing Expo (IRE) in New Orleans.

Dixie Roofing, with over 30 years in business, has established an excellent reputation in the industry by providing outstanding customer service by specializing in the installation of single ply roofing systems as well as many other roofing systems in the market today. Sheet metal fabrication and standing seam roofing are also areas of expertise Dixie Roofing can provide.

"I was elated and totally caught off guard when you informed me that Dixie Roofing had won your 2017 grand prize giveaway for the Cubs & Cruise Chicago Weekend Sweepstakes" states Larry Rosin, Owner of Dixie Roofing. "Thank you so much for such an awesome prize."

The Grand Prize includes a package for four (4):



roundtrip airfare to Chicago, transportation, hotel for two (2) nights, tickets to watch the 2016 World Champion Chicago Cubs at legendary Wrigley Field and a private, catered yacht cruise on Lake Michigan.

The Grand Prize caused such enthusiasm, a 2nd Prize: Sporting Event to your Hometown Team and 3rd Prize: Chicago Style Lunch catered to your office were added to the Sweepstakes.

Visit [www.metaldecksupply.com/news/](http://www.metaldecksupply.com/news/) for a complete list of winners.

# MRCA Mourns the Loss of Jim Mansfield

The Roofing Industry lost a valuable colleague and dedicated contractor advocate on February 2, 2018 with the passing of James C. Mansfield Sr., of James C. Mansfield & Sons Roofing & Sheet Metal Company.



Jim was a third-generation roofing contractor and true industry innovator. His contributions to the roofing industry will be long-remembered and will continue to positively impact the industry for years to come. "To me, Jim's greatest contribution was his outstanding leadership in labor relations. He was not only a great negotiator, he maintained positive and healthy relationships with both union leaders and his fellow contractors," remembered Larry Marshall of L. Marshall Roofing and Sheet Metal.

His thoughtful service and leadership on the jointly administered trust funds that provide career training and health care benefits for thousands of industry employees and their families will truly have a lasting impact to the industry. Jim served on the CRCA/Roofers Local 11 Labor Committee, he was a health and welfare fund trustee, and a trustee of the Sheet Metal Workers Local 73 Joint Apprenticeship and Training Committee.

Mansfield served on the MRCA Board of Directors and was awarded the association's highest honor, the James Q. McCawley Award, in 2006. Locally, he served as a Director on the Chicago Roofing Contractors Association's Board and was a CRCA Past President. In 1980 he received the CRCA's Clyde Scott Award. He had a special affinity for the scholarship programs of both the CRCA and MRCA.

The MRCA would like to offer its sincere appreciation to James Mansfield for his life-long contributions to the industry and his legacy as a true contractor's advocate.

# NRCA Elects 2018-19 Officers

NRCA announced its new slate of officers during its 131st Annual Convention Feb. 4-8 in New Orleans. The following were named to NRCA's Executive Committee and will begin their terms June 1.

Chairman of the Board, one year:

- **Kent Schwickert**, Senior Vice President—national business unit for Schwickert's Tecta America of Mankato, Mankato, Minn.

Chairman of the Board—Elect, one year:

- **Nick Sabino**, President of Deer Park Roofing Inc., Cincinnati

Vice Chairmen, two years:

- **Monica Cameron**, Vice President of Diamond Roofing, Dodge City, Kan.
- **Rod Petrick**, President of Ridgeworth Roofing Co. Inc., Frankfort, Ill.
- **Kelly Van Winkle**, Vice President of Contracts for King of Texas Roofing Co. LP, Grand Prairie

Vice Chairman, one year:

- **Scott Kawulok**, Executive Project Manager for B & M Roofing of Colorado Inc., Frederick, Colo.

NRCA's new Directors, who will serve three-year terms, follow:

- **Randy Adams**, Chairman/CEO of R. Adams Roofing Inc., Indianapolis
- **Troy Baker**, Vice President of Sales and Marketing for SRS Distribution Inc., McKinney, Texas
- **Tim Blue**, President of Blue's Roofing Co., Milpitas, Calif.
- **Dick Bus**, President of ATAS International Inc., Allentown, Pa.
- **Steven Harvey**, President of J & S Building Exteriors Inc., Attleboro, Mass.
- **Gary Howes**, COO of The Durable Slate Co., Columbus, Ohio



- **Michael Johannes**, President of Nations Roof East LLC, Yonkers, N.Y.
- **Jason Lewinski**, Contractor Network Leader for Owens Corning Inc., Toledo, Ohio
- **Sherri Miles**, Vice President of J.D. Miles & Sons Inc., Chesapeake, Va.
- **Monica Murphy**, Director of Operations for Ray Nolan Roofing Co., Louisville, Ky.
- **Brian Schaut**, Senior Vice President of F.J.A. Christiansen Roofing Co. Inc., a Tecta America company, Milwaukee
- **Stephen Teal**, Manager of Flynn Group of Companies, Rockyville, Alberta, Canada
- **Kyle Thomas**, Owner/Vice President of Thomas Roofing Co. Inc., Mobile, Ala.
- **David Tilsen**, President of Tilsen Roofing Co. Inc., Madison, Wis.
- **Elizabeth Walters**, Marketing Manager for Derbigum Americas Inc., Kansas City, Mo.

NRCA's new Directors, who will serve two-year terms, follow:

- **Mark DeFreitas**, Vice President and National Sales Manager for SOPREMA Inc., Wadsworth, Ohio
- **Mark McDonald**, Sales/Marketing Manager for Sherwin-Williams Coil Coating, Cleveland
- **Helene Hardy Pierce**, Vice President of Technical Services, Codes, and Industry Relations for GAF, Parsippany, N.J.



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# North Texas Roofing Contractors Association Announces 2018 Board of Directors and Annual Award Winners

The North Texas Roofing Contractors Association (NTRCA) - a regional association for residential and commercial roofing contractors, distributors, manufacturers and associates who maintain the highest industry standards - announces this year's 2018 board of directors and annual award winners.

During the 2018 NTRCA Awards Banquet, held February 17 at River Ranch in Fort Worth, Texas, winners of the annual "Industry Leader of the Year" and "Associate of the Year" were announced and recognized for their significant contributions to the North Texas roofing industry and for their exceptional service. Past winners meet annually to choose each year's new honorees.

The "Industry Leader of the Year" honor, the association's most prestigious recognition, was awarded to Gary Boyd, president and owner of Boyd, Inc. The "Associate of the Year" honor was awarded to Tommy Becerra, North Texas district manager at ABC Supply.

The 2018 NTRCA board members were also announced during the Awards Banquet.

The NTRCA board officers for 2018 are:

- Charles Cross, Jr., commercial sales at CIM Roofing (president)
- Paul Ramon, president of Ramon Roofing Inc. (president-elect)
- Holly L. Green, owner of Brettco Roofing (past president)
- Bo Jackson, sales manager at Owens Corning (treasurer)

Other members of the 2018 NTRCA board of directors are:

- Scott Anderson, outside sales at ABC Supply
- Ross Crum, sales director at Beacon Roofing Supply
- Sidney Curtis, sales manager at Pitts Roofing
- Kyle Davis, owner at SuperRoofman
- Paula Felix, vice president at Aspenmark Roofing & Solar
- Amber Fuller, territory manager at CertainTeed
- Bryan Payne, vice president at Chamberlain Roofing & Waterproofing
- Chance Payne, steep slope regional sales manager at GAF
- Bryan Pinder, territory manager at Southern Shingles
- Kirk Scott, owner of Scott Exteriors
- Jared Williams, estimator at Zenith Roofing

Additionally, the following four experts will serve as Ex Officio NTRCA board advisors in 2018:

- Traci Garner Davis, First Texas Insurance Services - insurance expert
- Karen Ensley, partner at Saunders, Walsh & Beard - attorney
- Charles Cross, CIM Roofing - RCAT representative
- Don Wood, Suncoast Claims - public adjuster

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

Contractors who won Golden Hammer Awards for Community Service Projects were: Springtree Roofing & Restoration for their work on the Salazar Project (with support from GAF, Allied Building Supply and Thrive PR); Texas Roof Management for their work on the Dallas Women's Forum project (with support from Arnold & Associates, Inc. and Siplast); and Brettco Roofing, Pitts Roofing



and MRB Contractors for a joint project for the Greater Progressive Church of God in Christ (with support from Empire Disposal, Texas Roof Management, Wholesale Roofing Supply and CertainTeed).

Commercial Contractors who won a Golden Hammer Awards for Outstanding Commercial Roofing Projects were: Absolute Roofing & Waterproofing for its Texas A&M Corp of Cadets Dorm Renovations; Supreme Roofing for its work on the SMU Aquatics Center; and Castro Roofing for its work on the TWU Mary Blagg - Huey Library project (with support from GAF and ROOFTECH).

Residential Contractors who won Golden Hammer Awards for Outstanding Residential Roofing Projects were: Tice Enterprises, Ltd for the Spotts Residence project (with support from Wholesale Roofing and DaVinci Roofscapes); Outback Roofing for the Clayton-Super Scapes project (with support from ABC Supply - Garland and Atlas Roofing Supply); and Tarrant Roofing for the Broadwell Drive project (with support from RSG - Dallas and BJ Gutters).

Contractors selected to receive a Golden Hammer Award in the new Metal/Tile Roofing category were: Classic Superroof, LLC for the Trinity Life project (with support from Boral Steel); Paradigm Roofing for the Monticello CrossRoads Townhomes project (with support from West End Roofing - McKinney, Legends Sheet Metal and Brava Roof Tiles); and KPost Roofing & Waterproofing for the Toyota North American Headquarters project (with support from Austin Commercial and Corgan Associates).

To learn more, visit [www.ntrca.com](http://www.ntrca.com).



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

**COMPANY INFORMATION:**

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

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

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

O: \_\_\_\_\_ C: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Full Name: \_\_\_\_\_

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

Signature: \_\_\_\_\_

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

\_\_\_\_\_  
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\_\_\_\_\_

**PAYMENT INFORMATION:**

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

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

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

**EXHIBIT FEES:**

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

Preferred Booth Numbers:

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_

3rd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_

Please list companies that you prefer not to be near:

\_\_\_\_\_

**BILLING INFORMATION:**

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

IF DIFFERENT FROM ABOVE:

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

PH: \_\_\_\_\_ FX: \_\_\_\_\_

Email: \_\_\_\_\_

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

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

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



**Credit Card Payment Information:**

CC#: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card: \_\_\_\_\_

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

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



## Technical & Research

# What is T&R, Where Did T&R Come From, and Where is T&R Going!

*T&R Chairman, Steve Weinert of Crafts, Inc.*

The MRCA Technical & Research Committee is foremost our organization's lead effort at exploring the new technologies, emergent problems, and best practices of roofing. T&R, often in collaboration with other associations, product producers, industry consultants, and other industry partners, spearheads the MRCA's investigation into what makes a good roof "good," what are the reasons and solutions to roof problems, and where the "art of roofing" is heading in the future.

Comprised of MRCA Board Members, invited industry participants and aided by MRCA staff, the T&R Committee is currently comprised of:

- T&R Chairman, Steve Weinert of Crafts, Inc.
- CERTA Chairman, Randy Adams of R. Adams Roofing, Inc.
- Rick Birkman of Texas Roofing Co.
- Jim Ramser of Highland Roofing Co., Inc.
- Josh Wolford of R. Adams Roofing, Inc
- Mark Langer of Langer Roofing & Sheet Metal, Inc.
- MRCA Board Liaison, Kevin Gwaltney of Diamond Roofing

Because of the duration of most T&R projects, committee members serve five year terms.

For much of its decades as a separate MRCA committee, T&R had engaged in-house consultancy to have continuity and best access to industry testing labs. In 2017, T&R started the transition towards a more open approach to engaging a wider range of consultants and test labs, in recognition of the changed complexion of the roof consultants industry and the diversification between various test labs of specific tests.

Past longtime T&R Chairman, Randy Adams, has remained involved in T&R. Randy's participation is especially helpful as he maintains our MRCA presence at numerous technical meetings such as ASTM sub-committee meetings where the MRCA is a participant.

The T&R Committee was an embodiment of the association need to help members get to the bottom of material, systems, and application problems, and developed to incorporate noteworthy studies and publications over the years. As an author I was perhaps just learning how to read when the first "industry challenge" was published by the MRCA (on roof drainage). That type of taking a measured stance for best practices, even if perhaps seen as contrary to then accepted roofing ideas, became the "Good Science" basis for MRCA's T&R Committee.

Recently the T&R did a series of surveys to identify immediate industry problems that roofers felt T&R should consider for study. It is a tribute to the maturity of the roofing industry that there is so little "low hanging fruit" for selection of the next series of T&R projects. Committee members recently reviewed a 30-page list of T&R suggested projects and committee needs at our Winter Meetings.

So what future course does that put T&R onto? Presently, T&R

is doing a diligent review of suggested study projects and has been coordinating with other industry partners where potential projects need more than the MRCA's support to study. Around the time you read this, T&R will be meeting in Omaha at the MRCA Spring Meeting to review the shortlist of potential projects and monitor ongoing work.

T&R is in process of soliciting proposals for several new studies, details of which will be published when partners are selected.

We also have a bit of housekeeping for T&R to catch up on, as we have gained access to a half ton of archived MRCA and T&R documents stretching back some 50 years.

Looking to the future of roofing, T&R is dedicating efforts to understanding trending technology, systems innovation and the evolution of work techniques – all to help our MRCA Members be on the forefront of industry innovation and profitability.

## MRCA WOMEN IN ROOFING (continued from pg 14)

professional as well as helping others on this quest for knowledge and position.

In order for this group to have value, we need to be clear about its purpose. This isn't a women's group. It's a group for the support of roofing contractors that happen to be female. There are many who will provide valuable input. We need owners and CEO's of course, but there are also those who are in other areas of management and may one day become owners. We all have a perspective of the challenges of running a roofing business to share that can help someone else.

We can help each other better if we are able to gather in a group specifically tasked with supporting the women in management of roof installation companies. When we share our combined knowledge and resources it helps others quickly find solutions to their challenges. It is a comfort to know others face similar challenges and that no matter how difficult the problem there is help to be found. It is also rewarding to be able to help someone else whose challenge you have met and found success overcoming.

MRCA has facilitated many valuable relationships used for solving various roofing industry challenges and for researching business transition methods. This association offers access to hundreds of years of contractor experience covering a large geographical area and a network through which industry resources can quickly be found. The support of this association is a great asset for the Women in Roofing.

I thought I didn't have time to attend conferences and education, but now I know how it has helped not only to quickly find information on a daily basis, but also to renew the excitement of being involved this business. It is a business of great opportunity as well as great liability. The MRCA is proud to promote the professionalism of the industry as well as to help educate members of the liabilities to be aware of. Ignorance is bliss but better suited to a different industry.

# 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.

## Join MRCA today for exclusive access to:



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



One-of-a-kind education, technical updates, and networking at MRCA's Annual Conference



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



*Midwest Roofer* magazine, a must-read for industry news, trends, and products



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.



# Midwest Roofing Contractors Association

## Contractor Membership Application



Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company E-mail \_\_\_\_\_ Company Website \_\_\_\_\_

Primary Contact (will also be billing contact) \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

Referred by: Name \_\_\_\_\_

Safety Manager Contact \_\_\_\_\_ E-mail \_\_\_\_\_

### Other key personnel (will receive important information from MRCA):

Name \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

### Primary Market

Commercial (low slope)  Residential (steep slope)  Both

### Membership Level

Silver—\$795 \$ \_\_\_\_\_

Gold—\$1,000 (includes \$100 donation to MRCA Foundation) \$ \_\_\_\_\_

Platinum—\$1,500 (includes \$300 donation to MRCA Foundation) \$ \_\_\_\_\_

Branch—\$200 \$ \_\_\_\_\_

Member company affiliation \_\_\_\_\_

**TOTAL** \_\_\_\_\_

### Payment Information (select one)

Check Enclosed  Visa  MasterCard  American Express  Discover

Name on Card (please print) \_\_\_\_\_

Account Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Signature \_\_\_\_\_

**Return form with payment to the Midwest Roofing Contractors Association.**

**Mail**  
2077 Embury Park Rd.  
Dayton, OH. 45414

**Fax**  
937.278.0317

**Call**  
800.497.6722

**Apply Online**  
www.mrca.org

0% of your membership dues are attributable to nondeductible lobbying expenses as described under Internal Revenue Code Section 162(e).  
Please consult with your tax advisor regarding deductibility of your membership dues.



# A Unique Testimonial to the Power of MRCA Membership

MRCA has been growing rapidly as the regional economy strengthens and the industry expands to meet the pent-up demand. To expedite this growth, several leaders of the MRCA have joined together in a unique initiative to encourage even more contractors to join their ranks. Greg Sprague from Sprague Roofing in Nebraska, Ronnie McGlothlin from Empire Roofing in Texas, and Larry Marshall of L. Marshall Roofing and Sheet Metal in Illinois have decided to offer a very personal testimonial to how important MRCA has been to the success of their companies. These men have pledged \$4000 each to encourage sixty new members to join the association by paying \$200 of each new member's dues for them.

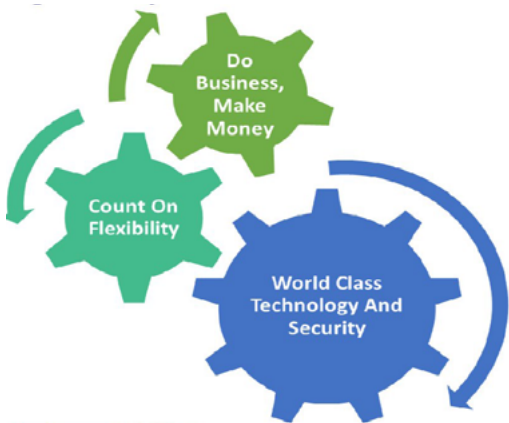
These leaders have also secured matching funds from GAF, Johns Manville, and Sika Sarnafil who will also contribute \$4000 each for a combined offer of \$400 towards each of the sixty new member's dues. This combined support sends

a strong message about the value of MRCA membership to contractors. It is also a positive statement about the value to the industry that MRCA programs create by supporting the safety, profitability, and professionalism of the many contractors who make our region so strong.

These testimonials have been met with a resounding response as the program has just been launched at events in Iowa, Texas, Ohio, Illinois, and Louisiana so far. In just over one month of the campaign, sixteen new members have been personally recruited and many additional contractors have shown interest in the offer. If you have a local colleague that might benefit from this offer, please contact Morgan Arwood at the MRCA Office: 800-497-6722 or marwood@mrca.org for more information.



*Build profitability. Let us help you find the right pieces so you can trust the transaction.*



**Natalie Dunlevey, President**  
 ndun@gonps.com  
 937.522.0032  
 10 W Second Street, Suite 330  
 Dayton, Ohio 45402



## CAPABILITIES STATEMENT

Credit Card Processing / Merchant Support Services



### SERVICES SUMMARY

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### CORE COMPETENCIES

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- » Visa, MasterCard, Discover, American Express, Purchase Cards
- » All major debit networks
- » Dial, Internet, Wireless, GPRS Equipment Sales
- » Electronic Payment Gateways
- » PCI Compliance
- » Recurring Payments
- » Mobile, Apple Pay, EMV, NFC Capability
- » Gift Cards

### PAST PERFORMANCE

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Multi year contract for in person and online processing for Civil, Criminal and Traffic Courts
- » Dayton Dragons  
Support via existing POS System for Suite Level and catering sales
- » Dayton Defense Contractors Association & Members  
Tokenized encryption and Level 3 ability through multiple access points
- » Xavier University Health Services  
HIPAA Compliant processing with overnight funding



### NATIONAL PROCESSING SOLUTIONS, LLC

**NATALIE DUNLEVEY, PRESIDENT**  
 10 W 2nd Street, Ste 330 Dayton, Ohio 45402  
 P 937.522.0032 | ndun@gonps.com  
 DUNS 166006671 CAGE 7CYW4

### CERTIFICATIONS

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

### DIFFERENTIATORS

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- » Proactive Solutions
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- 522320 FINANCIAL TRANSACTIONS PROCESSING
- 423420 OFFICE EQUIPMENT MERCHANT WHOLESALERS

[www.gonps.com](http://www.gonps.com)



# So, the MRCA is setting up for their 69th Annual Conference and Expo in Omaha, Nebraska..... So What?.....Big Deal!.....Who Cares?.....

*Jim Peterson – Peterson Roofing, Inc. in Mt. Prospect, IL*

**WHAT???** From what I understand, Omaha was hit with a few hail storms and severe weather events this past year and the area is getting bombarded with storm chasing roofing companies who are eating up all the market share. Due to this, some local roofing companies will lose their business, some will have to downsize and others may capitalize on the opportunity. Obviously, capitalizing on the opportunity sounds like the best option, but how?

Let me tell you this, since I started my roofing company in 1978, hail storms were welcomed since they definitely created work for us. After a storm, when homeowners realized their roofs were damaged, they would call a few local roofing companies to get bids. They would then send the bids to their insurance companies and decide which company to contract with to replace their roof. No big deal. There was enough market share for all. This would all change.

In the year 2000, our area was hit with another hail storm. Suddenly, after the storm, there were people (now known as “door knockers”) everywhere. Without even getting on the roofs, they were telling homeowners that not only did they need a new roof, but they can get it done for free from the insurance companies. **WHAT HAPPENED?** Where did these people come from? They had their company signs in every yard. I had never heard of any of these companies. Our phone was NOT ringing as it usually does after a storm. Next thing I know, I see them installing roofs everywhere. **WHAT THE HECK IS GOING ON???**

Well, they are referred to as “storm chasers”. Our entire industry was in the process of a very big change.

When we did get a call for an estimate, from a homeowner who had been referred to us, the feedback was usually something like; “your contract looks great and we know you’re a good company, but this other company is getting our roof done for free and they will even handle the entire process with the insurance company”.

## **What do I do? How are they doing this? How do I learn “the game”? How do I compete?**

What do I do? How are they doing this? How do I learn “the game”? How do I compete?



Well, that’s what the “BIG DEAL” is at the MRCA’s convention this year in Omaha. You won’t have to go through the trial and error of hard knocks that we did in order to learn how to deal with and compete with the “storm chasers” game. The MRCA’s “Steep Slope University” will be providing a panel of contractors that have experienced, survived and even thrived in these types of situations. These contractors will be there to share their experiences and answer any questions in an open discussion forum.

Lindsey Douglas, from the Disaster Advocates, will follow the contractors panel and help us understand how to deal with insurance adjusters and insurance companies. She will describe how to read and handle insurance scopes of work. Having heard Lindsey previously, this is a MUST see if you’re trying to learn the insurance game. Learn to avoid common mistakes, how to compete in the storm market and reclaim your market share.

Even if you’re not from Nebraska, I am sure you’ve experienced the storm chasing game. So, come on out and benefit from the “Steep Slope University”. See you there!

Again, I would like to thank the MRCA for making this Steep Slope University possible to help keep us contractors up to snuff on industry standards, regulations and overall business knowledge.

P.S. Don’t forget to see all that is offered to new roofing contractors on the MRCA’s website, it’s unbelievable. I wish I would have known this in 1978.



# Midwest Roofing Contractors Association 2018 Membership Directory

The **MRCA Membership Directory** is the primary reference tool for networking and industry contacts and is utilized by MRCA members throughout the year. The Directory contains contact information for all contractor and associate members, as well as detailed information on the many MRCA benefits and services. Be sure to keep your company "front and center" by advertising in this highly utilized book.

## 2018 Membership Directory Ad Space: 5/24/18 | Artwork: 5/31/18

Size	Dimensions	Member COLOR	Non-Member COLOR	Member B&W	Non-Member B&W
<b>Back cover**</b> <b>**CHECK FOR AVAILABILITY</b>	4.75" x 9.25"	<input type="checkbox"/> \$2,475.00	<input type="checkbox"/> \$2,575.00	n/a	n/a
<b>Full page – Premium position**</b> Inside Front Cover/Inside Back Cover/p. 3/p. 5 <b>**CHECK FOR AVAILABILITY</b>	4.75" x 9.25"	<input type="checkbox"/> \$2,225.00	<input type="checkbox"/> \$2,375.00	n/a	n/a
<b>Full page</b> (vertical)	4.25" x 9.25"	<input type="checkbox"/> \$1,975.00	<input type="checkbox"/> \$2,075.00	<input type="checkbox"/> \$1,150.00	<input type="checkbox"/> \$1,250.00
<b>Half page</b> (horizontal)	4.25" x 4.5"	<input type="checkbox"/> \$1,550.00	<input type="checkbox"/> \$1,650.00	<input type="checkbox"/> \$ 675.00	<input type="checkbox"/> \$ 725.00
<b>Quarter page</b> (horizontal)	4.25" x 2.187"	<input type="checkbox"/> \$1,250.00	<input type="checkbox"/> \$1,350.00	<input type="checkbox"/> \$ 475.00	<input type="checkbox"/> \$ 525.00

Email agreement and artwork (print ready high-resolution PDF) to [leslie@burgiemediafusion.com](mailto:leslie@burgiemediafusion.com)

### Insertion Order

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Authorized  
Signature \_\_\_\_\_

Date \_\_\_\_\_

Advertiser indemnifies Midwest Roofing Contractors Association (MRCA) against losses or liabilities arising from this advertising. MRCA assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. MRCA shall further be held harmless from any loss or expense resulting from claims or suits for any reason. MRCA reserves the right to reject any advertising or to require that the word "advertisement" appear in any ad. Cancellations for advertising must be made in writing prior to the advertising deadline for the publication in which the ad is to be run. Any cancellation after the published advertising deadline will warrant a 25% fee to cover costs. Revisions made by printer \$50/hr + tax billed in 15 minute increments. Ad design available upon request. Contact Burgie MediaFusion for rates.

### Contact

**Leslie Klenk**  
**Burgie MediaFusion**

e: [leslie@burgiemediafusion.com](mailto:leslie@burgiemediafusion.com)

p: 614.554.6294 f: 888.390.0425

### Benefits of Advertising in the Membership Directory

- **Qualified Market**  
Reach ALL MRCA Members – key decision makers



- **Capitalize Your Marketing Dollars**

The Membership Directory is used throughout the year as a resource tool providing you exposure for 12 months

- **Support the Industry**

Establish goodwill with current and prospective customers through support of the MRCA



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