

MWR

MIDWEST ROOFER

Midwest Roofing Contractors Association

June 2018

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June 2018

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Midwest
Roofing
Contractors
Association

MRCA Leadership Directory

Officers/Executive Committee
President
Gregory Sprague
Sprague Roofing Co.
gmsprague@spraguerroofing.com

First Vice President
Kevin Gwaltney
Diamond Roofing
kevin@diamond-roofing.com

Second Vice President/Treasurer
Fred Horner
Advanced Industrial Roofing
fred_horner@airroofing.com

Secretary
Kelly Lea
Texas Roof Management Inc.
kellylea@texasroof.com

Chairman of the Board
Nominating Committee Chair
Past President’s Council Chair
Mark Langer
Langer Roofing
mlanger@langer-roofing.com

Foundation President
Bob Schenkel
CL Shust Company
rschenkel@clschust.com

Directors
John Kalkreuth
Kalkreuth Roofing & Sheet Metal, Inc.
johnk@krsm.net

Jim Peterson
Steep Slope Chair
Peterson Roofing, Inc.
jim@petersonroofinginc.com

Chris Daly
YCC Chair
Kaw Roofing & Sheet Metal Inc
cdaly@kawroofandmetal.com

David Maxwell
Maxwell Roofing & Sheet Metal, Inc.
david@maxwellroofing.com

Tracey Donels
K Post Company
tracey.donels@kpostcompany.com

Miguel Arzola
CIM Roofing
marzola@cimroofing.com

Laurie Moore
Women in Roofing Chair
Kreiling Roofing Co
lmoore@kreiling.com

James Boland
Business Management Chair
The Quality Roofing Company
james@thequalityroofingco.com

Robert Poutre
Operations & Safety Chair
Roof Tech, Inc
bob@rooftech.com

Ronnie McGlothlin
Membership & Marketing Chair
Empire Roofing Ltd.
ronnie@empireroofing.com

Bill Seibert
Conference Promotion Chair
Fisher Roofing of Kearney
bill@callfisher.com

Sean Marshall
L. Marshall Roofing & Sheet Metal
seanmarshall@lmarshallroofing.com

Brett Tesson
Tesson Roofing & Exteriors
btesson@tessonroofing.com

Luke Haines
RoofMasters Roofing & Sheet Metal Co.
lhaines@roofmasters-rfg.com

Council / Committee Chairs
Greg Bloom
Advisory Council Chair
Allied Building Products
greg.bloom@alliedbuilding.com

Steve Weinert
T&R Chairman
Crafts, Inc.
srw@craftsroofing.com

CERTA Chairman
Randy Adams
R Adams Roofing Inc.
randy_a@radamsroofing.com

Legal Counsel
Gary Auman
gwa@amfdayton.com

Staff
Bob Pope
Executive Director
bpope@mrca.org

Valerie Pope
Deputy Director
vpope@mrca.org

Rachel Pinkus
Managing Director & MR Editor
rpinkus@mrca.org

Megan Miller
Accounts Manager & Foundation
mmiller@mrca.org

Joe Williams
Graphic Designer
jwilliams@mrca.org

Morgan Arwood
Membership Director
marwood@mrca.org

MRCA Headquarters
2077 Embury Park Rd. | Dayton, OH 45414
Phone: 800.497.6722 | Fax: 937.278.0317
www.mrca.org

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.





Improve your skill set so you can thrive and prosper in the Roofing Industry

Greg Sprague, MRCA President

One of my stated goals for 2018 is to boost attendance and improve the quality of the MRCA Conference and Expo which will be held this coming October 24th through the 26th at the CenturyLink Center in Omaha, Nebraska. Staff is working in cooperation with all of the MRCA Committees to make the upcoming Conference and Expo an educational, fun and affordable experience for the Roofing Contractor and their employees.

This year MRCA will offer over sixteen hours of high quality educational programming over the course of the three-day conference with sessions that will be of value to Owners, Project Managers, Sales Associates, Estimators and Roof Mechanics. MRCA will once again offer Steep Slope University. This four-hour program focuses on issues of interest to the Steep Slope / Residential Roofing Contractor. Five hours of educational programming will be held in the "Fish Bowl", a Plexiglas enclosed classroom on the tradeshow floor where we will have speakers on such topics as *Thermoplastic Welding*, *How to Develop a Maintenance/Service Department* and *Succession Planning Options*. On the main conference stage, MRCA's Mark Graham will give a *Technical Update of the Roofing Industry*. There will be a risk management program on *The 10 Employment Pitfalls Roofing Contractors Should Avoid* and a session on *Sales Proposals & Closing Skills*. MRCA will also offer OSHA 10 Hour Training and CERTA Train the Trainer and CERTA Applicator classes. MRCA's Women in Roofing will host a program called *Software Driving You Nuts?* and the MRCA's Young Contractor Council will have their always popular Roundtable Discussion Sessions.

This year's keynote speaker is Dr. Tom Osborne, the former University of Nebraska's three-time National Championship Football Coach, Athletic Director and Nebraska Congressman. Since the MRCA Conference and Expo will be held during the heart of the Big Ten Football Season and the Mid-Term Elections will be just around the corner, it should be fun to hear Dr. Osborne's perspective. Other can't miss fun events at the Conference & Expo are the Young Contractors Council Fundraiser Welcome Party at "The Matt" and the MRCA Foundation's Reception and Fundraising Auction featuring live music by the Bel Airs. Last year's Auction raised over \$95,000.00 for the MRCA Foundation. Money raised at the auction for the Foundation is used to fund scholarships for MRCA members, their employees or their children who will pursue roofing or roofing industry related educational studies. Foundation monies are also used to help fund scientific research and educational programming of benefit to the MRCA membership and the Roofing Industry in general.

The Tradeshow floor should be an exciting place and humming with activity with over 100 booths representing the entire spectrum of vendors from throughout the roofing industry. There will be a Working Sheet Metal Shop on the floor as well as demonstration areas showing the latest laborsaving roofing installation techniques. Friday afternoon will feature the *Roofing Olympics* with the shingle and roof insulation fastening contests.

I encourage you to come to the 2018 MRCA Conference & Expo this coming October 24th through the 26th in Omaha, Nebraska where successful roofing contractors will be there to associate and learn from other successful roofing contractors. It is MRCA's goal to raise the bar of professionalism and by the conclusion of the MRCA Conference & Expo, you will take something back from it that will help you to improve your skill set so you can thrive and prosper in the Roofing Industry.

The MRCA was, is, and will remain, The Roofing Contractors Advocate!

Sincerely,

Greg Sprague

2018 MRCA President

Sprague Roofing

gmsprague@spraguerroofing.com



MIDWEST
ROOFING
CONTRACTORS
ASSOCIATION

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

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They cater specifically to small and medium-sized businesses, enabling them to establish long-term relationships, provide personalized service and generate aggressive results. They successfully manage a portfolio of 30,000 clients around the country and recovery ratios are three times the national average.

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



TOM OSBORNE

**MRCRA
KEYNOTE
SPEAKER
THURSDAY
OCT 25TH
2018**

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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

www.mrca.org — Midwest Roofer 7





Heat Illness Prevention

Gary Auman – Auman, Mahan & Furry

Heat Illness Prevention

As we move into the summer months it is time for all contractors to consider implementing a Heat Illness Prevention Program. There have been increasing reports of heat illnesses in the workplace. Employees, who work in a high heat index environment, are vulnerable to various heat related illnesses. At their worse, heat illnesses can result in the death of the employee. Back in 2011, OSHA instituted a program to make employers aware of the dangers of working in a high heat index environment. Since then, there have been numerous OSHA citations of employers for heat related illnesses. The increase in reported cases can partially be attributed to the new OSHA reporting rules that now require reporting the hospitalization for treatment of even one employee (the old rule was three employees) for treatment. Prior to this, reports of heat illness injuries were pretty much limited to fatalities. But with the change of rules, employers must report employees who are hospitalized for treatment of heat related illnesses.

While there have been numerous reported decisions, the leading OSHRC decision was by Judge Patrick Augustine in March of 2012 in his decision in the case titled “Secretary of Labor v. Post Buckley Schuh & Jernigan, Inc.” In his decision, Judge Augustine upheld a general duty clause violation against the employer related to the death of an employee from heat stroke. Judge Augustine listed five components of the NIOSH criteria document for heat illness prevention as essential for an employer to be in compliance with the OSHA General Duty Clause. Judge Augustine’s decision makes sense, and provides a practical checklist for employers to follow to ensure a safe workplace for employees from a heat illness prevention standpoint.

The steps an employer should take are as follows (be aware that all of these steps need to be implemented and enforced by the site supervisor. You should not rely on employees taking responsibility for self-compliance):

1. Establish an acclimatization program for employees upon their initial assignment to a worksite with a high heat index environment. Such a program should also be used for an employee who is returning to the

high heat index environment after a period of time away from the high heat index environment. Such a program will have all of the remaining four steps, but will also gradually expose the employee to the high heat index environment. Many employers start their employees with one to two hours of labor in the high heat index environment, extending the work hour in the environment over a period of five to ten workdays. I recommend discussing your program with your company doctor to get their opinion on the best way to acclimatize your employees. As I emphasize to all employers, the acclimatization period as well as the actions taken to comply with the requirements in the next two steps will vary depending on the heat index at the job site. The point for each of these steps is that the steps taken to protect your employees will vary depending on the heat index to which your employees are exposed.

2. The second step is to have the site supervisor establish a work/rest regimen based upon the heat index on the job site. So at the start of the work day, if the heat index is in the low caution range the site supervisor might schedule rest breaks every 90 – 129 minutes. As the heat index increases into the caution range and higher, the rest periods may become longer and more frequent. Again, to be absolutely sure you are doing what is necessary you should run the guidelines you provide to you supervisors by your company doctor.
3. The third step involves hydration. Here the NIOSH Criteria document suggests that employees drink 5-7 ounces of water every 15-20 minutes. Again, I suggest running by your company doctor a hydration schedule as to the quantity of water employees should take in and the frequency over which they should consume it. Again, the quantity and frequency will vary as the heat index varies. In an OSHA decision involving the Sturgill Roofing Company of Dayton, Ohio in 2015, Judge Carol Baumerich stated that she felt that the employer should proactively monitor the water consumption

“be aware that all General Duty Clause violations are cited as serious violations”



by employees and remove any employees from the site who fail or refuse to comply. Such a requirement would place a tremendous burden on the employer. Judge Baumerich’s decision is effectively on appeal to the full Review Commission and no decision on that appeal has yet been reached. So, at this time the original language of the NIOSH Criteria Document is still effective.

4. The fourth step requires the employer to provide cooling off areas in close proximity to the jobsite for use by employees as needed. NIOSH has indicated that a cooling off area should have an ambient temperature of approximately 75 degrees Fahrenheit. I believe this is a guideline and you could vary a little from this temperature, especially if you pass the temperature you would like your cooling off area to be by your company doctor. As you can guess, supplying umbrellas for shade on a 95 degree heat index environment will probably not be sufficient.
5. The final step addressed by Judge Augustine requires you to train your employees in the illnesses that can be caused by working in a high heat index environment, the symptoms of those illnesses, how employees can recognize those symptoms in themselves and others and the first aid actions that

should be taken if those symptoms are observed.

The preceding summarizes what you need to do to protect your employees and to have a compliant heat illness prevention program. I highly recommend having at least every site supervisor download the free OSHA Heat Illness Act onto their smart phone or tablet. This app will provide an immediate heat index level at the location at which the app is used and it will also state the OSHA recommendation for steps for you to take to protect your employees.

Remember, you are the employer and therefore the responsibility for the safety of your employees (including their compliance with all safety programs you have to provide for their safety including heat illness prevention) is yours. Also you should be aware that all General Duty Clause violations are cited as serious violations and OSHA will not negotiate them down to anything other than serious. So, if you are cited for not complying with the requirement to have an effective heat illness prevention program, you will get a serious citation and you will have just two choices. You will either be able to negotiate it for a lower penalty (but keep it as a serious citation) or litigate it. If you accept it as serious you will have to report it on IS Net World and as a serious on any pre-quals you may have to complete to bid new jobs.

Schedule AT A GLANCE

Wednesday OCTOBER 24

8:00 am–4:00 pm

Exhibitor Registration and Move In

9:30 am–5:30 pm

Attendee Registration Open and
Foundation Auction Pre-Registration

10:00 am–11:00 am

Foundation Meeting
(closed meeting)

11:00 am–1:00 pm

MRCA Board of Directors
Meeting (Closed Meeting)

11:00 am–1:00 pm

MRCA Women in Roofing
Luncheon (WinR)

1:00 pm–6:00 pm

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

3:00 pm–7:00 pm

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

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

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

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

1:00 pm–3:00 pm

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

3:00 pm–5:30 pm

Software Driving You Nuts?
Hosted by MRCA Women in
Roofing

5:00 pm–5:30 pm

First-Timer and New
Member Reception

6:00 pm–8:00 pm

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

7:30 pm–10:00 pm

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

Thursday OCTOBER 25

6:30 am–8:30 am

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

6:30 am–4:00 pm

Attendee Registration
Open and Foundation
Auction Pre-Registration

7:00 am–10:00 am

Exhibitor Set-up

7:00 am–12:00 pm

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

9:00 am–2:00 pm

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

7:30 am–11:30 am

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

MR
CA

69TH
ANNUAL
CONFERENCE
& EXPO

• OMAHA, NEBRASKA •

SAVE
the
DATE!

OCTOBER
24-26
2018

7:30 am–8:30 am
ROOFPAC Constituents
Breakfast
(By Invitation Only for
ROOFPAC Event Donors)

8:30 am
Welcome and Introductions

8:30 am–9:30 am
Politics as Unusual!
An Overview of
the Legislative and
Regulatory Issues Vexing
the Roofing Industry with
Reid Ribble and Duane
Musser of NRCA

9:30 am–10:30 am
Membership Meeting
and McCawley Award
Presentation

10:30 am–11:30 am
Keynote Speaker -
Nebraska's Own:
Tom Osborne

11:45 am
EXPO Opening
Ceremony

12:00 pm–12:45 pm
VIP Suite with
Tom Osborne
(By Invitation Only)

12:00 pm–4:00 pm
EXPO OPEN

**EXPO FLOOR
CLASSROOM
SPONSORED BY GAF**

- 1:00 pm– GAF
Sponsored Session:
Welding Thermoplastic
Membranes with Helene
Hardy Pierce

- 2:00 pm How to
Develop a Maintenance
Department
- 3:00 pm SuceSSION
Planning options

5:00 pm–8:00 pm
MRCA Reception and
Foundation Auction
featuring the Bel Airs

6:45 pm
Foundation Scholarship
Award Winner
Recognition

7:00 pm
Live Auction

Friday OCTOBER 26

6:30 am–8:30 am
Breakfast Buffet for
Friday 1-Day Conference
Registration and Full
Registration Attendees

7:00 am–12:00 pm
● OSHA 10 Hour Training
Course (Part 2) (Separate
Registration)

7:30 am–11:30 am
● CERTA Applicator
Training Course (Part 2)
(Separate Registration)

8:00 am
Welcome and Introductions

8:00 am–9:00 pm
Technical Update with
Mark Graham of NRCA

9:00 am–9:30 am
Recognition of Safety
Awards and ELITE
Contractors

9:30 am–10:30 am
10 Employment Pitfalls
for Roofing Contractors
with Philip Siegel of
Hendrick, Philips,
Salzman & Siegel

10:30 am–11:00 am
Recognition of Impact
Awards and Innovation
Awards

11:00 am–12:00 pm
Developing Sales
Proposals & Closing
Skills with Jana
Barnbrook of Malarkey
Roofing Products

12:00 pm –3:00 pm
Expo Open and Roofing
Olympics

**EXPO FLOOR
CLASSROOM
SPONSORED BY GAF**

- 1:00 pm– GAF Sponsored
Session: Options Create
Sales with Rob Ballard
- 2:00 pm How to Get
'Em and Make 'Em Stay!
Workforce Development
and Retention Best
Practices: Panel
Discussion with Tracy
Donels of KPost Roofing;
Kevin Gwaltney of
Diamond Roofing; Ronnie
McGlothlin of Empire
Roofing and Fred Horner
of Advanced Industrial
Roofing

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[linkedin.com/company/midwest-
roofing-contractors-association](https://linkedin.com/company/midwest-roofing-contractors-association)



- **Separate Registration Fee**



#MRCA2018



MRCA CON•EXPO SOMETHING FOR EVERYONE

Bill Seibert – Fisher Roofing of Kearney, Nebraska

At the start of MRCA President Greg Sprague's term he made it very clear that his goals for the year were to increase Contractor Membership by at least 5% and to boost attendance and improve the quality of the 2018 MRCA Conference & Expo set for October 24th through the 26th in Omaha, Nebraska. With an incredible amount of work from the MRCA Executive Committee, Board of Directors, Committee Chairs, Committee Members, Volunteers and Staff, I am proud to say we are well on our way to achieving both of President Sprague's goals.

Kicking off the 2018 MRCA Conference and Expo on Wednesday October 24th at 3 PM is the Steep Slope University. Nothing gets things started, in a roofer's world, like a panel discussion regarding issues after a massive hail storm. Whether it be new contractors coming to town, lack of workforce, "know it all" Insurance companies and adjustors, or hard-to-work-with homeowners, all topics (with the exception of pricing) are on the table for our panel discussion appropriately titled, "What the Hail!?" Bring your questions and concerns for our contractor panel and the MRCA will provide experienced, qualified contractors who have been there and done that to help answer questions and give ideas on some of the problems attributed to hail storms and there lingering effect on the roofing contractor.

Following the panel discussion at 4PM will be Lindsey Douglass of The Disaster Advocates. Lindsey presented at our 2017 Conference in St. Louis MO and she was so educational we felt like we needed to bring her back to the 2018 Conference and Expo. Her topic *How to Deal with: Adjusters; Xactimate; Insurance Proceed Agreements; and Scope of Work* is one of the most informative presentations I have attended. Lindsey has information that all roofing contractors will benefit from. This is a CAN'T MISS presentation that can help contractors improve their bottom line.

At 6PM we will have a Ventilation Program featuring Paul Scelsi from AirVent. What would Steep Slope University be without a presentation regarding one of the hottest topics in steep slope roofing...ventilation? In today's world of manufacturer warranties and ways manufacturers get out of warranties, you can't afford to assume you know all there is to know about attic ventilation. After attending Paul's presentation you will be armed with the knowledge you need to help eliminate all that hot, static air that accumulates in the attic space and prematurely ages roofing materials, ultimately saving you, the contractor, headaches down the road.

What would opening day of the Conference be without a Welcome Party? Help kick off the 2018 MRCA Conference and Expo by attending the MRCA's Young Contractors Council welcome party. This year's party "Monte Carlo at The Matt" will feature casino-style games, food and drinks from one of Omaha's signature bar and grills, The Old Mattress Factory. The YCC event is always a good one...after all, those youngsters know how to throw a great party.

The effort to improve the attendance and the quality of the 2018 MRCA Conference & Expo has been, and continues to be, a work in progress. However, due to the large amount of work and continual effort of all MRCA staff and volunteers, we have a very well thought out schedule with highly qualified speakers and topics that are very pertinent in today's Roofing Contractor world. Whether you are a Steep Slope Contractor, Low Slope Contractor or all of the above, the 2018 MRCA Conference and Expo October 24th-26th in Omaha Nebraska will have something for you. Attend the 2018 Conference and you will walk away knowing that the MRCA truly is the Midwest's Roofing Contractors Advocate.





MRCA 69th ANNUAL CONFERENCE & EXPO

October 24 - 26, 2018

CONTRACTOR REGISTRATION FORM

(Online Registration available at www.mrca.org)

Company Name _____

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

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

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

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

Company Address _____

City _____ State _____ Zip _____ Work Phone _____

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



Member Full Registration \$350

Additional Member Full Registration* \$125

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

Non-Member Individual Full Registration \$550

Join and Register Option for Contractors

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

Join and Register \$795

Additional New Member Registration \$125

1-Day of Conference Registration:

Includes 1 day of General Educational Sessions and Access to the Exhibit Hall.

(Excludes activities requiring separate registration fees below.)

1-Day Member Individual Registration \$175

1-Day Non-Member Individual Registration \$275

Check the day you will attend: Wednesday Thursday Friday

Exhibit Hall Access ONLY Registration:

Contractors, Consultants, Specifiers, Code Officials,

Engineers, Architects, Insurance Agents: FREE

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

Activities Requiring Separate Registration Fee:

Steep Slope University for Contractors

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

\$55 per person

Young Contractors Council Fundraiser Welcome Party at "The Matt"

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

\$40 per person

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

(Includes Meals & Access to Exhibit Hall)

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

\$495 per person for Non-Members

CERTA Applicator Course

(Includes Meals & Access to Exhibit Hall)

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

\$475 per person for Non-Members

OSHA 10 Hour Training

(Includes Meals & Access to Exhibit Hall)

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

\$300 per person for Non-Members

Optional Excursion in Omaha

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

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

Subtotal Box B: _____



Special Notes/Requests

This is my First MRCA Conference & Expo

I require special assistance onsite. Please contact me.

I have a dietary preference for meals. Please specify: _____

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

Check to MRCA Visa MC AmExp Discover

Card # _____

Exp. Date _____ Billing Zip Code _____

Name on Card _____

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



Midwest Roofing Contractors Association Foundation

2077 Embury Park Rd., Dayton, OH 45414

Phone: 800.497.6722 • Fax: 937.278.0317 • E-mail: info@mrca.org • Web: www.mrca.org

2017-2018 MRCA FOUNDATION PLEDGE CAMPAIGN

The purpose of the MRCA Foundation is to raise awareness and improve the industry by supporting educational programming, industry research, and industry-related academic scholarships. Please consider giving generously to help the MRCA Foundation reach its goal of raising \$600,000 by 2019. Your ongoing support of the MRCA Foundation is critical to sustaining this important mission.

Yes, I can help! I would like to support the mission of the Foundation!

Please accept my MONTHLY pledge of:

\$100 \$75 \$50 \$25 Other _____

for _____ months Please begin my donation on this date: _____

Please accept my one-time pledge of:

\$10,000 \$5000 \$2500 \$1000 Other _____

Donor Information:

Donor Name: _____

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I have enclosed a check made payable MRCA Foundation

Please send me an invoice for the amount indicated above

Please charge my credit card: One time as indicated above Monthly as indicated above

I would like to designate my contribution to the following area(s):

Research Education Scholarship CERTA

Credit Card Number _____

Card Holders Name _____

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***The MRCA Foundation is a charitable, nonprofit 501 (c)(3) organization (Federal Tax ID: 43-1495286)
Contributions are tax-deductible as charitable contributions to the extent permitted by law.***

***Please return to: The MRCA Foundation, 2077 Embury Park Road, Dayton, Ohio 45414
or email to: mmiller@mrca.org. Questions? Call Megan Miller at 800-497-6722.***



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

COMPANY INFORMATION:

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

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

Address: _____

City, State, Zip: _____

Country: _____

O: _____ C: _____

Email: _____

Website: _____

Full Name: _____

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

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

PAYMENT INFORMATION:

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

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

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

EXHIBIT FEES:

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

Preferred Booth Numbers:

1st Choice: _____ 2nd Choice: _____

3rd Choice: _____ 4th Choice: _____

Please list companies that you prefer not to be near:

BILLING INFORMATION:

Full Name: _____ Title: _____

Company Name: _____

IF DIFFERENT FROM ABOVE:

Address: _____

City, State, Zip: _____

Country: _____

PH: _____ FX: _____

Email: _____

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

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

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



Credit Card Payment Information:

CC#: _____ Exp. Date _____

Name on Card: _____

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

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



AVOID EMPLOYMENT CLAIMS BY AVOIDING "DESPERATION HIRING"



by Steve Watring, Auman,
Mahan & Furry

Help wanted signs increasingly are starting to litter the business landscape. Online help wanted postings are on the rise. It is rapidly turning into an "employee's market" in which jobs are more plentiful than qualified and quality workers.

This dynamic often leads to what I refer to as "desperation hiring." You need someone to do the work. You need them to start yesterday. You find a candidate that looks qualified. You are concerned that someone else will beat you to the punch and hire them out from under you. You move too quickly. You take some shortcuts in the screening process. You miss or disregard some red flags.

A desperation hire can work out, but it is high risk. The reality is that desperation hiring usually is better for your attorney's business than it is for yours. This is because today's desperation hire frequently cultivates in the petri dish until it flourishes into a full blown employment problem: next week, next month or next year. Just give it time.

In our firm's employment law group, we frequently say that 5% of the employees create 95% of the employment problems. There is only one reason we say that... because it's true! And what is worse, sometimes that one desperation hire spreads problems like a virus, and infects the other 95% of your workforce as well.

The best solution is relatively simple. The single best way to limit employment problems is to screen out that 5% before they become your employees, and your problem. The single best way to do that is to establish and exercise good applicant screening practices. Avoid desperation hiring by taking a disciplined approach and sticking to those practices even in an "employee's market." Furthermore, try to get others in your organization (yes, even your bosses) to buy into and follow those practices. Show them this article if necessary. While it cannot always be controlled, a manager's back door job offers to acquaintances still are subject to the 5% rule. And a mistake in hiring a management level person can be even more catastrophic for your organization.

While applicant screening steps can vary depending on your business and

the position involved, here are a few precautions that every employer should at least consider including in its screening process:

- Develop a good employment application! Our model application (updated this year) is available on our website www.amfd Dayton.com for those who are interested.
- Require a completed employment application for all applicants-NO EXCEPTIONS! And actually take the time to scrutinize the application. A partially completed or poorly completed application alone can be a red flag. A resume is fine, but it is no substitute for a completed application.
- Utilize proper interviewing techniques! Watch for red flags along the way.
- Conduct drug testing! Remember that a drug test is NOT considered to be a medical examination under the ADA. Ideally, a drug test should be conducted AND the results received before an offer is

made, not after. Just the fact that you drug test can deter substance abusers from pursuing employment with your business.

- Conduct background checks! Remember to follow the requirements of the Fair Credit Reporting Act.
- Conduct skills, competence, intelligence or personality testing! It is amazing how few employers take advantage of this. I equate it to looking under the hood before you buy a car. If the job requires that an employee be able to hit a nail with a hammer, why not require them to demonstrate that ability before you hire them? The testing doesn't always have to be elaborate or expensive, and the legal restrictions are fairly easy to navigate.
- Conduct an internet or social media search! Whether or not you are conducting background checks, there sometimes is a wealth of information available concerning the applicant on the internet. While there are some legal pitfalls and risks associated with such searches, more often than not the benefits outweigh the risks. Sometimes these searches can tell you more about a candidate than anything else.
- Check references from prior employers! Remember that a letter of reference is no substitute, and may actually be a warning sign. Make sure you direct the reference inquiry to the proper person or department, which may not be where the employee wants you to direct it. Don't settle for a reference from someone that is no longer with the organization. Checking references is one of those unpleasant tasks that is easy to find an excuse not to do. While it can be a frustrating process, just do it. Think of it as business networking! Always ask if your applicant would be rehired or is eligible for rehire. It is the one question that I recommend that every employer asks and that almost every employer answer (with very limited exceptions). And the answer often tells you all you need to know.

- Make your offers conditioned on medical examinations or inquiries! The EEOC has indicated that the window of time between a conditional offer and the final offer is the time when the employer's right to make medical inquiries is the broadest. The inquiries don't even have to be job related! The main restriction is that the inquiries are made of all job offer recipients for the same position. True, even if you get unfavorable information, it may be necessary to proceed with the hire. But sometimes it is a basis for rescinding the offer. Either way, you want to be able to make an informed decision.
- Remember that you are allowed to make subjective judgments! How did the person interview? Are there concerns that the applicant did not adequately address? Would the person be a good fit for your organizational culture? What do your instincts tell you? True, you have to be prepared to defend against discrimination claims. At the same time, your right to make subjective hiring decisions is one of the reasons that failure to hire claims are among the least common and easiest to defend.
- Document, document, document! You want to be able to prove the steps that you took and your reasons for rejection of an applicant. Remember that under Ohio

law, discrimination claims can be made five years after the alleged discrimination occurred. Are you going to be able to prove why you rejected an applicant five years ago?

Would the person be a good fit for your organizational culture?"

Not all of these ideas are right for all employers and for all jobs. But all of them are part of the menu of options that you should be considering as part of your applicant screening process. If you have your process in place so that it goes smoothly, the associated delay can be kept to a minimum. It can even project to that hot prospect that you are a sophisticated employer that knows what you are doing!

Desperation hiring can open your doors to the very workers that you want to keep out of your work force. Reduce employment claims later by developing and exercising good hiring practices now!

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NEBRASKA

United States

Kansas Ci



KENTUCKY

Kentucky Roofing Contractors Association (KRCA) Annual Golf Outing

April 19, Lexington, KY - Nestled in the heart of Kentucky, the University Club of Kentucky was a perfect venue for this year's golf outing. Genevieve (Jenna) Kramer of Wm. Kramer and Son, Inc. attended as the MRCA Representative. "The Golf Outing was great! Connecting with members of KRCA and discussing specific industry trends for Kentucky's geographic region was both insightful and beneficial for all parties. Supporting our affiliate associations and spending time with their members helps MRCA live up to their word because we are The Roofing Contractor's Advocate," said Kramer.

A good time was had by all. A special thank you to Robin Miller of KRCA for welcoming MRCA to this fantastic event.



Dallas

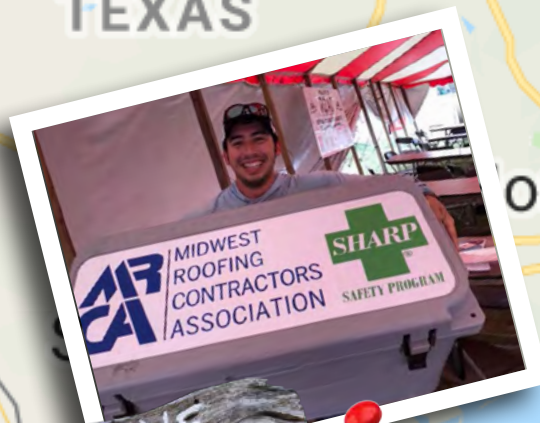
TEXAS



TEXAS

Roofing Contractors Association of Texas (RCAT) Fishing Tournament

May 3-5, Port Aransas, TX, - RCAT Executive Director, Sarah Burns, put together a fantastic event again this year. "What a great weekend for the 2018 RCAT Fishing Tournament. Good times and some great fishing! We are happy to support all the local businesses and seeing so much has been rebuilt since Hurricane Harvey. Port A is back and doing better than ever." Woody's Sports Center was a great location with fantastic fishing guides.



COAHUILA

NUEVO LEON



TENNESSEE

Tennessee Association of Roofing Contractors (TARC) Annual Golf Outing

April 19, Franklin, TN – Chilly was the word of the day, but brother and sister duo, David and Kathleen Maxwell of Maxwell Roofing & Sheet Metal, Inc. had a great time meeting with golf outing attendees. David is a Director on the MRCA Board of Directors and Kathleen is a Director on the TARC Board of Directors. The Crossing Golf Course was a beautiful setting for this industry networking opportunity. The event proved to be time well spent for all in attendance.



OHIO

Ohio Roofing Contractors Association (ORCA) Golf Tournament

May 15, Belleville, OH – Fred Horner, President of Advanced Industrial Roofing, ORCA President and MRCA 2nd Vice President, represented MRCA at the beautiful Deer Ridge Golf Course. The weather was warm with a nice breeze and the event had the 2nd highest number of attendees in its history! Many current MRCA Members like Division 7 Roofing and FPS stopped by to say hello and SRS brought their Extreme Tailgating RV! They said they'll be in Omaha for the MRCA Conference & Expo Oct 24-26, so make sure to be there to check out this amazing rolling party!

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

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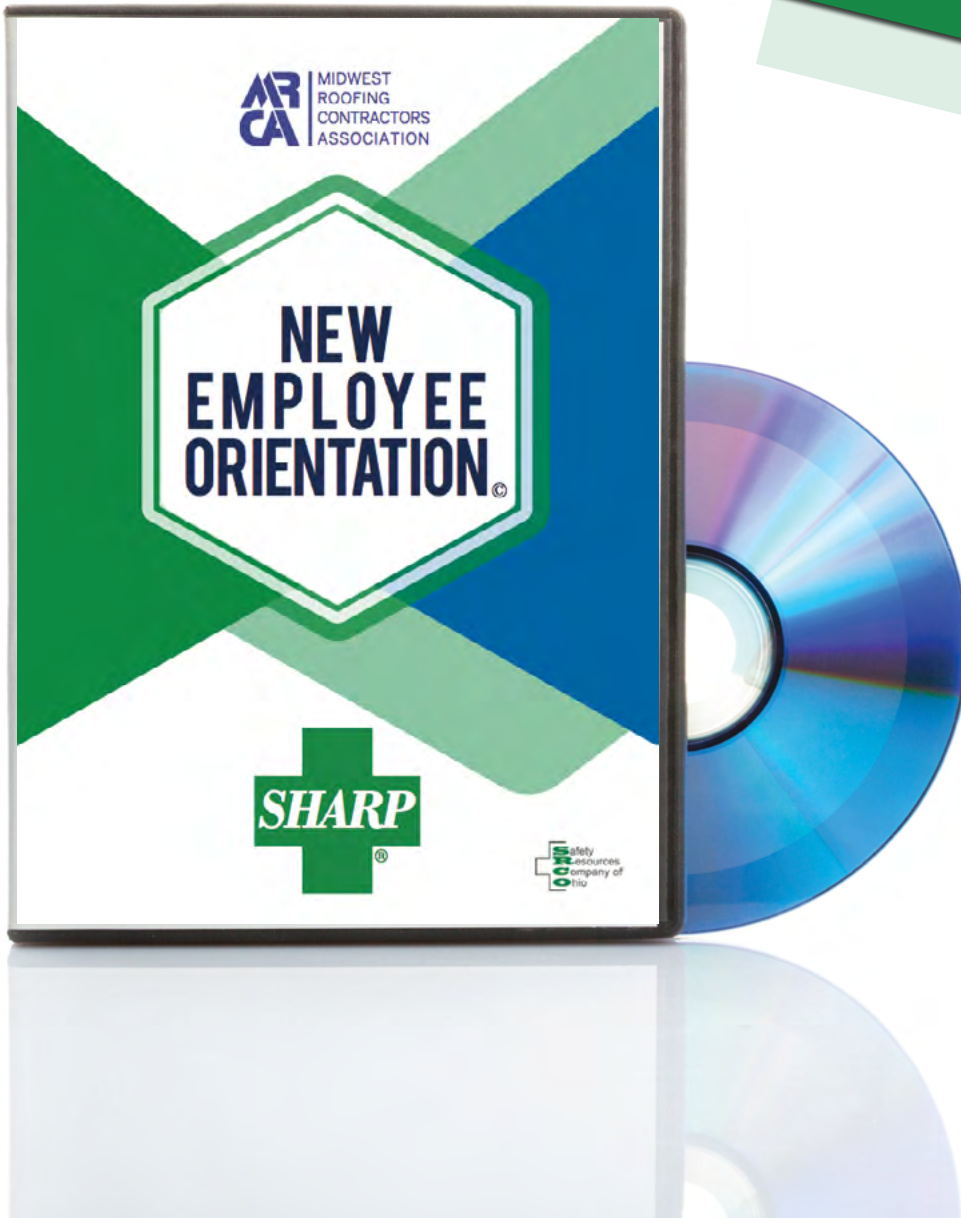
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Visa/MC/Discover/Amex # _____			Exp. Date _____
Signature _____		Name on Card _____	
Total to be charged to card: \$ _____		Billing Zip Code _____	

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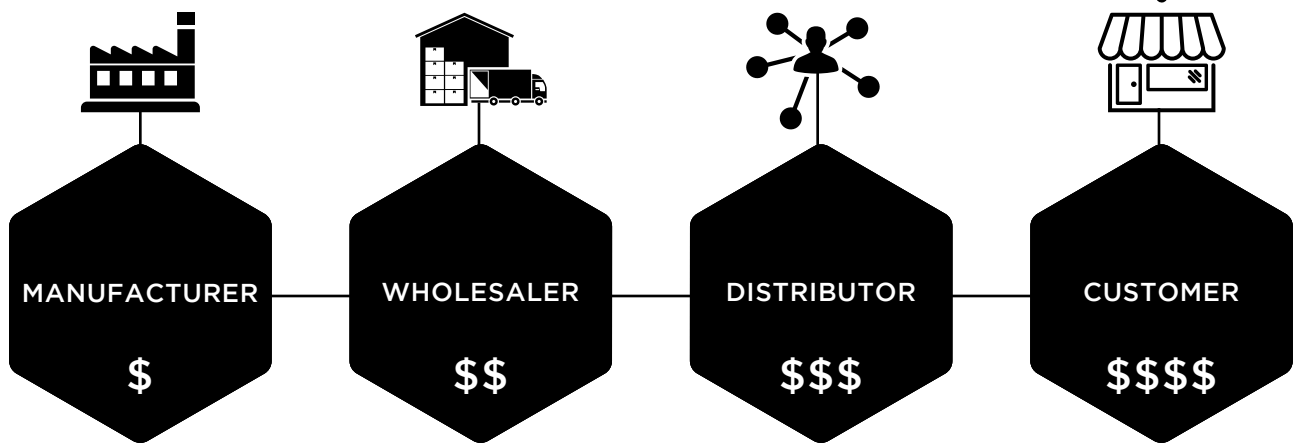
The Safety & Health Agenda for Roofing Professionals, A Midwest Roofing Contractors Association Program

12/08/17

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MRCA Membership Update

Welcome OUR NEW CONTACTOR MEMBERS

WE'RE HERE FOR YOU

A-J Roofing & Waterproofing Co.
Arcosanti, Inc.
BradCo Company
Freedom Roofing & Construction, Inc.
Guarantee Roofing
Hawkeye Sheet Metal Inc.
Jim Taylor Inc.
Johnson Roofing Inc.
KenBrooke Roofing, Inc.
Klein Contracting Co.
LaDuke Roofing and Sheet Metal
McCoy Construction, LLC
Moose Roofing
Moss Roofing
Neemann & Sons
Outback Roofing
Ramon Roofing Inc.
RJ Construction
Roof Rite Exteriors, LLC
Royalty Roofing, Inc.
South Side Roofing Co.
Structural Commercial Roofing Systems Inc.
Thompson Roofing
Tri-Cities Group Inc.
Wood Roofing Company

Lincoln, NE
Omaha, NE
La Vista, NE
Champaign, IL
Norfolk, NE
Waterloo, IA
Belleville, IL
Waco, TX
Papillion, NE
Doraville, GA
Oak Park, MI
Omaha, NE
Gretna, NE
Indianapolis, IN
Lincoln, NE
Dallas, TX
Fort Worth, TX
Lenexa, KS
Lincoln, NE
Omaha, NE
St. Louis, MO
Dallas, TX
Omaha, NE
Grand Island, NE
Des Moines, IA

DISCOVER THE BENEFITS OF MRCA Membership

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

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



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



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



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



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



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



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



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



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



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, 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

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Signature _____

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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.



Is your software driving you nuts



Laurie Moore – Kreiling Roofing Co, Peoria, IL

Software is driving a lot of roofing contractors nuts! Once you figure out the best choices for your company, software can save contractors a lot of time and help ease the training of employees that needs to become more streamlined with the movement of our workforce. Software has also helped spread some duties to non-traditional areas of the company so that now the person answering your phone can do a lot more to initiate service work and your foremen can report safety and productivity in real time to management. All you have to do is figure out what tools to use and how to make them all work together. Easier said than done.

At MRCA's Conference this year Women in Roofing (WinR) will be offering an educational experience open to all attendees as a way to contribute to the industry. Women in roofing companies are often the implementers of the software and also know the mechanics of the company operations inside and out. We will connect with providers of industry specific software that are used in the daily operation of roofing businesses to provide a user-friendly and hopefully somewhat entertaining analysis.

We are polling companies to gather information on the scope, features, and benefits of their products. There will be representatives from some of these companies available in panel form to comment and answer questions. Estimating, Service Department Management, Customer Relations Management, Time Tracking, GPS and Safety are all on the list of software applications we plan to cover.

Choosing what scope of each software to use and how to connect them all together is challenging. These decisions have significant financial impact when you consider not only the cost to purchase the software and yearly maintenance along with added hardware, but also the time it takes to set up all of the settings and databases required to run and connect your software. That's when the fun begins! With first learning how to use everything yourself and then training all the employees how to use all the new bells and whistles. It can be exhausting!

Our goal for this event is to make it easier for the contractor to sort thru all the information available to get a clear plan for the best choices in software implementation in their company. There will be opportunity for asking questions and plenty of contractors to connect with



to discuss specific topics of interest throughout the conference. There are a lot of contractors who are all at different stages of various software implementations. The quickest way to get answers to your questions is usually to ask another contractor. MRCA is a great place to find answers about software that are already being implemented at other companies.

Bring your software challenges or solutions with you to help free yourself and others from the pain and suffering of change. Gain comfort in knowing that many others share your pain and will be happy to help others avoid the costly mistakes that can be made in this area of your business.

MRCA's Women in Roofing is not a women's group, but an industry group that seeks to be interwoven as part of the fabric of the industry. This group is focused on providing support to roofing contractors and connecting with others in the industry in a focused way as to maximize the benefit for both parties. There are many women who have been instrumental in the operation of roofing businesses. Our current MRCA President, Greg Sprague's, mother was one of those women. We seek to make the paths of those that follow easier by helping to provide the support needed by the women in our roofing companies. As we find support, we benefit ourselves, our companies and our industry with increased knowledge and capability, improved confidence levels and lower stress from the comfort that comes from knowing resources are available and someone else somewhere has experienced your situation before and can help. Don't let this business drive you nuts. Come to MRCA to get rejuvenated so you can be a better roofing business.



MRCA AWARDS GIVE US YOUR BEST!

The MRCA offers several programs that are designed to recognize our most outstanding Roofing Industry Professionals



DEADLINE FOR NOMINATIONS: AUGUST 1ST

★ IMPACT AWARD

The Midwest Roofing Contractors Association Impact Award recognizes MRCA Member Companies that have demonstrated a commitment to improving the well-being of communities or individuals through philanthropy or community service demonstrated at a local or national level.

★ INDUSTRY INNOVATION AWARD

The Midwest Roofing Contractors Association Industry Innovation Award recognizes suppliers and manufacturers who have contributed to the advancement of the roofing industry through innovations or product development related to safety, technology, efficiency, or environment, and significantly improved the well-being of the roofing contractor.

★ JAMES Q. MCCAWLEY AWARD

James Q. McCawley came from a family intimately connected with the roofing industry. He dedicated his life to the advancement of the roofing industry in innumerable ways. In recognition of his devotion to the industry, the Midwest Roofing Contractors Association established the James Q. McCawley Award. This award, first presented in 1969, has been presented each year to an individual in recognition for outstanding service to the roofing industry.

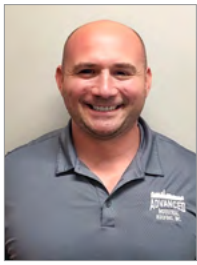


SAFETY AWARDS/ELITE CONTRACTOR PROGRAM

The Midwest Roofing Contractors Association Safety Awards/ELITE Contractor Program 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. This program also encourages and recognizes Roofing Contractors who strive to maintain excellence in areas of business management, technical knowledge, and safety practices.

APPLICATION DEADLINE: JULY 1ST

To submit your nominations or application online, visit mrca.org, or contact Megan Miller at 800-497-6722 or at mmiller@mrca.org for assistance.



Oil-Canning, Who's Responsible?

Norman Menegay, Jr. - Sheet Metal Operations Manager Advanced Industrial Roofing, Inc. in Massillon, Ohio

Oil-Canning. An inherent characteristic of light gauge cold-formed metal products, particularly products with broad flat areas; A visual phenomenon seen as waviness or distortion in the flat surfaces of metal roofing and siding products, is subjective, is normally an aesthetic concern only, and does not affect a products strength or performance.

Most Architects, Engineers, Construction Managers, General Contractors, and Subcontractors, have seen and heard this before, but never research it until it's too late. Nobody considers the negative aesthetic impact on the finished product or the potential non-payment issues at the end of the project.

A lot of us, as subcontractors, have either been through it or have heard about other contractors that have gone through it. Most projects go through the same process. The engineering and design with the architect; the bidding and submittal approval process with the Construction Manager, General Contractor, and Subcontractors; the General or Subcontractor orders and delivers the material and Install begins. Then the questions are asked... Why are there dimples in the panel? Why are there more dimples in the afternoon? Why wasn't I told this was going to happen? Then you have the finger pointing. Everyone is blamed from the architect to the installer. There are threats from the owner, and in some cases, relationships are destroyed. All of these outcomes are terrible for everyone's business. But, who's responsible?

As a subcontractor reading this, your first knee jerk reaction would be to say that the architect and engineer should have specified the right gauge material, a different color, or a different panel with corrugations. That would be a fair assumption, but consider all the hundreds if not thousands of items architects and engineers have to consider on a single project. The potential for oil-canning hasn't made it too far up on the list...yet.

“This time and effort costs more money, plus the money you're not getting paid, and could possibly close your doors”

You might also say that the Manufacturer should have explained this to the architect and engineer when they helped develop the specification. You might not be wrong about that, but consider why the manufacturer is there meeting with the architect and engineer in the first place. He or she is there to get their product in the specification and hopefully get the job. Most manufacturers know they have a disclaimer in their literature and bringing up a potential negative about



their product to the architect isn't high up on their list either...yet.

Finally, you might say "I'm the installer, it shouldn't be my responsibility to explain oil-canning to anyone. The architect designed the project, they should know." This is where, as an installing subcontractor, I disagree. It should be the installing subcontractor's responsibility, more than anyone else, to explain oil-canning to everyone that matters and give suggestions on improvement. This conversation should also occur as early in the project as possible.

For example, let's say you have a project that is showing oil-canning and you didn't think to, or care to, explain oil-canning to the architect or owner prior to install. The immediate response by someone who really doesn't understand oil-canning will be, "Its installed wrong". This is something you never want to hear, because in most cases, that means you're not getting paid. This could create a domino effect for a number of other items affecting your company. Now on the back end, as a subcontractor you have a steep, slippery slope to climb to explain oil-canning and prove you've done everything correctly. This time and effort costs more money, plus the money you're not getting paid, and could possibly close your doors if you're not educated and don't feel the need to educate others.

For this reason, I believe it is the responsibility of the installing subcontractor, more than anybody, to explain oil-canning as thoroughly as possible well before the first day of install. Because at the end of the day, you need to protect your company, reputation and your finished product.



YCC Webinars

Contractor Marketing Strategies



Rachel Garcia – Malarkey Roofing Products

We have officially launched our Young Contractors Council webinar video series. This valuable resource is going to connect contractors throughout the Midwest and give them the ability to discuss various topics through video conferencing. The goal is to use these webinars to connect throughout the year, then come together at the Annual Conference to audit everything learned and reveal findings through educational sessions.

For each session, we assign a YCC member to lead the topic and help guide the discussion. The first session introduced was Contractor Marketing Strategies led by myself. With that being such a large topic, I broke it down to a few fundamental marketing strategies.

Identify Your Market

It would be great to have every potential customer as your target audience, but realistically that's not the best strategy. When you target a specific segment of your market, you are able to create targeted content and that will help share your message more effectively.

Audit Your Website

All of your marketing efforts lead back to your website. Build trust with your website and make sure it is acting as your 24/7 salesperson.

Create Interesting Content

Differentiate yourselves with engaging content. This will help your customers view you as a trusted advisor.

Campaigns

Every marketing activity should be treated as a campaign. Follow a theme over an extended period of time and play with different marketing mediums to tell a story.

The average webinar will last 5 – 15 minutes. This gives us enough time to briefly overview our high-level topics without having to commit to a large block of time. You'll meet other professionals experiencing your same frustrations and successes. Our thoughts are to provide a network of young professionals for you to confide in. Your peers in this industry are so valuable. There is so much we can all learn from each other.

These short video discussions could be instrumental in improving your business practices. We welcome everyone's ideas and participation as we continue to develop this program. All webinars will be recorded and can be accessed on the YCC page through the MRCA website.



For more information or to participate contact Megan Miller at 800-497-6722 or mmiller@mrca.org



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