

ANNUAL REPORT 2019



The Midwest Roofing Contractors Association (MRCA) is an independent regional roofing contractors' association organized to assist member roofing contracting companies to prosper in their businesses by being a contractor advocate; acting as an industry spokesman; disseminating information to the membership by means of a bi-monthly newsletter; providing valuable education at annual conference; and being an active resource for members with technical, business management, safety and legal advice.

Each Summer

MRCA releases the most recent years of Year-End Balance Sheets for the Midwest Roofing Contractors Association and MRCA Foundation. As the Membership of MRCA, I am asking you to take a few moments to look at these Balance Sheets and take notice of the dramatic improvement in the financial health of both MRCA and the MRCA Foundation over the course of that time period from December 31, 2015 through December 31, 2018.

As we progress through another exciting year in the professional roofing industry, we should all take this time to reflect on our successes within our own lives, companies and our Association. This kind of forward momentum allows MRCA to turn your investment of annual dues and foundation contributions into tangible tools that will help you not only work "in" your business, but work "on" your business, nurturing it to continue to grow while streamlining your day-to-day business activities.

Whether you are a loyal long-time MRCA Member or you are new to the Association, please plan on making the most of your membership by joining us November 20-22 for the MRCA's 70th Annual Conference & Expo in Overland Park, KS. Your volunteer staff have been working hard to put together an educational and memorable experience that you won't want to miss.

Lastly, I would like to take this opportunity thank the many Board, Committee, and Council members who have worked so hard to continuously move this organization forward keeping MRCA relevant and evolving. Through those efforts, the MRCA will continue to be THE ROOFING CONTRACTORS ADVOCATE!

Midwest Roofing Contractors Association, Inc. Balance Sheet

	2018 Year End Dec 31, 18	2017 Year End Dec 31, 17	2016 Year End Dec 31, 16	2015 Year End Dec 31, 15
ASSETS				
Current Assets				
Checking Account	452,288.17	305,698.24	187,083.89	147,020.49
Total Checking	452,288.17	305,698.24	187,083.89	147,020.49
Other Current Assets				
Money Market Account	15,605.59	2,385.79	3,518.28	8,326.41
Investment Account	387,248.21	438,788.07	386,557.08	345,882.25
Total Other Current Assets	402,853.80	441,173.86	390,075.36	354,208.66
Total Current Assets	855,141.97	746,872.10	577,159.25	501,229.15
TOTAL ASSETS	855,141.97	746,872.10	577,159.25	501,229.15
LIABILITIES & EQUITY				
Equity				
Unrealized Gain (Loss) on Investment	17,093.00	70,325.30	25,142.56	0.00
Unrestricted Net Assets	675,656.80	552,016.69	474,174.43	485,054.63
Net Income	162,392.17	124,530.11	77,842.26	156,530.23
Total Equity	855,141.97	746,872.10	577,159.25	501,229.15
TOTAL LIABILITIES & EQUITY	855,141.97	746,872.10	577,159.25	501,229.15

MRCA Current Membership

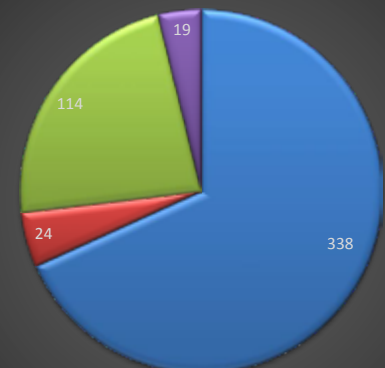
Contractor Members	338
Contractor Branch Members	24
Associate Members	114
Associate Branch Members	19

*The MRCA will continue
to be THE ROOFING
CONTRACTORS ADVOCATE!*

Kevin Gwaltney

Kevin Gwaltney
2019 MRCA President
Diamond Roofing – Dodge City, KS

MRCA Membership



■ Contractor Members
 ■ Contractor Branch Members
 ■ Associate Members
 ■ Associate Branch Members



MRCA Mission Statement

The Midwest Roofing Contractors Association (MRCA) is organized to help members succeed by providing advocacy; education; networking opportunities; and being an active resource for members with technical, business management, safety, and legal advice.

Your MRCA volunteer leaders have given and continue to give countless hours of their own time away from their businesses working to help the association succeed and each MRCA Member find value and benefit in their membership investment. This summary is a brief description of all the work being done by the association on your behalf.



ADVISORY COUNCIL AND CONFERENCE & EXPO Promotion Ad Hoc Committee



Advisory Council Chairperson: Greg Bloom, Beacon Roofing Supply - Edmonds, WA

Purpose: The Advisory Council provides industry suppliers, manufacturers and distributors with a voice in the planning of the Annual MRCA Conference & Expo. This Council's goal is to increase MRCA contractor membership as well as revenue opportunities through the Annual Conference while supporting a great Expo that is beneficial to all of the participating Exhibitors, Sponsors and Advertisers.



Chairperson: Luke Haines, Roofmasters Roofing & Sheet Metal Co. Inc. - Hays, KS

Purpose: The Conference & Expo Promotion Committee's purpose is to drive exhibit and sponsorship sales as well as overall conference attendance from contractors and other professionals linked to the roofing industry. They

are also integral in planning the promotional schedule for the Conference & Expo.

Projects: In 2018 the Advisory Council and the Conference & Expo Promotion Committee decided to join forces to make the show in Omaha, NE one for the records. With the great success of the Omaha show, they have kept the momentum and hard work going putting all of their efforts in Kansas and the surrounding states in preparation for the upcoming Conference which is scheduled for November 20-22 at the Overland Park Convention Center in Overland Park, KS. MRCA President, Kevin Gwaltney, has made a concerted effort these past few months to connect with local distributors, manufacturers and contractors to get their opinions and advice for hosting a successful show in their area. These contacts led up to a Cocktail Reception that took place during the Spring MRCA Board and Committee Meetings in April in Overland Park at the Conference Hotel. Around 100 local roofing professionals joined MRCA volunteers for an evening of networking, food, drinks and camaraderie.

Keep an eye out for new sessions both on and off the tradeshow floor as well as even more product demonstrations, hands-on experiences and enhanced technology-based interaction with the popular Product Peep Shows and Mobile Conference App. This year, we are also excited to roll out the first ever MRCA Roofer Olympics! All Contractors and their employees are encouraged to enter the Roofers Olympics which will be held on the Expo Floor the last day of the show and will feature up to 4 industry-related events. Each event will be scored on both speed and quality with the 1st Place Winner going home with \$1000 CASH! Registration is free so keep an eye out for details in upcoming Conference Promotion materials!



Architectural Sheet Metal Committee



Chairperson: Luke Haines, Roofmasters Roofing & Sheet Metal Co. Inc. - Hays, KS

Purpose: The purpose of this Committee is to enhance the services that MRCA offers to provide a home within the MRCA for Architectural Sheet Metal Contractors and their industry equipment and material suppliers. This Committee is charged with: identifying potential members in these industry segments; recommending

new services, training, or resources needed by the industry; recommending tailored marketing of existing member services to this segment; and incorporating this segment into the 2019 Expo in Overland Park, Kansas

Projects: 2019 will again feature a fully-operational Sheet Metal Shop on the Expo floor and will expand to include more fabrication and education on the show floor including metal panel systems, detailing, SMANCA standards compliance and ES-1 Perimeter Edge requirements. The committee is also working on written content for members in both industry segments in each issue of MR Magazine and greater online support to help member contractors work more effectively with their customers through peer to peer support and online model documents and fact sheets.



Business Management Committee



Chairperson: James Boland The Quality Roofing Company - Kansas City, Missouri

Purpose: The purpose of this Committee is to develop tools and programs to assist MRCA members in the successful operation of their businesses. This committee also provides input to develop on-demand online resources and conference educational topics.

Projects: In addition to overseeing the Business Forms, online education programs, and conference education programs, the committee has continued to administer and consider new and existing member benefit programs such as the Legal Services Plan, Beeline Purchasing, and the Harness Safety App. The Committee continues to review potential programs on insurance, consumer financing, point of purchase technology and drone certification. The Committee will play a key role this year in the website renovation and continues to work on adding more on-demand content for MRCA Members.



CERTA Taskforce

Chairperson: James Ramser, Highland Roofing Company – Louisville, KY

Purpose: The purpose of this Taskforce is to oversee the administrative and marketing aspects of the MRCA/NRCA CERTA Torch Applicator Training Program.

Goals: MRCA has placed safety education as one of its highest goals. The promotion of CERTA and torch safety is one of the primary planks of the MRCA Safety Education platform. The MRCA Board has made sure that Safety in general and specifically CERTA, receives priority in funding in the MRCA budget.

As the MRCA CERTA Chairman, Jim Ramser is directing a program to emphasize the need for torch safety training involving any use of torches in roofing, and not just limited to the application of torch applied roofing systems. Most company trucks have a torch in the back for various reasons, so CERTA applicator training is important for almost all roofing employees. MRCA is also going to work to expand their program of working in conjunction with local and state partner associations in assisting in co-sponsoring CERTA applicator classes.



Steep Slope Committee



Chairperson: Brett Tesson, Tesson Roofing & Exteriors. – St. Louis, MO

Purpose: The purpose of this Committee is to enhance the services that MRCA provides to steep slope contractors and material and service suppliers. This Committee is charged with: identifying potential members in these industry segments; recommending new

services, training, or resources needed by the industry; recommending tailored marketing of existing member services to this segment; and incorporating this segment into the 2019 Expo in Overland Park, Kansas.

Projects: This Committee is building on the momentum of success generated by previous Steep Slope Universities held in St. Louis and in Omaha. 2019 will showcase a peer to peer roundtable format that allows attendees to participate in multiple discussions and then receive a total summary of all the discussions after the event concludes! There will also be education and live demonstration programs specifically designed for Steep Slope Contractors and their crews at the 2019 Expo in Overland Park, Kansas. The Committee will also be a critical component of the new MRCA Website renovation and will host a special section of the site specifically for Steep Slope Contractors.



Signatory Contractors' Council

Chairperson: Laurie Moore, Kreiling Roofing Company – Peoria, IL

Purpose: The purpose of the Signatory Contractors' Council is to assist MRCA Members that are a party to a labor collective bargaining agreement with a building trades union. The Committee is primarily focused on firms that are signatory with the United Union of Roofers,

Waterproofers and Allied Workers.

The Committee is going to offer a Conference in 2020 that will assist members in preparation for their respective labor contract negotiations, exchange of labor contract provisions; and general discussions as to how they can develop mutual interests with their local union.

Data for this conference is being collected. Information on the conference will be coming soon.

COMMITTEE OVERVIEWS



Membership and Marketing Committee

Chairperson: Ronnie McGlothlin, Empire Roofing, Inc. – Fort Worth, TX

Purpose: This Committee focuses on membership recruitment and retention, developing membership campaigns, supporting the events and activities of affiliate associations, and identifying emerging business and industry trends to produce new membership benefits. The committee works closely with the Conference and Expo Promotion Committee to jointly promote membership and conference.

Projects: The Membership and Marketing Committee is continuing last year's membership recruitment program for 2019. This program is supported by several contractor members and manufacturer members who are sponsoring New 2019 Contractor Memberships with their own dollars as a testament to the true value of MRCA Membership. This committee continues to dedicate much of its resources to being present at affiliate association events throughout the year as a way of supporting the industry and to better understand challenges roofing contractors experience in their various regions.

YOUNG CONTRACTORS COUNCIL



Chairperson: Chris Daly, Kaw Roofing & Sheet Metal Inc. – Kansas City, KS

Purpose: The Young Contractors Council (YCC) is a resource for Roofing Professionals 40 and under. Participation in this group allows its Members to establish industry contacts and experience growth both personally and professionally. Peer-based interactions and mentorships are the easiest way to link Members with the benefits that come with Association membership. The YCC gives a full scope of how diverse our industry is, and how rewarding a career

in the Roofing Industry can be.

Projects: The YCC hosts the Annual MRCA Conference and Expo Welcome Party. This year you'll find them in Overland Park, Kansas for a casino-themed bash that will provide a lively kickoff to the MRCA Conference and Expo. The YCC will also host a hands-on service project benefiting local families through KC Footprints Inc. Also, be sure to attend the YCC-sponsored sales skills enrichment session on the Expo floor.

Contact: For more information and to join the YCC, go to the YCC page on mrca.org or find us on Facebook @MRCA YCC



Safety Committee

Chairperson: Bob Poutre, Roof Tech, Inc. – Stillwater, MN

Purpose: The purpose of this Committee is to provide current and relevant information to MRCA Members regarding the health



and safety of their staff and to support a continuous focus on a positive safety culture for the roofing industry. This Committee monitors OSHA regulations and communicates findings to the membership as required. They are also responsible for management of the SHARP Plus Safety Program and updates of these resources. The Committee provides timely articles and seminar topics for the MRCA Conference as well.

Projects: This year the Committee introduced the updated MRCA SHARP Plus Employee Orientation Safety Training Video in Spanish to an overwhelmingly positive member response! The Committee is also in the process of updating the SHARP Plus Safety Manual, which is available to all members as a resource to develop and improve their own company safety manual. The Elite Safety Awards Program continues to be a popular and valuable service to MRCA Members with more members utilizing the program each year. This program offers a confidential review of key safety program elements with a fully customized written evaluation by nationally renowned legal counsel, Gary Auman of Auman, Mahan & Furry. The evaluation also includes specific suggestions to encourage continuous improvement of MRCA Member safety programs.



Editorial Board

Chairperson: Tracey Donels, K Post Company – Dallas, TX

Purpose: The Editorial Board has been given the task of improving the overall look, feel and usefulness of MRCA's bi-monthly publication, the MR Magazine, as well as expanding advertising opportunities to roofing industry suppliers, manufacturers and distributors. In order to accomplish this, members of the Editorial Board are responsible for suggesting and approving



outside content as well as acquiring relative content based on current activities from each Committee Chair. The Editorial Board has set a rigid publication schedule which includes deadlines for content submittal and production.



Technical and Research Committee

Chairperson: Steve Weinert, Crafts, Inc. – Manitowoc, WI

Purpose: The T&R Committee's primary purpose is to perform the investigation and analysis of any and all roofing materials, systems and products which are or may be applied or used by the Association's members as determined by the Technical & Research Committee.

Projects: The T&R Committee is currently looking at several possible research projects. However, the Committee is also focused on a defining the Return on Investment for any project undertaken. Committee Chairman Steve Weinert feels it is important for the T&R Committee to be prudent in using MRCA funds for research projects that will be a definite benefit to the membership.

Roofing Manufacturers, for the most part, are producing roofing systems that are performing well; and the T&R Committee is happy to see this trend and commend the manufacturers for their efforts. It is the hope

that this is partly a result of the projects that the T&R Committee has sponsored over the years.

The T&R Committee is always there to assist MRCA Members with their technical problems. The Committee is made up of members that have a wealth of knowledge, and are willing to share this resource with all MRCA Members. Your T&R Committee is the CONTRACTOR'S ADVOCATE!



PAST PRESIDENTS COUNCIL



Chairperson: Greg Sprague, Sprague Roofing – Lincoln, NE

Purpose: The purpose of the Council is to recognize the contributions made to the Association by those who have served as its President and to recognize that those individuals still have much they can contribute to the future success of the Association. The Council creates a forum to assist the Association as it grows and moves forward.

History of MRCA Volume II: The Council is making a dedicated effort to make sure this publication reflects the personalities and the history of MRCA and not just a

summary of statistics. The Council is holding a series of Roundtable Discussions at each Annual Conference where all Past Presidents are invited to attend and reminisce about MRCA and their terms as President. The hope is to get a real flavor for what was going on within MRCA and how that was impacted by what was going on in the world around us as a part of our history as an association.

Annual Past Presidents' Dinner: This has grown in participation each year and has turned into a great time of comradery, renewing old friendships, and talking about the memories of the industry and MRCA. Chairman, Greg Sprague, has a terrific Past Presidents' Dinner scheduled in conjunction with the Annual Conference being held in Overland Park, November 20-22. All Past Presidents should attend. It is guaranteed a great time.



MRCA Women in Roofing (WinR) Council

Chairperson: Laurie Moore, Kreiling Roofing Company – Peoria, Illinois

Purpose: Women in Roofing (WinR) supports the success of women contractors in the roofing industry

through peer relationships and education. WinR provides a place for women working in roofing companies to quickly and to efficiently relate to and to interact with others in similar roles with common interests and aspirations. We are contractors, raising the bar for our industry! WinR is designed to support women roofing contractors through networking, education and mentorship. WinR can uniquely connect with groups both within and outside of the roofing industry in order to have a positive impact in the roofing industry as well as the construction industry in general.



Projects: MRCA WinR is hosting two special events at this year's Conference. The first event will be the second annual WinR Luncheon for Contractors. Following the Luncheon, a special DISC Assessment seminar will be available to all attendees. This is an opportunity to receive your own custom DISC Assessment and receive information about how to best use your personal skills and those of others. There will be a WinR Networking Luncheon followed by Conference Panel Session: "Software Driving You Nuts?" This session will host an in-depth look at Roofing Industry software across the board and will compare their functions and compatibilities.

Contact: For more information or to join the MRCA Women In Roofing, visit the WinR page at mrca.org or find us on Facebook @WomenInRoofing

MRCA Foundation



The MRCA Foundation is a resource for Roofing Industry research, education, and scholarships for MRCA Members and their families. Each year a Foundation Auction Fundraiser event is held in conjunction with the MRCA Conference and Expo. This year it's time to pull out that tuxedo or gown and go back in time to your Prom night! The event will be "Dancing Through the Decades" and will include a silent auction, a live auction, and a chance for a lucky couple to be crowned Prom King and Queen! This is your chance to relive that special night, so spike that hair and bring out the blue eye shadow because everyone can score at this prom!

All activities conducted by the MRCA Foundation are for the purposes of raising awareness and improving the industry by supporting educational programming, industry research, and industry-related academic scholarships. The MRCA Foundation is a 501(c)(3) and contributions are tax deductible.



Gratefully,

Mark Langer,
Langer Roofing and Sheet Metal
-Milwaukee, WI
2019 Foundation Chairman
2017 MRCA President

Mark L. Langer

MRCA Foundation Balance Sheet

	2018 Year End Dec 31, 18	2017 Year End Dec 31, 17	2016 Year End Dec 31, 16	2015 Year End Dec 31, 15
ASSETS				
Current Assets				
Checking				
Checking Account	197,869.79	163,027.31	87,407.00	72,173.87
Total Checking	197,869.79	163,027.31	87,407.00	72,173.87
Other Current Assets				
Marketable Securities				
Money Market Account	14,711.58	2,047.17	3,125.90	1,629.63
Investment Account	363,607.40	412,071.27	373,751.57	330,482.17
Total Marketable Securities	378,318.98	414,118.44	376,877.47	332,111.80
Total Current Assets	576,188.77	577,145.75	464,284.47	404,285.67
TOTAL ASSETS	576,188.77	577,145.75	464,284.47	404,285.67
LIABILITIES & EQUITY				
Equity				
Unrealized Gain (Loss) on Investment	-26,964.66	66,902.97	35,246.91	0.00
Unrestricted Net Assets	555,165.15	429,037.56	431,340.67	406,651.22
Net Income	47,988.28	81,205.22	-2,303.11	24,689.45
Total Equity	576,188.77	577,145.75	464,284.47	404,285.67
TOTAL LIABILITIES & EQUITY	576,188.77	577,145.75	464,284.47	404,285.67

2018 MRCA FOUNDATION SCHOLARSHIP

We are pleased to announce our 2018 MRCA Foundation Scholarship Recipients:

- Bradley Foster - AccuLynx, Rockford, IL
- Frederick Haines - Roofmasters Roofing & Sheet Metal Co., Hays, KS
- Morgan Helixon - KPost, Dallas, TX
- Nicholas Kiepura - Korellis Roofing, St. John, IN
- Ben Krimpelbein - HNI Risk Services, Pewaukee, WI
- Jewell Phillips - Lydick-Hooks Roofing Company, Northlake, TX
- Cameron Tickeroof - Kalkreuth Roofing and Sheet Metal, Bridgeport, OH
- Chandler Wiggins - Derbigum Americas Inc., Lawrence, KS

To donate to the MRCA Foundation, go to www.mrca.org, click on the "Foundation" tab and scroll down to "Donate"



MRCA

ROOFER

OLYMPIC

GAMES

GET IN THE GAMES, AND COME TO

MRCA's 1st Annual Roofers Olympics will be held November 22nd on the Expo Floor and will feature 4 EVENTS! Each event will be scored on both speed and quality! Entrance onto the Expo Floor and into the Olympics is **FREE for all Contractors and their Employees**. Space is limited, Get Signed Up Today!
Contact Carroll Hamann by email at chamann@assnsoffice.com or call 800-497-6722

4 EVENTS



FASTEST SHINGLER



FASTEST HEAT WELDER



FASTEST PRE-TAPED LAP



FASTEST FASTENER

3 PRIZES

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PARTICIPATE IN THE
**MIDWEST ROOFING CONTRACTORS
CONFERENCE AND EXPO 2019**

The Midwest's only show tailored for Roofing Contractors!



The 70th Annual MRCA Conference and Expo will be held November 20th-22nd, 2019 in Overland Park, Kansas. This year's conference offers endless opportunities to interact with peers. Attend one-of-a-kind educational sessions and meet leading industry suppliers who will help you, your company, and your customers succeed. Make your travel arrangements now for one of the largest conferences specifically for roofing professionals in the Midwest!

Who will Benefit?

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

EVENTS

**MRCA
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OLYMPICS**

**FOUNDATION
AUCTION**

**YOUNG
CONTRACTORS
FUNDRAISER**

**INDUSTRY &
SHARP SAFETY
AWARDS**

**KEYNOTE SPEAKER
UFC HEAVYWEIGHT CHAMPION
DANIEL "DC" CORMIER**

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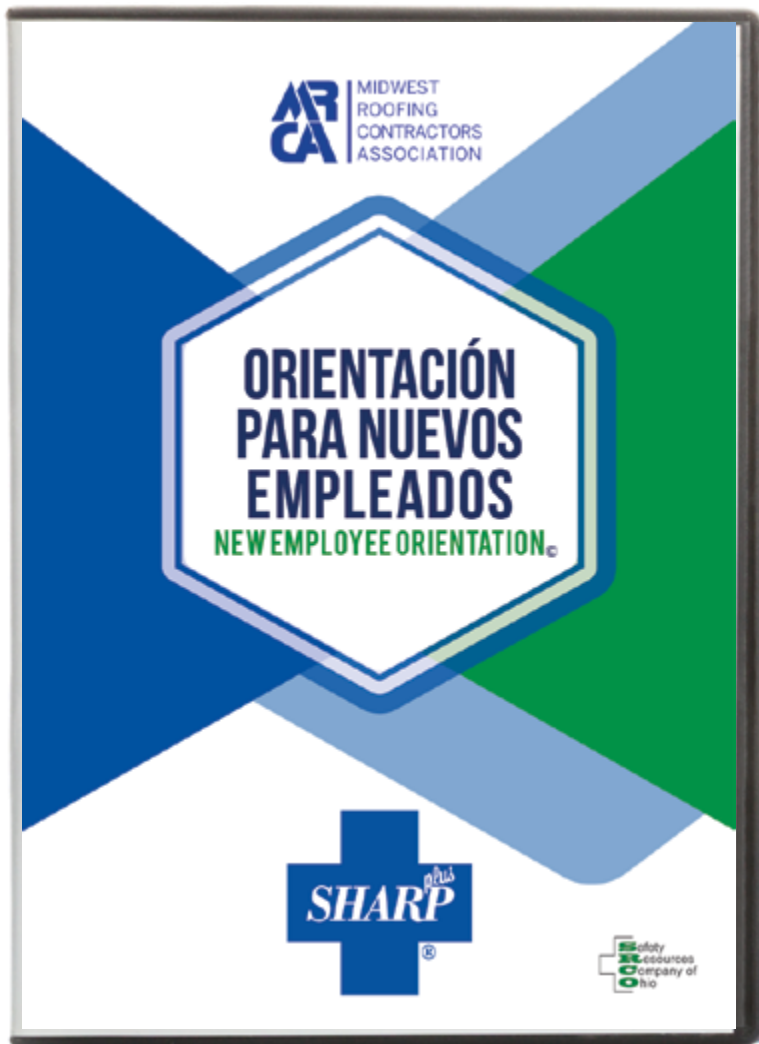


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Save the Date
NOVEMBER 20-22
OVERLAND PARK KANSAS