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**BRIGHT FUTURE**

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EDUCATION  
INDUSTRY VENDORS  
NETWORKING  
FUN!

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**66TH ANNUAL  
CONFERENCE  
& EXPO**

**NOVEMBER 11-13, 2015**

**KANSAS CITY CONVENTION CENTER KANSAS CITY, MO**

**CONFERENCE AFFILIATE PARTNER**





# CONFERENCE & EXPO APP

## We've Gone Mobile!

*Stay in tune on the go with this year's Conference & Expo!*



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# 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.





The 2015 Midwest Roofing Contractors Association (MRCA) Board of Directors and I are looking forward to your attendance at the MRCA 66th Annual Conference and Expo in Kansas City, Missouri on November 11-13, 2015.

Our 2015 Conference and

Expo will be certain to return the investment you and your key staff make to attend. It will provide the once-a-year opportunity to meet with fellow contractor/entrepreneurs over three days and to work "on your business".

Expect to encounter a Conference and Expo that will be creative, informative and entertaining. It will provide a historic perspective of the men and women who built MRCA as well. The MRCA Convention Promotion Ad Hoc Committee has been working diligently to exceed your expectations. The Conference Seminars will provide valuable education on Operations, Administration, Safety, Sales and Marketing. There will also be "Hands On" Safety opportunities including a unique CERTA training experience.

Additionally, MRCA has dedicated Expo floor space to better serving both the Steep Slope Roofing Professional and the Architectural Sheet Metal Professional. The most up-to-date equipment and materials will be on display for your evaluation and purchase and the area will feature live demonstrations during the show.

Remember, you will be within footsteps of the new and improved Kansas City central entertainment and business district. Be sure to enjoy the variety of restaurants and music clubs after you leave the Conference and Expo floor each day. It's a great city to explore!

Enjoy your review of this Conference and Expo Brochure and make your plans now to attend and bring your key staff members with you to Kansas City. Remember, it is because of you and those before you that MRCA has a very "Bright Future" ahead and "Strong Roots" since 1949. Come be a part of the celebration!

 **LARRY MARSHALL**  
MRCA  
president

# Schedule AT A GLANCE

## Wednesday NOVEMBER 11

### 8:30 am–9:30 am

Young Contractors Council (YCC) Community Service Project Volunteer Continental Breakfast

### 9:30 am

Young Contractors Council (YCC) Community Project Departure of Volunteers

### 10:00 am–12:00 pm

Young Contractors Council (YCC) Community Project at Harvesters Community Food Network

### 8:00 am–6:00 pm

Exhibitor Registration and Move-In

### 8:00 am–6:00 pm

Attendee Registration Open

### 11:00 am–12:00 pm

MRCA Executive Committee Meeting (Executive Session)

### 12:00 pm–1:00 pm

MRCA Foundation Directors Meeting (Executive Session)

### 1:00 pm–2:00 pm

MRCA Incoming Board Director Orientation (Executive Session)

### 2:00 pm–4:00 pm

MRCA Board of Directors Meeting (Executive Session)

### 6:00 pm–9:00 pm

MRCA Welcome Reception & Foundation Auction

## Thursday NOVEMBER 12

### 6:30 am–10:30 am

●CERTA Train-The-Trainer Classroom Portion Part 1

### 6:00 am–5:00 pm

Attendee Registration Open

### 6:00 am–10 am

Exhibitor Registration and Move-In

### 7:30 am–9:30 am

#### Educational Sessions

- 7:30 am-9:30 am Women in Roofing (WinR) Breakfast Session and Mentorship Circles
- 7:30 am– 8:30 am TPO 1992 to Present
- 7:30 am– 8:30 am Removing the Myths of Bid Markup: Dual Overhead Rates of Recovery
- 7:30 am– 8:30 am Legislative Update & Forecast
- 8:30 am– 9:30 am How to Create Longterm Labor Stability with the Latino Workforce
- 8:30 am– 9:30 am Architectural Sheet Metal Details
- 8:30 am– 9:30 am Creating a Customer Focused Organization

### 9:30 am–9:45 am

Break

### 9:45 am–10:45 am

MRCA Membership Meeting and Member Benefit Highlights

### 10:45 am–12:00 pm

Keynote Speaker

### 12:00 pm

Trade Show Opening Ceremony

### 12:30 pm–4:00 pm

Trade Show Open



**12:30 pm–4:00 pm**  
Steep Slope VIP Lounge

**12:30 pm–4:30 pm**  
● Spouse & Guest Event

**1:00 pm–1:30 pm**  
Applicator Agreement  
Discussion & General Legal  
questions by Gary Aumen

**1:00 pm–4:00 pm**  
Architectural Metal & Steep  
Slope Demonstrations

**1:30 pm–4:00 pm**  
Gary's Corner Private  
Sessions – Free Legal  
Advice

**1:30 pm–5:00 pm**  
● CERTA Train-The-Trainer  
Classroom Portion Part 2

**2:30 pm–4:00 pm**  
Roundtables Hosted by  
Young Contractors Council  
(YCC)

**4:00 pm–5:30 pm**  
Young Contractors Council  
(YCC) Reception

**5:30 pm–7:00 pm**  
Women in Roofing (WinR)  
Reception

**6:30 pm**  
President's Reception and  
Dinner (By Invitation)

## Friday NOVEMBER 13

**7:00 am–3:00 pm**  
Registration Open

**7:30 am–11:30 am**  
● CERTA Applicator Course  
Classroom Portion

**7:30 am–10:30 am**  
● CERTA Train-The-Trainer  
Hands-On Portion

**7:30 am–11:30 am**  
● Foreman & Superintendent  
Operational Training

**8:00 am–9:30 am**  
Presidents Panel and Plated  
Breakfast

**9:30 am–9:45 am**  
Break

**9:45 am–11:45 am**  
**Educational Sessions**

- 9:45 – 11:45 am  
OSHA Mock Trial
- 9:45 – 10:45 am  
Women in Roofing  
(WinR) Keynote  
Session
- 9:45 – 10:45 am  
Reflectivity in the Real  
World – A Reflectivity  
Study
- 9:45 am – 10:45am  
Importance of Strategic  
Planning for  
Businesses
- 10:45 am– 11:45 am  
■ Making CERTA a  
Part of Every Roofing  
Project
- 10:45 am– 11:45 am  
Benefits of Belonging  
to a Peer Group

**11:45 am–3:00 pm**  
**Trade Show Open**

**11:45 am–3:00 pm**  
Steep Slope VIP Lounge

**1:00 pm–3:00 pm**  
Architectural Metal & Steep  
Slope Demonstrations

**12:00 pm–2:00 pm**  
Gary's Corner Private  
Sessions – Free Legal  
Advice

**1:00 pm–2:00 pm**  
■ Making CERTA a Part  
of Every Roofing Project  
Hands-On Demonstration

**2:00 pm–2:30 pm**  
Contact Clause Discussion  
& General Legal Questioning  
Answered by Gary Aumen

**2:00 pm–5:00 pm**  
● CERTA Applicator Course  
Hands-on Portion

**3:00 pm–5:00 pm**  
Exhibitor Thank You  
Reception

**3:00 pm–10:00 pm**  
Exhibitor Move-Out

● **Separate Registration  
Fee**

■ **Included in Full  
and Friday Only  
Registration**

## Reasons to Attend

We are bringing the MRCA's 66th Annual Conference and Expo back home to where it all began; where the Association's history is strongly rooted; Kansas City, Missouri. This ideal location allows roofing professionals, manufacturers, and suppliers the opportunity to connect face to face with colleagues and industry leaders from across the Midwest. This year's conference features outstanding educational sessions that will benefit everyone at your company from the crew to the shop foreman, safety director, and owner. The location also makes this a unique opportunity to connect with your family by bringing them along to enjoy the city. While you build your business, they can check out all of the local history, restaurants, music venues, and shopping!

Come network, strengthen your business, and socialize with your industry peers at special events planned throughout the conference. **Register today and bring your whole crew to the MRCA 66th Annual Conference; Strong Roots...Bright Future.**

## 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



#MRCA2015

# Special EVENTS

**WEDNESDAY, NOVEMBER 11**

## Community Service Event— Harvesters Community Food Network

**8:30 am–12:00 pm**

*Sponsored by the Young  
Contractors Council (YCC)*

*YCC Volunteer Continental Breakfast  
& Coffee (Marriott - Jay McShann B)*

Kick off your annual conference experience by giving back! The MRCA Young Contractors Council (YCC) is providing you an opportunity to work side by side with your industry peers on a community service project through Harvesters Community Food Network. This organization feeds roughly 141,500 people every month and relies heavily on the hard work of volunteers who bring their hearts and hands to the job of feeding hungry people. Volunteers will spend the day sorting non-perishable food items for the needy families in Kansas City. Harvesters also encourages volunteers to bring with them just one food item each or to make a monetary donation. Sign up to participate today. Space is limited and open to all attendees!

*YCC Breakfast sponsored by*

**Dunlevey  
Mahan + Furry**  
ATTORNEYS



## MRCA WELCOME RECEPTION and FOUNDATION AUCTION

**6:00–9:00 pm**

**(Marriott Muehlebach Tower Historic Lobby)**

It's time to grab your flapper dress, dust off your zoot suit, and put your dance shoes on for this Kansas City themed evening of fun! Join us to celebrate the roofing profession, connect with industry colleagues, and make new friends. This premier event will take you back in time starting with the ambiance of the original 1915 Muehlebach building's lobby. The room will be filled with the smells of traditional Kansas City BBQ and the sounds of the Tom's Town Jazz Quintet. Best dressed walks away with a prize and everyone will win with a grand finale like you've never experienced.

Please support the MRCA Foundation by participating in both the silent and live auctions during the reception. The MRCA Foundation funds educational and professional development programs and industry research. Have fun and make a difference! All registered attendees are welcome.



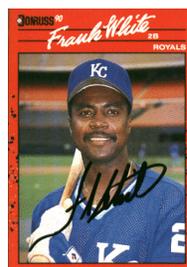
**THURSDAY, NOVEMBER 12**

## Keynote Address, MRCA Membership Meeting, and Luncheon

**9:45–12 pm** (Convention Center Room 2103 B&C)

All Registered Attendees and Exhibitors are invited to attend the Membership Meeting, Awards Ceremony, and Keynote Address. The MRCA Membership Meeting will feature a new segment this year. A representative of each program will give a brief overview of what's new with MRCA and what's on tap for 2016 so that you can make the most of your dues investment. We'll also announce the newest member benefit, The MRCA Elite Roofing Contractor marketing program. The meeting will also feature the election of new Board Members and the Annual Passing of the Gavel ceremony.

After the Membership Meeting we will recognize and celebrate the recipients of the MRCA Achievement Awards, the prestigious James Q. McCawley Award, and the MRCA Safety Program



Awards.

The event will conclude with a dynamic Keynote Address by Frank White, Jr. White is a former Major League Baseball player and coach for the Kansas City Royals and their AA affiliate, the Wichita Wranglers. He is a former color commentator for Royals telecasts and FOX Sports Kansas City. What makes Frank so unique is that he is also from the roofing industry and currently works for Precision Roofing where his job is to work with both the Commercial & Residential sales force in acquiring new business and marketing the company.

The Trade Show kick-off celebration will begin after the Keynote Address to lead everyone to the Tradeshow stage. You won't want to miss the powerful patriotic start to this year's Expo.

**THURSDAY, NOVEMBER 12**

## Women in Roofing Reception

**5:30–7:00 pm** (Marriott Muehlebach Tower Lobby Bar on Street Level)

Women are making their mark as craftsmen, managers, and C-Suite Professionals, and are rapidly changing the construction trades that were once thought of as a man's world. This reception is intended to raise awareness of the increasing diversity in our industry and recognize the contributions women are making at every level within MRCA. Support and encourage your female colleagues to attend. From those pursuing and establishing careers, to those in leadership positions, this reception is a fantastic networking opportunity and sends a message to future generations that an inclusive environment will create a better roofing industry.



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## Young Contractors Council (YCC) Reception

**4:00–5:30 pm** (Convention Center Room 2103 A)



The Young Contractors Council (YCC) is designed for roofing professionals younger than 40 who are looking to meet with peers to share best practices, learn more about the industry, and network with others forging roofing careers. Come socialize in a fun and energetic atmosphere while enjoying snacks and beverages. Attend the YCC reception to connect with this dynamic group of future industry leaders!

## Spouse and Guest Event— Kansas City Craft Cocktail and Prohibition Tour

**12:30–4:30 pm** (*Separate Registration Fee*)

Explore KC's most under-the-radar best craft cocktail venues on our Kansas City Prohibition Craft Cocktail Tour! Hear sordid stories of Kansas City's lawless past that snubbed its nose at Prohibition and ushered in an era of a new music called Jazz. It was this new style of music that quickly replaced the man in the saloon tinkering away on his piano while the can-can girl danced in time. Our craft cocktail tour will weave together tasty offerings from Kansas City's best cocktail destinations with an in-depth look at the city's infamous history. You will learn about the "working women" who ruled the streets of Kansas City and find out what drew them to this lifestyle. You'll get to finally learn the history that you were never taught in school! Tickets include transportation to and from each restaurant, 4 craft cocktails and delicious bites at 3 locations, taxes and gratuities to waitstaff. Must be over 21 to attend. Space is limited to 40 Registrants.



Explore KC's most under-the-radar best craft cocktail venues on our Kansas City Prohibition Cocktail Tour!

**#MRCA2015**

# Educational SESSIONS

## THURSDAY, NOVEMBER 12

7:30–9:30 am (Room 2103 A)

### Women in Roofing (WinR) Breakfast Session and Mentorship Circles



**Speaker:** Cynthia Ryan, Senior Vice President & General Counsel at Johns Manville.

Join the MRCA's Women in Roofing Council for a breakfast featuring Cindy Ryan, Senior Vice President & General Counsel for Johns Manville. Ryan will share experiences from an amazing career that's taken her from engineering at NASA to innovating the industry at Johns Manville. Ryan will discuss how she brought the Mentorship Circle concept to JM and implemented it with positive results. After the presentation the MRCA will host their very first Mentorship Circle session for all breakfast participants. The group will break up into roundtable discussions to tackle relevant topics women experience in today's workplace: Gender, Work-life Balance, Self-advocacy, and Allies, Advocates and Mentors.

7:30 am–8:30 am (Room 2104 A)

### TPO - 1992 to Present



**Speakers:** Rene M. Dupuis Ph.D. PE, Principal at Structural Research, Inc. and Thomas J. Taylor Ph.D., Exec. Director R&D at GAF



TPO roof membranes have become the major player in white singly ply roof specifications. This program will

cover the background on where TPO started in 1992 and how it progressed to 2015. Performance along with longevity will be discussed by two speakers who have insight and experience to share regarding field application and manufacturing.

7:30 am–8:30 am (Room 2104 B)

### Removing the Myth of Bid Markups - Duel Overhead Rates of Recovery



*Building Better Builders*

**Speaker:** Stephanie McShane with Maxim Consulting

The objective of an estimating group is to produce a bid that represents cost, including overhead. This session will show you how to put math behind the method of recovering overhead so that you are recovering it correctly and accurately. We know intuitively that a high labor, low material job contains more risk. But how do we account for this? This session will explore this very simple method and give you the training necessary to implement its use.

7:30 am–8:30 am (Room 2105)

### Legislative Update & Forecast



**Speaker:** Duane L. Musser, Vice President of Government Relations with National Roofing Contractors Association

Musser will be providing a current update on the status of key legislative, regulatory, and political issues of interest to the roofing industry. He will also address the need for every member to stay actively involved in the industry's grassroots political efforts. He is Vice President of Government Relations at the National Roofing Contractors Association, where he oversees and directs the association's work on government policy and political matters. Duane joined NRCA in January of 2008 as Senior Director of Federal Affairs and assumed the responsibilities of Vice President of Government Relations in January, 2009.



## THURSDAY, NOVEMBER 12

8:30 am–9:30 am (Room 2104 A)

### How To Create Longterm Labor Stability with the Latino Workforce



**Speaker:** Ricardo Gonzalez founder and CEO of Bilingual America

Sustainable business growth is impossible without long-term labor stability. Workforce development in the roofing industry is a constant challenge. Join Ricardo Gonzalez, founder and CEO of Bilingual America, for an important session on practical ways that you can create long-term labor stability in your own company by incorporating a program of sustainable outreach into the Latino community and developing local Latino leaders within your company culture. This session will also cover how you can implement and fully customize the Hispanic Hiring Kit to facilitate the entire workforce development process from recruiting to hiring and onboarding.

8:30 am –9:30 am (Room 2104 B)

### Architectural Sheet Metal Details



**Speaker:** A Representative from McElroy Metal

One of MRCA's goals is to assist members with the Architectural Sheet Metal side of their business. This session is designed to review accepted standards for Architectural Sheet Metal fabrication and installation details. This session will not only be reviewing industry standards, but will also be discussing the practical side of Architectural Sheet Metal application.

8:30 am –9:30 am (Room 2105)

### Creating a Customer Focused Organization



**Speaker:** Stephanie McShane with Maxim Consulting

Interaction with customers is critical to your organization's success and this contact occurs with employees at every level. Not all of your employees feel comfortable with or understand how important their role is in building and maintaining customer relationships. By developing specific skills in this area, your staff can more effectively represent your company and help you reach your defined objectives. Learn what works and what doesn't with customer service to make sure everyone on your staff is contributing to positive experiences for your customers.

2:30 pm–4:00 pm (Room 2103 A)

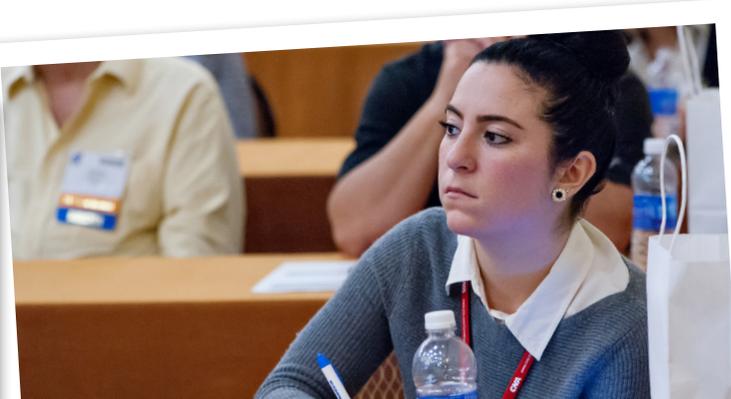
### Young Contractors Council Roundtables

**Mentors/Moderators:**

- Estimating Technology: James Boland, The Quality Roofing Company
- How to Grow Your Service Department: Tracey Donels, K-Post Company
- Efficient Operation/Project Management: Michael Katrosh, Queen City Roofing & Contracting
- Day to Day Running of Your Business & the Key Indicators for Success: Debbie Ocken, Sprague Roofing Company
- Leadership and Creating a Company Culture: Kevin Gwaltney, Diamond Roofing
- Personal Professional Development: Randy Adams, R. Adams Roofing, Inc.



Join peers and mentors for dynamic, 30-minute roundtable discussions that allow you to learn from a variety of perspectives. At each table, a YCC Member or seasoned industry leader will guide the discussion. Attendees will move to another table and topic every 30 minutes. Come equipped to ask questions and share best practices. You'll come away with new ideas and knowledge to take back to your company.



#MRCA2015

# Educational SESSIONS

## FRIDAY, NOVEMBER 13

8:00–9:30 am (Room 2103 A)

### Presidents Forum: Presidents' Perspective on the State of the Industry

**Moderator:** MRCA President, Larry Marshall, L. Marshall  
Roofing & Sheet Metal

**Panel:** DaVinci Roofscapes  
Derbigum  
FiberTite Roofing Systems  
Firestone Building Products  
Johns Manville  
Ludowici Roof Tile Co.  
Petersen Aluminum

**Sponsored by:** Johns Manville  
MRCA is pleased to present the Sixth Annual Presidents' Forum featuring senior executives from major industry supplier companies. This moderated discussion will cover important issues impacting the roofing industry.



9:45 am–11:45 am (Room 2103 A)

### OSHA Mock Safety Trial

**Moderator:** Gary Auman with Dunlevey, Mahan & Furry

#### All Star Cast:

Company Owner: John Daly, Kaw Roofing & Sheet Metal, Inc.

Safety Monitor: Brian Lane, The Quality Roofing Company

Foreman on Jobsite: Tracey Donels, K Post Company

OSHA CSHO: Laurie Moore, Kreiling Roofing Co.

OSHA Expert: Bob Schenkel, CL Schust Company

OSHA Lawyer: James Boland, The Quality Roofing Company

Judge: Fred Horner, Advanced Industrial Roofing, Inc.

Company Lawyer/Narrator: Gary Auman, Dunlevey, Mahan & Furry

**CAN I GET A WITNESS?!** The Mock OSHA Trial is back! See how the story unfolds with an exciting cast of your fellow MRCA Members. Heat stress, reporting violations, distracted Safety Monitors - all contributors to a tragic, but important case. Let this fictitious trial be a lesson to prevent it from becoming YOUR reality.

9:45 am–10:45 am (Room 2104 A)

### WinR Keynote Session



**Speaker:** Lindy Ryan, NRCA Chairman of the Board and Senior Vice President of Tecta America LLC

The Women in Roofing Council is pleased to host NRCA's first female Chairman of the Board, Lindy Ryan of Tecta America LLC, as she shares her corporate and volunteer leadership experience in a traditionally male-dominated industry. Ryan's positive message of focusing on the job, not the gender, will offer a powerful management session for leaders who are developing talent across our rapidly diversifying industry.

9:45 am–10:45 am (Room 2104 B)

### Reflectivity in the Real World - A Reflectivity Study



**Speaker:** Matt Dupuis, PhD PE at Structural Research, Inc.

In 2015 the MRCA conducted a study of the in-service reflectivity for reflective single-ply roofing membranes (TPO, PVC and EPDM) using both the traditional reflectometer along with the most advanced portable reflectometer available. The study was conducted in multiple cities and climate zones around the United States. This presentation will report the results of the study, comparing the data to published reflectivity numbers, and discuss the implications of these numbers.



# FRIDAY, NOVEMBER 13

9:45 am–10:45 am (Room 2105)

## Importance of Strategic Planning for Businesses



**Speaker:** Mark Thompson, Business Advisor with Aileron

This session will overview Aileron's strategic planning process and lift up the relevance of strategic planning as a regular process used by professionally managed businesses. Aileron was founded on the belief that privately held businesses fuel free enterprise and raise quality of life for all. As businesses reach and seek to move beyond the second stage, professional management is critical to sustainable growth.

Thanks to our Industry Supporters:

\* As of August 25, 2015.



10:45 am –11:45 am (Room 2105)

## Benefits of Belonging to a Peer Group



**Speaker:** Mark Thompson, Business Advisor with Aileron

This session will highlight the value of belonging to a peer group and some common approaches to organizing and facilitating successful peer groups. Thompson has more than ten years direct experience with peer groups of Design-Build Contractors from across the country. The peer participants exchange ideas on all aspects of running their businesses. Group members benefit from sharing both strategic concepts and tactical approaches to working on their businesses. Find out how your business can benefit from joining a peer group and hear more about Aileron, the region's leading non-profit organization exclusively dedicated to entrepreneurial development.

We've Gone Mobile!



**MRCA CONFERENCE & EXPO APP**  
sponsored by **JM Johns Manville**

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## Continuing Education Units (CEUs)

This year MRCA is going to make it even easier for attendees to track their Continuing Education Units (CEUs). All CEU tracking can be done electronically using the MRCA Conference & Expo Mobile App!

## GARY'S CORNER LEGAL COUNSEL



Visit MRCA General Counsel Gary Auman, of Dunlevey, Mahan, & Furry, for a complimentary 25-minute safety-related legal consultation. Stop by the MRCA booth on the tradeshow floor to reserve your spot. SPACE IS LIMITED! Slots will be available 1–4 pm Thursday November 12th and 12–2 pm Friday November 13th



#MRCA2015

# Special PROGRAMS

## FRIDAY, NOVEMBER 13

7:30 am–11:30 am (Room 2102 A)

### Foreman & Superintendent Operational Training (Separate Registration and Fee)



**Speaker:** Stephanie McShane with Maxim Consulting

**Part 1:** Driving Project Success: Keys to Improving Productivity  
How can the project manager improve productivity? By reviewing the keys to minimizing waste and inefficiencies, you will get the best effort from field forces. We will provide practical tools that can be implemented by managers to lower the cost of production.

**Part 2:** Project Leadership: How Leadership Differs From Management  
Project managers are also project leaders. We will explore both management and leadership behaviors and explain how they are different. We will discuss what effective leadership looks like and how to lead more effectively.

**Part 3:** Project Planning: From Preconstruction to Closeout  
This session will examine the value and positive impact of a well planned project and explore the different types of plans that could be developed. Planning does not end when the project starts. We will discuss how to lead planning from the beginning of the project all the way until the customer accepts the finished project.

**Part 4:** Time Management: Achieving Maximum Personal Productivity  
Personal productivity is about self management and improving habits to maximize your use of time. We will review several tips to improve your skills and conduct a self analysis of your use of time so we can apply the lessons learned. We will also discuss the importance of prioritizing and apply lessons that can improve your work life balance.

10:45 am–11:45 am (Seminar - Room 2104 A)

1:00 pm– 2:00 pm (Hands-On Demonstration - Convention Center Dock) (Separate Registration Fee)

### Making Certified Roofing Torch Applicator Training (CERTA) a Part of Every Roofing Project:

*A Introductory Program Especially for Roof Consultants, Designers, Specifiers, Contractors, Insurers and Code Officials*



**Speakers:** Greg Sprague with Sprague Roofing Co. & Mark Langer with Langer Roofing & Sheet Metal, Inc.

Greg Sprague is President of Sprague Roofing Company in Lincoln, Nebraska and serves as the MRCA CERTA Task Force Chairman. Mark Langer is President of Langer Roofing and Sheet Metal, Inc. in Milwaukee, Wisconsin and also serves on the MRCA CERTA Task Force. Both hold CERTA Trainer and Applicator Certifications. In this session, they will explain what the CERTA Program is and how it has been effective in reducing costly insurance claims. They will be discussing the positive aspects of including CERTA in project specifications for safer projects, stronger codes and as a distinguishing factor among project bidders. They will also explain how CERTA training on torch safety can be applied to any roofing project as well as repairs. The hands-on portion of this session will allow attendees to see first-hand what is required of CERTA trained technicians.

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

(Separate Registration Fee)

#### Thursday November 12th

- **6:30 am– 10:30 am** CERTA Train-The-Trainer Classroom Portion Part 1 (Convention Center Room 2101)
- **1:30 pm– 5:00 pm** CERTA Train-The-Trainer Classroom Portion Part 2 (Room 2101)



#### Friday November 13th

- **7:30 am – 11:30 am** CERTA Applicator Course Classroom Portion (Room 2101)
- **7:30 am – 10:30 am** CERTA Train-The-Trainer Hands-On Portion (Convention Center Dock)
- **2:00 pm – 5:00 pm** CERTA Applicator Course Hands-On Portion (Convention Center Dock)

# Exhibitors AND EXHIBIT HALL

Visit leading industry suppliers in the exhibit hall where they will showcase their products and services during the MRCA 66th Annual Expo. The exhibit hall is designed to allow you to meet face to face with vendors, view products demonstrations, and network with your peers. Connect with each exhibiting company to learn how they can help you grow your business!



## EXHIBIT Hours

### WEDNESDAY NOVEMBER 11

**8:00 am–6 pm**  
Exhibitor Registration and Move-In  
(Bartle Hall A in Convention Center)

### THURSDAY NOVEMBER 12

**6:00 am–10 am**  
Exhibitor Registration and Move-In

**12:30 pm–4 pm**  
Trade Show Open  
(Convention Center Bartle Hall A)

### FRIDAY NOVEMBER 13

**11:45 am–3 pm**  
Trade Show Open (Demo times to be  
determined) (Bartle Hall A)

**3 pm–5 pm**  
Exhibitor Thank You Reception  
Sponsored by: L. Marshall Roofing)



**3 pm–10 pm**  
Exhibitor Move-Out (Bartle Hall A  
in Convention Center)

## 2015 EXHIBITORS\*

|                               |                               |                                 |
|-------------------------------|-------------------------------|---------------------------------|
| A.C.T. Metal Deck Supply      | Everest Systems               | RK Hydro-Vac                    |
| ABC Supply Co. Inc. & IndyCar | FCS Control                   | Renovation Experts              |
| AccuLynx                      | Fibertite Roofing Systems     | Roof Management                 |
| Allied Building Products      | Firestone Building Products   | RoofLogic                       |
| Amerisafe, Inc.               | FollowUp Power                | Roxul, Inc.                     |
| Arvinyl Laminates LP          | Franklin International, Inc.  | Sealoflex                       |
| APOC                          | GAF                           | Sharkskin Roof Underlayments    |
| BITEC, Inc                    | GenFlex Roofing Systems       | Sika Sarnafil                   |
| Carlisle SynTec Systems       | Georgia-Pacific Gypsum LLC    | Siplast                         |
| CertainTeed                   | HailWATCH                     | SOPREMA, Inc                    |
| CHEM LINK                     | Hapco Inc.                    | SPEC Building Materials Corp.   |
| Cleasby Manufacturing Co.     | Johns Manville                | Superior Equipment & Supply     |
| CNA                           | Karnak Corporation            | TAMKO                           |
| Coating & Foam Solutions      | Kirby Fiberglass, Inc.        | The Estimating Edge             |
| Cordeck                       | Malarkey Roofing Products     | Tremco Rfg. & Bldg.             |
| D-MAC Industries Inc.         | McElroy Metal Inc.            | TSI Energy Solutions            |
| Dataforma, Inc.               | Midway Wholesale              | United Union of Roofers         |
| Davinci Roofscapes            | Mule-Hide Products Co., Inc.  | Wausau Tile, Inc.               |
| Duro-Last Roofing Inc.        | Owens Corning                 | Western Colloid Roofing Systems |
| EagleView Technologies        | Petersen Aluminum Corporation | WUKO, Inc.                      |
| ERSystems                     | PolyGlass USA, Inc.           |                                 |

\* Exhibitor list is as of August 25, 2015.

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

**RACHEL PINKUS, MRCA MANAGING DIRECTOR**  
**800.497.6722 / [rpinkus@mrca.org](mailto:rpinkus@mrca.org)**

**#MRCA2015**

# Registration INFORMATION

## SHOW LOCATION AND HOTEL

The 66th Annual MRCA Conference and Expo will be held at the Kansas City Convention Center and the official conference hotel is the Kansas City Marriott Muehlebach Downtown.

### **Kansas City Convention Center**

301 W 13th St.  
Kansas City, MO 64105

### **Kansas City Marriott Muehlebach Downtown**

200 W 12th St.  
Kansas City, MO 64105  
817.778.1000 (hotel direct)  
1.877.303.0104 (toll-free reservations)  
For Online Reservations visit  
[http://www.mrca.org/aws/MRCA/pt/sp/conference\\_hotel](http://www.mrca.org/aws/MRCA/pt/sp/conference_hotel)

**The Room Bock Rate is \$159.00 + taxes and fees.**

**Cut-Off Date for special rate is Tuesday, October 20, 2015.**

All cancelled reservations must be cancelled by 6 PM, three days prior to the arrival date. Any reservation canceled after 6 PM on that day will be charged one (1) night room and tax.

Kansas City International Airport is a public airport 15 miles northwest of downtown Kansas City, in Platte County, Missouri. For more information head to: [www.flykci.com](http://www.flykci.com).

## START PLANNING TO EXPERIENCE EVEN MORE OF KANSAS CITY NOW!

The Kansas City Convention and Visitors Association has a wealth of resources to plan your trip at: [www.visitkc.com](http://www.visitkc.com). We look forward to exploring all Kansas City has to offer with you in November!



## CONFERENCE REGISTRATION

**MRCA Member Companies** pay \$350 for the first registration and \$125 per additional attendee from the same company. Every registration includes entry to the exhibit hall as well as the Foundation Auction and Keynote Address. Be sure to indicate on the Registration Form if you plan to attend any of these Special Events and which Educational Sessions you will be attending to insure enough seating and meals.

**Phone 800.497.6722.** Get personalized support to register all company employees at one time.

**Fax 937.278.0317.** Fax a separate registration form for each employee and send all forms together.

**Mail.** Complete a separate registration form for each employee and mail them together.

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

### **Exhibit Hall Only**

Access to the exhibit hall is FREE for Contractors. Non-Member Suppliers, Manufacturers, Distributors, and Service Providers can enter the exhibit hall for a nominal fee of \$200 per person.

### **Four Easy Ways to Register**

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

**Phone:** 800.497.6722

**Fax:** 937.278.0317

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

### **Program Changes and Cancellations:**

MRCA reserves the right to substitute speakers or to cancel and reschedule events due to any unforeseen circumstances. If MRCA must cancel a show, registrants will receive a full credit or refund of their paid registration fee. No refunds will be made for lodging, airfare, or any related expenses.

**Deductibility of Expenses:** Consult your tax advisor for information regarding the deductibility of registration and membership expenses.

Please feel free to contact Rachel Pinkus or Megan Miller with any questions or concerns 800-497-6722.

# MRCA 66th ANNUAL CONFERENCE & EXPO

November 11-13, 2015  
Kansas City Convention Center - Kansas City, Missouri

Please print clearly or Register Online at [www.mrca.org](http://www.mrca.org). Use a separate form for each registrant, and duplicate form as necessary.

Company Name \_\_\_\_\_  
 Full Name \_\_\_\_\_ First Name for Badge \_\_\_\_\_  
 Title \_\_\_\_\_ Email (required) \_\_\_\_\_  
 Company Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
 Emergency Contact \_\_\_\_\_ Daytime Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

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

**Member Company Registration\***  
 Member Registration  \$350  
 Additional Member Registration  \$125  
\*Discount is available only if registrants are from the same company. All registrants must complete separate registration forms. The MRCA Member price is being extended to Kansas Roofing Association (KRA) Members.

**Non-Member Individual Registration**  \$450 per person

**Join and Register Option**  
Become an MRCA Member today and receive 1 year of Silver Level Membership and 1 complimentary registration.  
 New Member Registration  \$795  
 Additional New Member Registration  \$125

**1-Day Conference Registration**  
 Includes 1 day of Educational Sessions and Access to the Exhibit Hall. All registrants must be from the same member company, attend the same day, and submit forms together to receive the member discount. All registrants must complete separate registration forms.

Check the day you will attend:  Thursday  Friday

**1-Day Member Company Registration**  \$150  
 Additional 1-Day Member Registration  \$75  
**1-Day Non-Member Individual Registration**  \$195

**Exhibit Hall Only Registration**  
**Contractors, Consultants, Specifiers, Code Officials, Engineers, Architects, Insurance Agents**  FREE  
**Non-Exhibiting Supplier**  \$200 per person

**Spouse and Guest Registration**  
 Includes MRCA Welcome Reception, Foundation Auction, and Access to Exhibit Hall.  175

**Subtotal A \$** \_\_\_\_\_

**Spouse and Guest Outing Registration** **B**  
**Kansas City Craft Cocktail and Prohibition Tour**  
 Thursday, November 12th 12:30 - 4:30 pm  
 Tickets include transportation to and from each restaurant, 4 craft cocktails and delicious bites at 3 locations, taxes and gratuities to waitstaff. Must be over 21 to attend. Space is limited to 40 Registrants.

\_\_\_\_\_ No. of Tickets at \$125.00 each = \$ \_\_\_\_\_

**Subtotal B \$** \_\_\_\_\_

**Special Requests** **C**

I require special assistance onsite. Please contact me.  
 I will need vegetarian meals.  
 I will need vegan meals.  
 This is my First MRCA Conference & Expo.

**Cancellation Policy**  
 All cancellations must be received in writing. A \$15 processing fee applies to all cancellations. No refunds will be given after November 3, 2015. All refunds will be processed after the conference.

**Concurrent Educational Sessions & Special Events** **D**  
 Several Sessions are being held simultaneously. For space planning purposes, please check which sessions you plan on attending.

**Wednesday, November 11th Educational Sessions**  
 8:30 - 12:00 noon YCC Community Service Project  
 6:00 - 9:00 pm Welcome Reception & Foundation Auction

**Thursday, November 12th Educational Sessions**  
 7:30 - 9:30 am Women in Roofing (WinR) Breakfast Session  
 7:30 - 8:30 am TPO 1992 to Present  
 7:30 - 8:30 am Dual Overhead Rates  
 7:30 - 8:30 am Legislative Update & Forecast  
 8:30 - 9:30 am How to Create Longterm Labor Stability with the Latino Workforce  
 8:30 - 9:30 am Architectural Sheet Metal Details  
 8:30 - 9:30 am Creating a Customer Focused Organization  
 9:45 - 12:00 noon MRCA Membership Meeting, Keynote, Lunch  
 2:30 - 4:00 pm YCC Roundtables  
 4:00 - 5:30 pm YCC Reception  
 5:30 - 7:00 pm WinR Reception

**Friday, November 13th Educational Sessions**  
 8:30 - 9:30 am Presidents Forum and Breakfast  
 9:45 - 11:45 am OSHA Mock Trial  
 9:45 - 10:45 am Women in Roofing (WinR) Keynote Session  
 9:45 - 10:45 am Reflectivity in the Real World - A Study  
 9:45 - 10:45 am Strategic Planning for Businesses  
 10:45 - 11:45 am Making CERTA a Part of Every Project Classroom Portion  
 10:45 - 11:45 am Benefits of Belonging to a Peer Group  
 1:00 - 2:00 pm Making CERTA a Part of Every Project Hands-On Demonstration

**Sessions Requiring a Separate Registration Fee** **E**  
(Includes Keynote, MRCA Membership Meeting, Meals & Access to Exhibit Hall)

**CERTA Train-the-Trainer Course**  
 Thursday, November 12th 6:30 - 10:30 am and 1:30 - 5:00 pm  
 Friday, November 13th 7:30 - 10:30 am  
 \$350 per person for MRCA, NRCA and KRA Members  
 \$495 per person for Non-Members

**CERTA Applicator Course**  
 Friday, November 13th 7:30 - 11:30 am and 2:00 - 5:00 pm  
 \$300 per person for MRCA, NRCA and KRA Members  
 \$445 per person for Non-Members

**Foreman & Superintendent Training**  
 Friday, November 13th 7:30 - 11:30 am  
 \$95 per person

**Consultant and Specifier Courses**  
 Friday, November 13th 10:45 am - 11:45 am and 1:00 pm - 2:00 pm  
 \$50 per person

**Subtotal E \$** \_\_\_\_\_

**Total Payment Due** **A + B + E = \$** \_\_\_\_\_

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



Midwest Roofing  
Contractors Association®  
2077 Embury Park Road  
Dayton, OH 45414



**STRONG ROOTS  
BRIGHT FUTURE**

**66TH ANNUAL  
CONFERENCE  
& EXPO**

**NOVEMBER 11-13, 2015**  
KANSAS CITY CONVENTION CENTER KANSAS CITY, MO



*Thank You* TO OUR 2015 SPONSORS



\* As of August 25, 2015.

Help your business thrive by connecting with the opportunities  
**only the MRCA 66TH ANNUAL CONFERENCE can provide!**

CONFERENCE AFFILIATE PARTNER

