

MWR

MIDWEST ROOFER

Midwest Roofing Contractors Association

March 2017

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A SUCCESSFUL
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TekCollect

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TekCollect specializes in early intervention on delinquent accounts. Their persistence, professionalism and pricing are unparalleled and it is completely Web-based for the most convenient, accessible, real-time account management solution available.

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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



March 2017

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

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President's Message

Making MRCA Services Even More Accessible

Mark Langer, MRCA President

2017 has already been a busy year for the MRCA. We have surpassed the number of CERTA Applicators we trained last year and have had successful outreach to the industry to encourage CERTA training at the sold-out Chicago Roofing Contractors Association, Ohio Roofing Contractors Association, and International Roofing Expo shows.

The MRCA Board and Committees met in January to begin many new initiatives and refresh the Strategic Plan. We continue to grow membership and rebuild the reserves while offering the same high quality service that our members have come to rely on. Our emphasis this year will be on integrating new technology into our services to meet our contractor's needs at the new speed of business.

In addition to the launch and implementation of the SHARP Safety App, several of the committees have begun working on the on-demand peer to peer videos on everything from workforce development to business best practices. We're working to take the great information resources that MRCA is known for and make them even more accessible to all of our members no matter where and when they need to tap into it.

Efforts are also underway to network with the roofing industry in the St. Louis area in anticipation of our Conference and Expo on October 16-18, 2017. If you're from that region and would like to help host your fellow members, please contact Rachel Pinkus at the MRCA office to get involved. We'll be holding a reception in St. Louis on Monday, April 10th to gather everyone together to get rolling.

Be sure to check out our new real-dollar Return on Investment Report at mrca.org for an easy to read summary of the great value you receive every year for your membership dues. Just the personal on-call technical assistance and legal services can pay for your membership many times over. The opportunity to get a little question answered before it turns into a BIG problem is a critical tool for every business.

Sincerely,

Mark E. Langer
2017 MRCA President
Langer Roofing & Sheet Metal Inc.
mlanger@langer-roofing.com

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OSHA[®] UPDATE

Gary Auman, MRCA Legal Counsel

As you all know the New OSHA Electronic Recordkeeping Rules went into effect on January 1, 2017. On December 1, 2016 the New OSHA Anti-Retaliation Rules concerning recordkeeping and reporting work related injuries and illnesses to employers went into effect after several delays. Since the effective date for the anti-retaliation rules there has been quite a bit of speculation as to whether the new Administration will enforce these new rules or will take steps to eliminate or circumvent them. Since the rules were adopted as part of the electronic recordkeeping standard, which was adopted under the formal Administrative Procedures Act, they cannot be eliminated with the stroke of a pen. But, the new Secretary of Labor and the new OSHA Administrator can set parameters for their enforcement.

Even guidelines from the new administration, should they occur, for the enforcement of part or all of the new anti-retaliation rules will take time to be effective. Until such time (if it occurs) all employers are bound by the new rules. But, all is not lost. OSHA has issued several interpretive documents regarding the new rules. OSHA has reminded us that it still has to prove that a company rule for reporting workplace injuries or illnesses that appears to be retaliatory to employees was established to discourage employees from reporting workplace injuries.

Work-Related Injury and Illness Reporting Procedures

The first requirement under the new rules is that employers must establish and train their employees on procedures for reporting workplace injuries and illnesses. The procedure must be easy to understand and must be reasonable. For example, OSHA will consider a prompt reporting rule, that results in employee discipline for late reporting, even when the employee could not reasonably have reported the injury or illness earlier, to be a violation of Section 1904.35(b)(1)(iv). OSHA will consider your reporting procedure to be reasonable if it is not unduly burdensome and would not deter a reasonable employee from reporting.

OSHA has stated in a memorandum for regional administrators dated October 19, 2016, that: "While employers have an interest in maintaining accurate records and ensuring that employees are reporting work-related injuries and illnesses in a reasonably prompt manner, these interests must be balanced with the importance of accurate injury reporting and therefore employers' reporting policies must be designed so as not to discourage employees from reporting." In other words, if your injury and illness reporting policies are so complicated or time restrictive, while being connected with disciplinary measures so as to discourage an employee from reporting an injury or illness for fear of not correctly following all the steps in a timely manner, you will likely be cited under this standard.

Safety Discipline

Another concern under the new rules is the prohibition of disciplining an employee for violation a safety rule, which violation results in an injury. In the same informational memo referred to above OSHA has reminded employers as well as its own regional directors that the new standard does not prohibit employers from disciplining employees who violate safety rules; it does prohibit employers from disciplining employees simply because they reported a work-related injury or illness. If OSHA cites an employer for disciplining an employee for violating a safety rule which violation

resulted in a report of an injury, OSHA will have to prove that the discipline was for reporting the injury, not for violation the safety rule. In other words OSHA will have to prove that the alleged rule violation was merely a pretext for being able to discipline the employee for reporting the injury. OSHA points out that circumstantial evidence may be sufficient to prove its retaliation case.

So, what does an employer need to do to avoid such a result? As I have stated many times, every employer needs to have a safety enforcement program. How can you say that you are a reasonably responsible employer from a safety perspective if all you do is provide safety rules, but never ensure that your employees comply with them? Again, as I have "preached" over and over again – YOU NEED AN EFFECTIVE SAFETY COMMUNICATION AND ENFORCEMENT PROGRAM. First, you must determine the hazards to which your employees will be exposed. Second, you need to develop rules for protecting your employees from those hazards. This might include guards, the use of PPE, or the adoption of administrative controls. Third, you need to communicate those rules to all of your employees and remind them that they will receive discipline up to and including termination from employment for

you need to be sure they understand the rules and their obligations to comply"

violation of those rules. Fourth, you need to be sure they understand the rules and their obligations to comply with them. Fifth, you need to establish an audit program to monitor your employees for their compliance. And, sixth, you need to issue discipline and provide retraining for each safety violation, not matter how serious.

If you follow the steps noted in the preceding paragraph and enforce your safety rules consistently and objectively, you should never have a problem demonstrating that the discipline you issued for the safety rule violation that lead to the work-related injury or illness was a legitimate enforcement of your safety rules. One key here is to be to show that you issue discipline as needed to enforce your safety program whether or not an injury resulted from the safety violation.

Mandatory Post-Accident Drug Testing

The last point I will address is the one probably causing the most confusion among employers. This relates to the announced prohibition of mandatory post-accident drug testing. My experience in working with my trade association members is that many have a requirement for mandatory post-accident drug testing as part of their drug free workplace program. The concern here is that many of these programs, established for a legitimate purpose, will have to be eliminated. OSHA has pointed out that mandatory drug testing programs which are required by local, state or federal laws will be permitted as they are legally mandated. But, what about those other programs that also have a legitimate purpose, but do not have the protection of a law?

Some confusion has arisen on this issue. There appear to be mixed interpretations of this prohibition coming out of different OSHA area offices. We have not yet seen how all of the state-OSHA states, will handle mandatory post-accident drug testing. First, this mandatory post-accident drug testing prohibition applies only to drug testing connected to injury reporting. So, an employer may

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ON DECK with Morgan



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9 THINGS ABOUT STEVE WEINERT OF CRAFTS INC. MANITOWOC, WI

- Steve and his English dual-citizen wife Alison live in Manitowoc, Wisconsin. They met at the Manchester Business School in England, while earning their graduate degrees.
- Steve and Alison have three successful sons. Tom is a Gold Mine Metallurgist/Chemical Engineer in Canada; Winston is a Computer Science Major at U. of Wisconsin Milwaukee; and Victor is a senior at U. Wisconsin Milwaukee majoring in Geospatial Information Systems.
- A third-generation family-owned company, Crafts, Inc. was established in 1946, and is celebrating 70 years! The company's Value Statement expresses the commitment to employee success and making family a priority. "We took an assessment of what really matters, and the most important contributor to our success is our employees. We are very proud to say that over 20% of our staff are 2nd and 3rd generation employees, and we even have 4th generation employees working with us today."
- Some of Steve's first memories are on a roof "was when I went up on a 5 story factory as a toddler, with my Father (Bob Weinert) and Grandfather (Leonard "Spike" Kraft). I was so little I had to be held up to see over the parapet to see the ground. Later I worked in the warehouse, and then on the roofing crews, earning a Roofer's Journeyman Card before leaving for the Army Counterintelligence Corps in West Germany."
- After earning a BSc in West Germany and his MBA in England, Steve ran a large group of shoemaking factories in England, while Alison bought and sold hospitals & properties for part the British National Health System.
- Steve's wide array of hobbies include, Amateur Radio holding Extra-Class License K9ZW, Baritone Saxophonist with several area bands, Motorcyclist, Private Pilot, Hunting & Fishing, Shooting Sports, and Travel. Some of his projects include "building a second ham radio station & workshop at our remote island second home, and planning our next big trip to top our visits to Norway, Shetland Islands, Iceland, Greenland, & Newfoundland along with several other countries in 2016."
- Crafts, Inc. has done many vegetative roofs over the years, primarily for water containment, but they have done several for cancer centers that use them for their meditative qualities. "I never knew how much these gardens were appreciated by patients, until a friend needed serious treatment. When we would visit him, always he wanted us to take him to sit where he could enjoy the roof top garden."
- Steve volunteers his time with a number of organizations such as U of Manitowoc Music Programs, and on community advisory committees, but near and dear to Steve is the U of Manitowoc Oshkosh Wisconsin Family Business Forum, where he serves on the Board. He thinks that highlighting and learning about the issues of running a family business vs. a small business has greatly helped Crafts, Inc. "Family-owned businesses struggle survive to the generation to generation. It's often the classic issue of being so busy working at their business that they never put time working ON their business." For more information about the U of Manitowoc Oshkosh Wisconsin Family Business Forum, visit them on the web at: <http://wbf.uwosh.edu/>
- Crafts Inc. has been a member of the MRCA since 1969. "The MRCA offers camaraderie, it's the share, learn, and listen of our industry."



Course for Presidents

RUN YOUR BUSINESS, DON'T LET IT RUN YOU



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

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

What's the answer? Professional management

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

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

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

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

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

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



Aileron's Professional Management System



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- Ongoing support from the Client Development team
- Resource Identification

April 4 - 5, 2017 (2 days)
8:00 am - 5:00 pm
Aileron Campus, Dayton, OH

WHO SHOULD REGISTER?

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

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



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



Marketing Automation

By Heidi J. Ellsworth, HJE Consulting Group

There are multiple buzzwords in the marketing world and currently one of the biggest is Marketing Automation. The question many are asking is “What is it?” Marketing Automation Times, <http://marketingautomationtimes.com>, an online publication states that marketing automation is a subset of customer relationship management (CRM) that focuses on the definition, scheduling, segmentation and tracking of marketing campaigns. The use of marketing automation makes processes that would otherwise have been performed manually much more efficient and new processes possible.

But through recent experience and research concerning marketing automation, I have found that definition is really just the tip of the iceberg. Yes, it is about automating processes such as email, blogs and web tracking but it is also about building relationships with customers and potential customers that change the dynamic from chasing leads to attracting leads.

In roofing, audiences usually break down into two groups, residential or commercial. In both areas there is an ongoing need to not only attract customers but sustain them over long periods of time. Whether it is homeowners or building owners, they need to be nurtured so that your company is top of mind when they have roofing needs or have the opportunity to refer your company.

So how can this happen and what role does marketing automation play in it? As noted above, it starts with a strong CRM software. What is that? Well it could be Microsoft Outlook or an Excel file or on a higher level software such as Salesforce. In the roofing world, there are many contractor CRM software systems that help manage customers and often are connected to project management and/or accounting software.

Whichever CRM you use, the key is to maintain a strong, up-to-date list of customers. By using a CRM software instead of Excel or a Rolodex, customer contacts can be automated. This will include notes, past correspondence, property data, material preferences and/or future projects. Contact information including emails that are sitting in filing cabinets and not in an up-to-date CRM are useless. In fact, I know of many contractors who have hired summer interns to simply capture information that has been in project files. When they enter

the information it is key to add as much data as possible. Information is critical in order to properly segment your customers and offer strong communications.

Once a CRM program is in place and information, past and present, has been loaded it is time to begin thinking about marketing automation. What do you want to communicate to customers? As you look at this task, it is important to start thinking about how your customers are the same and/or different. If you are providing both residential and commercial services, this is one of the first segmentations you can make. You may want to send a commercial-oriented newsletter out quarterly and that might be wasted on a homeowner. As you review what you want to share, it becomes increasingly important to make sure you are sharing it with customers who care.

The ground work is crucial before starting any marketing automation project. One popular tool is social media. As we have discussed in the past, different social media work best with specific audiences. Facebook has a stronger following amongst homeowners while LinkedIn is preferred by business. Remembering that a building owner most likely is also a homeowner creates dual opportunities for exposure at both the home and business.

There are cloud-based software systems available such as Hootsuite where all social media can be controlled from one dashboard. This type of automation is being used by businesses, non-profits and large enterprises in order to manage messaging and timing. Time management is also important when managing social media. With one dashboard multiple social mediums can receive your messaging cutting down on the time that would take place when updating each medium.

As roofing contractors look at marketing automation resources must be considered. When thinking about social media, email campaigns, web tracking and lead management, it becomes a full time job. Many cannot afford a full time person for this type of marketing but it is something to think about. There are many ways of getting a marketing automation program up and running. It may be what we discussed earlier in using summer interns or family members to establish and train on the new software. Most, if not all, of this is cloud-based so it can actually be handled from anywhere. As college students head back to school, they may be able to continue to handle your marketing activities from campus. In fact they may

already be handling social media for their campus organizations.

Looking at the bigger picture of marketing automation, there are companies out there that will help put a program in place. It is important to realize that marketing automation drives leads, so as discussed in earlier columns, it is important to do strong analysis on your current sales and production structure and understand exactly the amount of leads you are looking for. Online companies such as Act-On offer a full software solution for tracking activity on your website, sending emails and linking it all with social media. Advertising agencies also now offer this service but most do not understand the needs of a construction-based business so it is important to do up front research with any firms you are looking to hire.

Too many companies are allowing the pendulum to swing too far away from personal relationships”

In the end, marketing automation really is the ability to get in touch with your customers electronically. But, it is just a part of good relationship sales and marketing. Too many companies are allowing the pendulum to swing too far away from personal relationships. In the end, messaging through this avenue is about staying top of mind but it will not build that relationship of trust that creates referrals and sustainable business for roofing companies. That is built through strong community relationships and employees who believe in your company and are brand ambassadors with customers and throughout your area of business.

Using marketing automation as one of the tools in your marketing program and linking it to your overall goals and strategies is the winning combination.

Heidi J. Ellsworth, a graduate of University of Portland, has been working in the roofing industry since 1993. Having held positions with EagleView Technology Corporation, Carlisle Construction Materials and Malarkey Roofing, Heidi is best known as the founder of the roofing-focused marketing firm, HJE Marketing. After leading marketing initiatives for EagleView and Pictometry along with overseeing EagleView’s construction sales division, she has recently started HJE Consulting Group. This sales and marketing consulting firm focuses on supporting overall marketing strategies and implementation along with providing consulting to build strong collaboration between sales and marketing teams for business profitability and success. Ellsworth is a marketing consultant for National Roofing Contractors Association and serves on the boards of Western States Roofing Contractors Association, Davis Memorial Foundation and Florida Roofing Contractors Association. She is a founder of National Women in Roofing, a national association for the mentoring, education and networking of women, where she currently serves as chairperson.

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Mule-Hide Products Co. Introduces EPDM x-23 Low-VOC Bonding Adhesive

Quick Flash-off, Extended Open Time Enhance Crew Productivity, Installation Quality

BELOIT, Wi. With its fast flash-off, easy application and extended open time, new EPDM x-23 Low-VOC Bonding Adhesive from Mule-Hide Products Co. boosts roofing crew productivity while also helping ensure blister-free installations of EPDM roofing systems.

EPDM x-23 Low-VOC Bonding Adhesive quickly creates a strong bond between EPDM membranes and a variety of porous and non-porous substrates. It is easily applied using a 9-inch medium nap roller.

The adhesive is solvent blend is designed to flash off rapidly, enhancing crew productivity and decreasing the chance that solvents will become trapped underneath the membrane, potentially causing the membrane to blister.

An extended open time in the period after flash-off during which the adhesive film remains tacky in makes EPDM x-23 Low-VOC Bonding Adhesive an ideal choice when working with larger EPDM sheets. It also allows sheets to be left open longer, enabling more solvents to escape and further reducing the potential for blistering.

EPDM x-23 Low-VOC Bonding Adhesive provides excellent

shear performance, ensuring strong adhesion of the membrane to parapets for tight, waterproof installations.

EPDM x-23 Low-VOC Bonding Adhesive meets the volatile organic compound (VOC) content requirements of the Ozone Transport Commission (OTC) Model Rule for Single-Ply Roofing Adhesives.

The adhesive is sold in 5-gallon pails with enough product to cover up to 300 square feet of finished area, depending on jobsite conditions.

EPDM x-23 Low-VOC Bonding Adhesive should be stored at temperatures between 60 and 90 degrees, as prolonged storage in lower temperatures may cause the adhesive to gel.



About Mule-Hide Products Co. Inc.

Mule-Hide Products offers premium-quality, high-performance roofing products and systems that meet the current and emerging needs of the design community, contractors and building owners with a strong focus on sustainable solutions. More information is available at www.mulehide.com.

Giving Back at A.C.T. Metal Deck Supply

Aurora, IL – 1/13/17 About four years ago, A.C.T. Metal Deck Supply, Aurora, Ill., started giving back to its community by participating in a company volunteer effort each year.

On February 12, 2017, employees will participate in a Fight for Air Climb event in memory of a co-worker who died in August 2014 after a long battle with lung cancer. A.C.T. Metal Deck Supply's team, Team Todd, named for their co-worker, will climb 31 floors/680 steps to the top of Oakbrook Terrace Tower in Oakbrook Terrace, Ill., to raise money and awareness for lung cancer. Last year, the team completed the race in an average 6 minutes 15 seconds and came in first, raising over \$12,000.

In December 2016, A.C.T. Metal Deck Supply showed their support and collected much needed clothing and other essentials for the Hesed House in Aurora. The Hesed House is a campus of centralized, skilled professionals collaborating to provide the tools necessary to help individuals and families break free from homelessness.

If you would like to donate to the Fight for Air Climb, <http://action.lung.org/goto/TeamTodd> or the Hesed House, <http://www.hesedhouse.org/> - A.C.T. Metal Deck Supply says Thank You for your support.



North Texas Roofing Contractors Association Announces Golden Hammer Award Winners, to Be Recognized at 17th Annual Awards Banquet

Fort Worth, TX – February 1, 2017 – The North Texas Roofing Contractors Association (NTRCA), a regional association for residential and commercial roofing contractors, distributors, manufacturers and associates who maintain the highest industry standards, announces this year's Golden Hammer Award winners. The winners will be honored at the upcoming, sold-out 2017 NTRCA Awards Banquet on February 25, 2017 at the Perot Museum in Dallas.

NTRCA's Annual Golden Hammer Awards recognize outstanding roofing projects completed during the prior year. Entries are judged each year on logistical challenges, quality workmanship, uniqueness, difficulty, time constraints, innovative solutions and safety challenges.

Contractors selected to win this year's Golden Hammer Award for Community Service Projects are: Springtree Roofing & Restoration for their work on the Montgomery Project and Springtree Roofing & Restoration, Energy Roofing Solutions and ER Systems for their teamwork on St. Philip's Episcopal Church.

Commercial Contractors winning a Golden Hammer Award this year are: Supreme Roofing for its work on the Worthington Renaissance Hotel; KPost Roofing & Waterproofing for its work on the Jim and Sally Nation Hall at DBU; and Texas Roof Management, Inc. for its work on the Old Municipal Building.

Residential Contractors selected to receive a Golden Hammer Award this year are: RJ Construction for its work on the Allsup residence; Pitts Roofing for its work on the Alexander residence; and Bert Roofing, Inc. for its work on the Eiland residence.

Pitts Roofing has also been selected to win the 3rd Annual Green Roofing Golden Hammer Award for its work on the Harbison residence.

During the Awards Banquet, the NTRCA 2017 Board of Directors and this year's Associate of the Year and Industry Leader award winners will also be announced and honored.



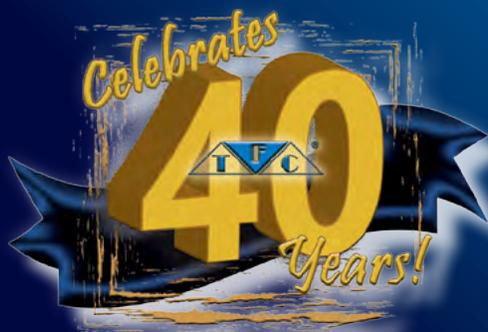
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Reid Ribble Succeeds Bill Good as CEO of the National Roofing Contractors Association

Rosemont, Ill.—The National Roofing Contractors Association (NRCA) has announced that Bill Good has retired after 28 years as the organization’s CEO and 41 years of service. He retired from NRCA Dec. 31, 2016.

Former NRCA member and Chairman of the Board Reid Ribble officially succeeded Good as CEO Jan. 3.

A roofing contractor by trade, Ribble joined Kaukauna, Wis.-based The Ribble Group Inc., a family business in 1975, and became company president in 1980.

Ribble served as NRCA chairman of the board from 2005-06 and NRCA’s chairman of the board elect from 2004-05. He also was president of The Roofing Industry Alliance for Progress’ Board of Trustees from 2008-10.

Ribble has served as a member or chairman of several NRCA committees, including Budget and Finance, Business Leadership, Government Relations Oversight, International Relations and Technical Operations.

In 2010, Ribble was elected to the U.S. Congress serving Wisconsin’s 8th Congressional District and

was re-elected twice. Ribble earned the reputation of being honest and able to work with representatives from both sides of the aisle.

While in Congress, Ribble served on the U.S. House Foreign Affairs Committee, Transportation and Infrastructure Committee, the House Committee on Agriculture and Committee on Budget. He authored the Biennial Budgeting and Enhanced Oversight Act aimed at balancing the House budget.



NRCA 2017 CEO Reid Ribble

“I am looking forward to service and representing those who set the standard for professionalism in the roofing industry and working with NRCA’s staff on initiatives that will help add even more to that value,” Ribble says.

Good will stay on in a part-time capacity for a five-month transition period and will officially retire from NRCA May 31, 2017.

A.C.T. Metal Deck Supply to Kick-Off Cubs & Cruise Chicago Weekend Sweepstakes

Sweepstakes to include air fare, hotel, yacht cruise on Lake Michigan and Chicago Cubs baseball game at legendary Wrigley Field

Aurora, IL – 2/14/17 A.C.T. Metal Deck Supply announces the kick-off of their “Cubs & Cruise Chicago Weekend Sweepstakes.

The Sweepstakes will begin during the upcoming National Roofing Contractors Association 130th Annual Convention and International Roofing Expo (IRE) at the Mandalay Bay Convention Center February 27th – March 3rd in Las Vegas.

Over the next year with every metal deck purchase, companies will automatically be entered to win the weekend package for four (4) people. The weekend will include: roundtrip airfare to Chicago, transportation, hotel for two (2) nights, tickets to watch the World Champion Chicago Cubs at legendary Wrigley Field, and a private, catered yacht cruise on



Lake Michigan. All orders no matter how big or small will be eligible for the sweepstakes.

Nick V. Polizzi, President of A.C.T. Metal Deck Supply explains, “Our Company was founded in the Chicago area but now we have great customers all over the country. It has been exciting celebrating the end of the Cubs “curse” and now we want to thank our customers by inviting them to a “Wrigleyville Experience” and an exciting summer weekend in Chicago. The IRE in Las Vegas is the perfect place to kick off the event and we are looking forward to it!”

The sweepstakes winner will be chosen randomly from the company names that have been submitted and the winner will be announced at the 2018 International Roof Expo (IRE) in New Orleans, LA. Winner need not to be present to win.

About A.C.T. Metal Deck Supply

A.C.T. Metal Deck Supply is a metal deck distributor with 14 locations in 11 states servicing the U.S. and abroad. Metal roof deck, form deck and composite floor deck are available in all types, gauges and finishes for immediate use as well as any size order produced for any project requirements and schedule.

MRCA is Partnering with Beeline Purchasing LLC to Offer a New Member Benefit!

The Midwest Roofing Contractors Association has launched a Safety Marketplace through the Beeline Purchasing Program. MRCA members can buy safety products directly from manufacturers at considerable discounts - **up to 30% savings!**

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

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

Benefits include:

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



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

Fred Horner
President/CEO
Advanced Industrial Roofing, Inc.



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2017 MIDWEST ROOFING CONTRACTORS ASSOCIATION

68th Annual Conference & Expo

America's Center in St. Louis, MO

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) _____

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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.

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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, 2017. 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, 2017, 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
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Number of Booths _____	x rate per booth _____	
= Total \$ _____	% Being Paid Today: _____	

Preferred Booth Numbers:

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3rd Choice: _____ 4th Choice: _____

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Company Name: _____

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City, State, Zip: _____

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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 _____

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

RCMA and NSF International Develop First Product Category Rule (PCR) for Roof Coatings in North America

Washington, DC (Wednesday, December 14, 2016) – The Roof Coatings Manufacturers Association (RCMA) and NSF International have created the first product category rule (PCR) in North America for roof coating materials. PCRs enable product environmental information to be more transparent and useful to the marketplace. Products covered in this PCR include fluid-applied and adhered coatings used for roof maintenance or roof repair, or as a component of a roof covering system or roof assembly.

Based on international environmental management guidelines (ISO 14025), a PCR defines how to conduct a life cycle assessment for a particular product group and what to include in the resulting report. A life-cycle assessment measures inputs, outputs and environmental impacts of a product across its lifespan. The environmental product declaration (EPD) is the third-party-verified report that explains the data generated from a life cycle assessment. What is included in the EPD is also defined by the PCR.

The NSF International National Center for Sustainability Standards (NCSS) utilized an open consultative process to develop the PCR with participation from an expert panel of RCMA members, suppliers, regulatory agencies, environmental organizations and end users. RCMA is the leading industry voice promoting the benefits of roof coatings and representing manufacturers of asphaltic and solar reflective roof coatings as well as suppliers to the roof coatings industry.

“This product category rule developed by RCMA and NSF International provides our industry a much needed guideline for calculating and reporting the environmental attributes of roof coatings,” said Jim Kirby, Executive Director of RCMA. “The subsequent life cycle analyses developed by our members using the PCR can provide a basis for improvement to enable reductions in environmental impacts over time. We look forward to the positive impact this will have on the industry and those seeking more sustainable building products.”

“As a manufacturer participating in the PCR development, we support our industry in providing more transparent and science-based information to our customers,” said Douglas P. Mazeffa, Environmental Project Manager at Sherwin Williams. “Our company is committed to helping customers make informed, environmentally-based purchasing decisions.”

“Industries benefit from NSF International’s open and transparent standards development process that was used to develop the first PCR in North America for roof

coating materials,” said Jessica Slomka, Manager of the NSF International National Center for Sustainability Standards. “By engaging RCMA members and other stakeholders, we help ensure the most significant environmental impacts in the life cycle of a product are represented. The result is a defined set of rules that enable comparative data to be gathered and reported in a standardized fashion. This is crucial in helping builder’s source products that meet their environmental goals.”

Verified environmental product declarations (EPDs) as defined by this PCR may help building projects qualify for points through the LEED v4 Material and Resource credits and comply with the International Green Construction Code (IgCC)

About RCMA: RCMA is the national trade association representing manufacturers of asphaltic and solar reflective roof coatings and the suppliers to the roof coatings industry. RCMA and the Reflective Roof Coatings Institute (RRCI) have merged into one industry association that continues to advance, promote, and expand the national and international market for roof coatings through education, outreach, technical advancement, and advocacy. For more information on RCMA activities, programs, and initiatives, please visit us at www.roofcoatings.org.



About NSF International: NSF International (nsf.org) is a global independent organization that develops standards, and tests and certifies products to these standards for the water, food, health sciences and consumer goods industries to minimize adverse health effects and protect the environment. Founded in 1944, NSF is committed to protecting human health and safety worldwide. Operating in more than 165 countries, NSF International is a Pan American Health Organization/World Health Organization (WHO) Collaborating Center on Food Safety, Water Quality and Indoor Environment.



NSF International’s Sustainability Division offers a range of standardized and proprietary methods of measuring sustainability for organizations, products, processes, supply chains and services. Through its National Center for Sustainability Standards, NSF International has created PCRs, verified EPDS and developed animal welfare and sustainability standards for product categories such as down, chemicals, building products and materials, and water quality. NSF International works with leading regulators, scientists, engineers, public health and environmental health professionals, and industry representatives to develop these transparent, science-based standards, protocols, and product category rules.

WRCA Raising the Roof! Christmas Party Nets More Than \$11,000.00 For Children's Charity

The Wisconsin Roofing Contractors Association (WRCA) rose to the challenge at their Annual Christmas Party! With a goal of \$5,000.00, guests at the event contributed more than \$6,100.00. A goal was to take full advantage of a challenge grant offered by Spec Products (Sun Prairie, WI), which represents Firestone Building Products in Wisconsin. Together with the \$5,000.00 challenge grant from Spec Products, more than \$11,000.00 was raised at the December 3 event held at the Blue Harbor Resort in Sheboygan, WI.

Justin Lemirande of Northern Metal & Roofing (Green Bay) and current President of the WRCA said, "This was just our second try at raising money during our Christmas Party and the final numbers exceeded everyone's expectations. We had to work pretty hard to raise the money in 2015, but this year, it happened pretty quickly. It's hard to believe, but thanks to the generosity of our members and Spec Products, we've given more than \$20,000.00 to help children with special needs. What a great feeling."

This year, the recipient of the funds was Variety – The Children's Charity of Wisconsin. Nationally, Variety is the oldest children's charity in the country. In Wisconsin, the group has been active for more than 75 years and its programs have evolved to help children in one of three ways:

- The Freedom Program improves a child's mobility, confidence, independence and community involvement by providing funding for mobility and other enabling equipment.
- The Future Program helps children reach their full potential by focusing on education, experiences and play. Variety provides fun, free outings to museums, sporting events, movies and other fun and educational places.
- Chatter Matters Communication Camp gives children a voice by teaching children who are non-verbal and their families how to better communicate through the use of a speech generating device such as an iPad or laptop. Learning occurs through fun activities

including arts & crafts, adaptive sports, games, music, stories, campfires and more.

The 2015 recipient was St. Jude's Children's Research Hospital.

Asked if the numbers surprised him, Van Gomple said they didn't. "We knew when we put a challenge out there that these guys would make it happen. They're a good and generous bunch. I'm happy this worked out, especially for the kids."

The checks were presented at the WRCA's Annual Meeting held on December 13. Gerise LaSpisa, Executive Director of Variety – The Children's Charity of Wisconsin, was present to receive the checks and to thank the group for its life-changing donation for children in Wisconsin.



The Wisconsin Roofing Contractors Association and Spec Products combined to raise \$11,000.00 for Variety – The Children's Charity of Wisconsin at the association's Annual Christmas Party, held Saturday, December 2. Checks were presented at the Association's Annual Meeting on December 13.

Pictured with the first installment of WRCA's donation check along with the \$5,000.00 matching donation from Spec Products are (L to R): Andrew Weisensel (Spec Products), Anthony Graziano (Pioneer Roofing), Justin Lemirande (Northern Metal & Roofing), Gerise LaSpisa (Variety – The Children's Charity of Wisconsin), Clay Van Gomple (Spec Products), Erik Van Gomple (Spec Products), Dan Witzlib (Spec Products), Dan Knickelbein (Langer Roofing), and Lynne Claude (Roofer's Mart).



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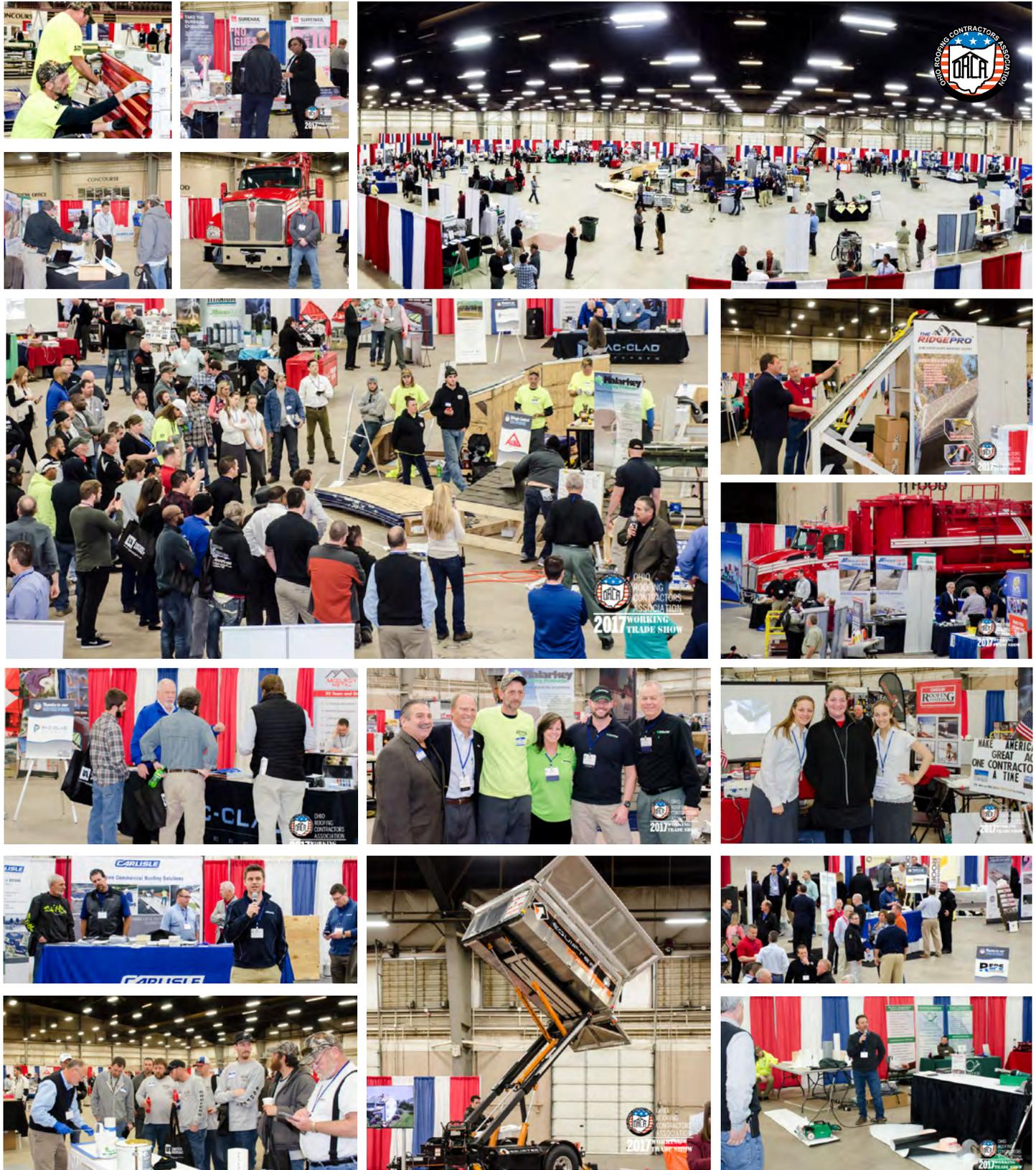
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ORCA WORKING TRADE SHOW

On February 14, 2017, The Ohio Roofing Contractors Association held their second Working Trade Show in Columbus Ohio. The day was filled with demonstrations from manufacturers, suppliers and distributors. This action filled day gave contractors the opportunity to get a hands on experience. Visit ohioroofing.com for more information or [facebook.com/OhioRoofingContractors](https://www.facebook.com/OhioRoofingContractors)





LEGAL SERVICES PLAN



WHAT IS IT?

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

HOW DO I USE THE PLAN?

Dunlevey, 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 DUNLEVEY, MAHAN, & FURRY?

**Dunlevey
Mahan + Furry**
ATTORNEYS

Gary Auman

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

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🌐 www.mrca.org

☎ 800-497-6722

📞 937-278-0317

✉ info@mrca.org

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Polyglass U.S.A., Inc. Marks 25 Years of Manufacturing Roofing Products in North America

Polyglass U.S.A., Inc., a leading manufacturer of roofing and waterproofing solutions is celebrating its 25th year of producing quality roofing products for its customers in the United States, Canada and the Caribbean.

DEERFIELD BEACH, Fla. Feb. 14, 2017–Polyglass U.S.A., Inc. is celebrating 25 years of producing quality roofing and waterproofing materials for the North American roofing industry. Polyglass will commemorate this key milestone with its customers throughout 2017.

Polyglass is a leading manufacturer of modified bitumen roof membranes, elastomeric roof coatings and underlayments. Founded in the early 1950s by roofing contractors in northern Italy, Polyglass established its first manufacturing plant in the 1960s serving roofing contractors across Europe. The company grew organically and expanded operations into the United States in 1992 with its first location in Fernley, Nevada. By 2006, Polyglass had grown to three US facilities with the addition of plants in Pennsylvania and Florida.

In 2008, Polyglass was acquired by Mapei, a global manufacturer of adhesives, sealants and construction materials for the building industry. Since the acquisition, Polyglass has added a manufacturing location in Arizona, with an additional facility in Texas slated to be operational at the end of 2017. Polyglass' state-of-the-art manufacturing facilities are ISO 9001:2008 certified and strategically located to serve its valuable customers.

“Celebrating 25 years of successfully developing and producing roofing solutions that has helped transform the roofing industry would not be possible without our committed employees,” said CEO Natalino Zanchetta. “With a focus on quality, Polyglass has developed solutions for use in every climate and we continue to innovate to meet the changing needs of our customers.”

Since developing its first compound formula decades ago, Polyglass has added hundreds of innovative products that extend the roof-life cycle, help manage building energy loads and enhance building aesthetics. With the launch of patented ADES0® Technology, Polyglass provided an easier,



safer, and faster way to install modified bitumen membranes. Polyglass also developed patented CURE Technology®, a thin film technology applied to membranes during the manufacturing process to increase reflectivity, durability, stain and UV resistance, granule retention and energy efficiency.

As part of its commitment to customers, Polyglass offers continuing education through Polyschool®, a two-day comprehensive training program that teaches best practices in the installation of Polyglass' commercial and residential products. Polyglass has also developed a robust customer loyalty program with its Q Rewards program – rewarding its customers for their Polyglass product purchases.

To commemorate its 25 years, Polyglass invites the roofing industry to join in its celebration during the International Roofing Expo at the Mandalay Bay Convention Center in Las Vegas, NV on March 1-3. Stop by the Polyglass booth (#1003) to watch product demonstrations of Polyfresko® G SA and get VIP access to the “Roof Top” celebration on March 2.

About Polyglass U.S.A., Inc.

Polyglass U.S.A., Inc. is an ISO 9001:2008 certified, leading manufacturer of roofing and waterproofing systems for low- and steep-slope applications. Known for its self-adhered modified bitumen roofing systems based on the company's patented ADES0® Technology and CURE Technology®, Polyglass also produces a full line of premium roof coatings and roof maintenance systems. Providing quality, innovation and service at its best, Polyglass adds value worldwide. For more information about the premium products and services offered by Polyglass, call 800.222.9782 or visit polyglass.us.

Photo of GAF's United Coatings Diathon acrylic coating being applied by sprayer. Photo courtesy of GAF.

The Key to a Successful Roof Coating

Roof Coating Application and Performance Tips

by James R. Kirby • from the Winter 2017 Building Enclosure

Roof coatings are designed for protecting and extending the service life of roof assemblies for new construction and more commonly, existing roof coverings, such as BUR, metal, modified bitumen, single-ply, and spray polyurethane foam. Roof coatings are formulated to provide protection for many years against the damaging effects of weather and the environment, such as UV light, and excessive water and wind. The most common types of roof coatings are acrylic coatings, asphalt coatings, polyurethane coatings and silicone coatings.

For existing buildings, every building owner will eventually be faced with the decision to completely tear-off an existing roof, to recover it or to repair it. About 3,000,000,000 square-feet of roofs are either replaced or re-coated each year. Given that roofing materials are the third greatest contributor to waste in landfills, roof coatings are an ideal solution to extend the service life of an existing roof and prevent tear-off and waste. Roof coatings extend roof service life because they reduce rooftop temperatures by reflecting radiation from the sun, protect the membrane below the coating from further degradation, and provide an additional weather resistive layer for long term performance. Reflective roof coatings also help to reduce the urban heat island effect.

Application and Maintenance

Two keys to the successful performance of a roof coating are proper application and regular

maintenance. Some of the items to watch for during and after a roof coating application include spray-application problems, storage concerns, environmental conditions, lack of maintenance and foot traffic.

Spray-Application Problems

The vast majority of spray-application failures are the result of an applicator's lack of experience and equipment-related issues. Spray application equipment must always be within spray manufacturer specifications. There are different brands, different pumps, different pressures, and different hoses and tips. One must be vigilant in their efforts to keep all of their equipment within the parameters set forth in the specification. Even when all of these requirements are met, several factors can affect application such as roof height, length of hose, coating and ambient temperature, and worn spray-tips. This can lead to over-spray, clogging, lack of pressure, improper spray fan pattern, etc.

Improper storage or maintenance of spray application equipment can cause problems on the job. Using the wrong lubricating oils and flushing liquids in a spray rig can cause failure in a coating system. Failing to replace a worn tip when spraying can lead to overspray issues and coverage rate problems.

It is paramount to have an experienced spray applicator. For example, an inexperienced applicator can ruin a batch of moisture-cured or solvent-based coating on a hot day simply by

dripping sweat into the coating while mixing it. A crew that fails to check the ambient temperature, surface temperature, relative



humidity and dew point prior to application can cause widespread installation problems. Proper training and quality control oversight can avoid many costly mistakes.

Storage Concerns

Roof coatings are formulated to react a certain way under certain conditions. For example, improper storage of moisture-cured coatings can lead to a moisture-triggered reaction taking place in the container before it is applied. Roof coatings should normally be stored in a climate controlled space, where the coating will not reach freezing temperatures, and generally never exceed 110 degrees Fahrenheit. Roof coatings should be kept in the shade, covered from the elements, and kept on raised platforms or pallets. The shelf life of each package/pail should be observed, and materials should be properly disposed of when expired. Failure to follow proper storage guidelines from a manufacturer can result in costly failures in

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the applied system.

Environmental Conditions

Sometimes coatings are best applied in very hot weather, and other coatings in more temperate conditions. A building owner should consult with the coating manufacturer to make sure that ambient conditions are taken into account. Projects close to the ocean have special considerations due to salt contamination and pop-up thunderstorms. Also, surrounding businesses or manufacturing operations might expel contaminants onto the project.

Lack of Maintenance

Coatings are barriers to the elements, and they eventually degrade in effectiveness. A proactive approach to inspections can solve problems while they are small. Waiting until there is a leak results in more costly repairs. When the life of a coating nears its end, plans should be made to renew it. This keeps costs down, and prevents the coating from failure. Many property owners will protect their roofing investment by formalizing an ongoing roof maintenance and inspection program and addressing all issues before they become big issues.

Foot Traffic

Many facilities require foot traffic on the roof. For example, HVAC units must be maintained, pipes must be inspected, and satellite dishes adjusted. With each visit to the roof there is potential for damage, whether it is a heavy tool that is dropped or just the slow wear of foot traffic in the same area. Prevent unnecessary roof damage by requiring maintenance personnel to wear shoes that will not damage the roof and use protective pads on which to place their tools and equipment.

Potential Issues with Installed Roof Coatings

During the application of a roof coating, problems can occur. If there are problems with a roof coating application, it is prudent to work with the coating manufacturer to determine proper corrective measures. The following is a brief discussion of potential problems.

Craters

Cratering is when a coating has small “bowl” shaped irregularities in the surface. Craters are often small, about the diameter of a pencil or less. The coating is very thin at the bottom of the “bowl” shape, and may be slightly thicker around the rim of the crater.

Craters are created when blistering occurs early in the application of the coating, and as the coating cures, the blister pops, leaving a “crater” in the surface. In addition, cratering can be the result of rain on a coating that is freshly applied, where the droplets push aside the uncured coating. When the water evaporates, a crater is left behind. Cratering is detrimental to a coating because the base of the crater is very thin, which can allow UV light to pass and degrade the roof that is being coated.

It can also lead to premature failure due to a reduction in the coating’s tensile strength in those areas.

Fish Eyes

Fish eyes are very small blisters on the surface of the coating that have not popped. These small blisters have a small recessed area around the outside with a bubble in the middle. The tops of the blisters are often so thin that they appear transparent, and a small void to the substrate may occur below it. Fish eyes are almost always the result of contaminants, or more rarely, manufacturing defects. These contaminants can be introduced in such a large number of ways that it can be difficult to diagnose.



Photo of GAF’s United Coatings Roof Mate acrylic coating being applied by sprayer. Photo courtesy of GAF.

Blisters

Blistering is distinctive from fisheyes in that blisters are much larger and usually thicker at the top. The most common cause of blisters is the application of coatings over a wet substrate. Blisters can form immediately, or they may form during warmer weather when the trapped moisture heats up and water vapor pressure exerts force on the underside of the coating.

Pinholes

Pinholes are tiny holes that perforate an entire layer of coating. When air or solvent is trapped and then escapes, a pinhole may be created. This phenomenon can develop when air is mixed into the product before application or if the substrate being coated is textured and air pockets are formed under the film. Surfactants in the coating help with this by allowing air to escape quickly before the film cures. Pinholes are most commonly an issue with thin coatings, but can still occur in thicker products. Two or more coats of the product will take care of most risks associated with pinholes.

Mud Cracking

Mud cracking is the result of applying a coating too thick. The surface of the film cures and shrinks at a faster rate than the coating

below it, causing it to split.

Amine Blush

If an epoxy base coating or primer has been utilized, especially amine-cured epoxies, one should monitor for potential amine blush. Amine blush happens when the ambient temperature drops after application and the carbon dioxide in the air along with any moisture that is present combines with the amine curing agent and forms a carbamate on the surface of the coating. This is a tacky, waxy substance that will cause other coatings to disbond from its surface. It can be removed with detergent and water using a scrub brush or abrasive pad. Solvents like acetone or mineral spirits will not remove it.

Delamination

When a roof coating delaminates, its adhesive or cohesive properties are lost. This normally happens when water penetrates the film, either because of a puncture or tear, or from water penetration at ponding locations. An increase in water generally results in continued delamination. Regular inspections can prevent a progressive failure. Correcting ponding conditions will help prevent delamination. Some roof coatings, however, are free from delamination issues due to their particular resin technology.

In summary, roof coatings can be extremely beneficial to the service life of a roof and to the energy efficiency of the building it protects. Following proper application means and methods, performing regular maintenance, and correcting problems are paramount to a successful roof coating application.

Building Enclosure is the only educational resource that deals with the technical aspects of building enclosure design. BE covers commercial, multifamily, industrial and institutional applications both above and below grade. Visit BuildingEnclosureOnline.com to learn more.

MRCA has been all around the country this first quarter promoting both MRCA and CERTA

January - Chicago Roofing Contractors Association (CRCA) Annual Trade Show

The MRCA/CERTA Booth was there. MRCA's Valerie Dahlberg was joined by several MRCA members at this fantastic show, manning the booth and distributing information on both MRCA and CERTA to show attendees. A big thank you to CRCA for providing the complimentary booth space to MRCA.

January - Iowa Roofing Contractors Association (IRCA) Annual Meeting

MRCA worked in conjunction with IRCA in providing a CERTA applicator certification class in conjunction with the Annual Meeting and Trade Show. MRCA Board Member Greg Sprague attended, and not only was there promoting MRCA and CERTA, but also was the instructor for the CERTA applicator class. Again, a special thanks to IRCA for working with MRCA.



February - Roofers Local Union No. 75

MRCA Offices are headquartered in Dayton, Ohio which has led to a relationship with CERTA Train-the-Trainer and Roofers Local Union No. 75 Business Manager, John Hayes. This past February, John worked with MRCA to conduct a CERTA applicator certification class for his members.

February - Ohio Roofing Contractors Association (ORCA) Working Tradeshow

MRCA had a booth promoting both MRCA and CERTA. MRCA President Mark Langer was in attendance to walk the tradeshow floor and get acquainted with Ohio contractors. In addition, MRCA worked with ORCA in conducting a CERTA applicator certification class. Thanks to the ORCA Board of Directors in providing MRCA with a complimentary booth at their unique tradeshow.

February/March - International Roofing EXPO

The MRCA/CERTA booth was on display at the IRE. This was a great opportunity for MRCA and we appreciate the cooperation of the IRE in letting us attend. MRCA President Mark Langer was in attendance, along with several other MRCA officers and Board members to help



man the MRCA/CERTA booth.

MRCA President Mark Langer and Board of Directors has made a commitment to a strong marketing program of both MRCA and CERTA. If there is an opportunity in your area to work with a local roofing association, please contact the MRCA staff.

for more information about CERTA contact us at: 800.497.6722 or email at info@mrca.org.

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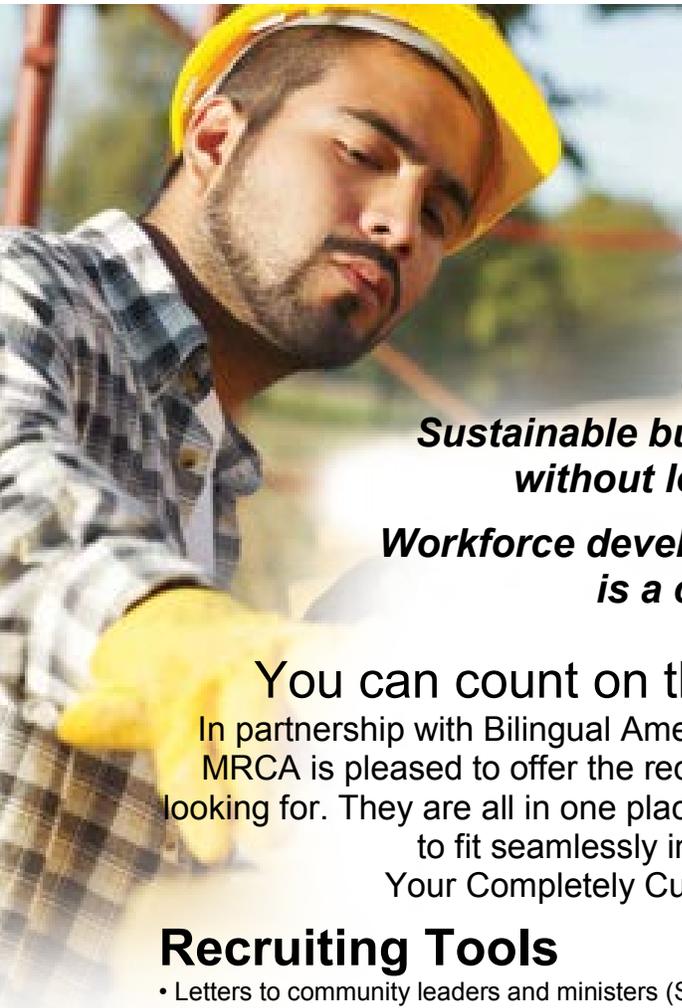


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Your Completely Customized Hispanic Hiring Kit includes:

Recruiting Tools

- Letters to community leaders and ministers (Spanish and English)
- Postcards for mailing (two art versions in Spanish)
- Posters promoting work opportunity (two art versions in Spanish)
- Poster in English to recruit English dominant Hispanics (Spanish)
- Newspaper and magazine ads (3 sizes, Color and BW, English and Spanish.)
- Poster to encourage employees to recruit others
- Social Media training session with Ricardo González online (up to five people)

Hiring Tools (All hiring tools are in both Spanish and English.)

- Applications
- Interview Questions
- Assessment for Entry Level Employees
- Assessment for Potential Leaders
- Letter of Welcome
- Letter of Reprimand
- Guide to Work Visas for Foreign Nationals
- Guide to Legal and Illegal Interview Questions
- Opportunity Axis Power Point Slides and Teaching

Onboard Process (Completely in Spanish and the HHK includes access for 5 people.)

- Cómo Tener Éxito™ course.
- 20 day continuity program to internalize teaching of course.
- Teaches how to succeed personally and in your company.

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It provides you with everything you need, and more,
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for your fully customized kit today!



“ Since incorporating the Hispanic Hiring Kit into our recruiting program this Spring, we've successfully utilized several pieces of the kit to include the English/Spanish applications, interview questions and entry-level assessments in conjunction with commissioning a billboard displaying the hiring ad provided by the kit. Ricardo's team has been very efficient, and a pleasure to work with.

Greg Sprague
President/Owner
Sprague Roofing Company



CALENDER OF EVENTS

NRCA CERTA Train-the Trainer Authorization

Apr 13, 2017

Rosemont, IL
www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508



ORCA Ohio Roofing Contractors Association

Annual Golf Outing

May 9, 2017

Darby Creek Golf Course
19300 Orchard Rd. Marysville, OH 43040
<http://www.ohioroofing.com>



IRCA – Indiana Roofing Contractors Association

Annual Golf Outing

June 14, 2017

Purgatory Golf Club
Noblesville, IN
<http://www.indianaroofing.org/2016/11/19/save-the-date-irca-annual-golf-outing-june-14-2017/>

NRCA CERTA Train-the Trainer Reauthorization

Apr 14, 2017

Rosemont, IL
www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508



NRCA CERTA Train-the Trainer Authorization

May 18, 2016

Rosemont, IL
<http://www.nrca.net/store/detail/certa-train-the-trainer-authorization/1508>



RCMA Summer Meeting & Golf Outing

June 19-21, 2017

Washington, DC
<https://www.roofcoatings.org/summer-meeting/>

Contractors Association

**ARCA – Arizona Roofing Contractors Association
Annual Convention
Sept 28-30, 2017**

Little America Hotel
2515 E. Butler Avenue
Flagstaff, AZ 86004
www.azroofing.org



**MRCA – Midwest Roofing Contractors Association
68th Annual CON-EXPO
Oct 16-18, 2017**

America's Center
701 Convention Plaza
St. Louis, MO 63101
www.mrca.org



& Lobby Day

/rcma-2017-summer-



DISCOVER THE BENEFITS OF MRCA Membership

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

Join MRCA today for exclusive access to:



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



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



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



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



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



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



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



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



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



The Young Contractors Council, which provides relevant education, mentoring, and networking for contractors younger than 40.

Join your fellow professional roofing contractors and become an MRCA member today.

It's easy! Call 800.497.6722, go online to www.mrca.org, 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 _____

Malarkey Roofing Products® Certified Residential Contractor **-\$250**

(\$250 discount, courtesy of Malarkey, not applicable to Branch membership)

TOTAL _____

Payment Information (select one)

Check Enclosed Visa MasterCard American Express Discover

Name on Card (please print) _____

Account Number _____ Exp Date _____

Signature _____

Return form with payment to the Midwest Roofing Contractors Association.

Mail
2077 Embury Park Rd. or
Dayton, OH 45414

Fax
937.278.0317 or

Call
800.497.6722 or

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www.mrca.org



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