

WinR A PLACE TO SHARE IDEAS



Genevieve Kramer of Wm. Kramer & Son, Inc.

To Kick off MRCA's 69th Annual

Conference in Omaha, Women in Roofing met for lunch at The Old Mattress Factory Bar and Grill. While the luncheon was limited exclusively to women who work

for roofing contractors, the conversations were abundant! Women who work in the day to day operations of a roofing company often face many of the same challenges; challenges that are not the same as those who may work for a manufacturer or supplier to the contractor. As we went around the room to introduce ourselves, the range of talent and support each individual brought to her company was made apparent. From A/R, A/P, Payroll, and Marketing to Directors of Operations, Project Managers, and Owners - ALL WOMEN Working for roofing contractors! Not to mention, their roles went far beyond the titles these ladies have been given. The luncheon was a great segway into the WinR Panel Discussion later that same day focusing

on software, which is a tool a lot of us WinR use to keep up with the fast pace, ever changing industry needs!

Although software is often used as a tool to help streamline processes, we all have run into road blocks, finding one software often doesn't do everything we need it to do and finding ourselves needing several different softwares to complete different tasks. The panel was comprised of different software providers as well as two contractors, one representing the company who LOVES



software, and one representing the company who tries to AVOID software, each ready to answer any questions the audience had! It was a great way to share ideas, best practices, tips and tricks to your favorite (or least favorite) software!

WinR is excited to connect with more Women working for Roofing Contractors and learning from each other. No matter your role, you are a WinR!



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