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President's Message

Larry Marshall, MRCA President

I remember our first one-on-one meeting in 2009. He was serving MRCA as President during a critical time in our Association history. While the expression "Change is Constant" is true he wanted to preserve our unique MRCA heritage. He was from Kansas City. He represents the third generation of leadership for Kaw Roofing and MRCA. He is the brother of Bob and Steve, the father of Michael and Chris, and the husband of Debbie. His name is John Daly.

John looked me in the eye and said "Larry- always remember the mission of MRCA is to serve our membership as The Contractor's Advocate."

MRCA over the last six years has continued to embrace that clear mission by serving our members as the Contractor's Advocate. The Board of Directors has worked thoughtfully to help inspire, challenge, motivate, advise, protect, listen and educate our membership. We wish to continue to witness the future growth and success of all our Contractor Members.

Over the last two years the MRCA Business Management and the Operations and Safety Committee established a joint committee to better serve our membership by creating the MRCA Elite Roofing Contractor Program.

Our members will receive the following benefits as participants in the MRCA Elite Roofing Contractor Program:

- Obtain Continued Education Certifications in business seminars on important topics of development such as operations, administration, accounting, insurance, legal, human resources, marketing and sales.
- Participate in a professional Marketing Program with fellow contractors that agree to meet or exceed state insurance, bonding and workers compensation requirements.
- Meet or exceed MRCA Bronze Safety Award Criteria
- Formerly embrace the Elite Code of Ethics
- Access a special MRCA website full of marketing resources
- Be highlighted in the Member Search listing and directory as an Elite Contractor Member.

The new Elite program will continue the MRCA heritage by better serving our membership as "The Contractor's Advocate." The Opportunities and Possibilities to help our members professionally develop and grow and market their unique organizations by participating as Elite member are truly endless.

Your Board of Directors will formally launch the MRCA Elite Roofing Contractor Program and give an overview of all of the new member benefits associated with the program on November 12, 2015 at the 66th Annual Conference & Expo in Kansas City, Missouri. We ask you to join us and become an important part of the Charter Class of MRCA Elite Roofing Contractors. Your participation in this new member professional development and marketing program will provide your company with a "Bright Future supported by an Association with Strong Roots."

Larry Marshall, L. Marshall Roofing & Sheet Metal, Inc., Glenview, IL
lpmarshall@lmarshallroofing.com



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- 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.)

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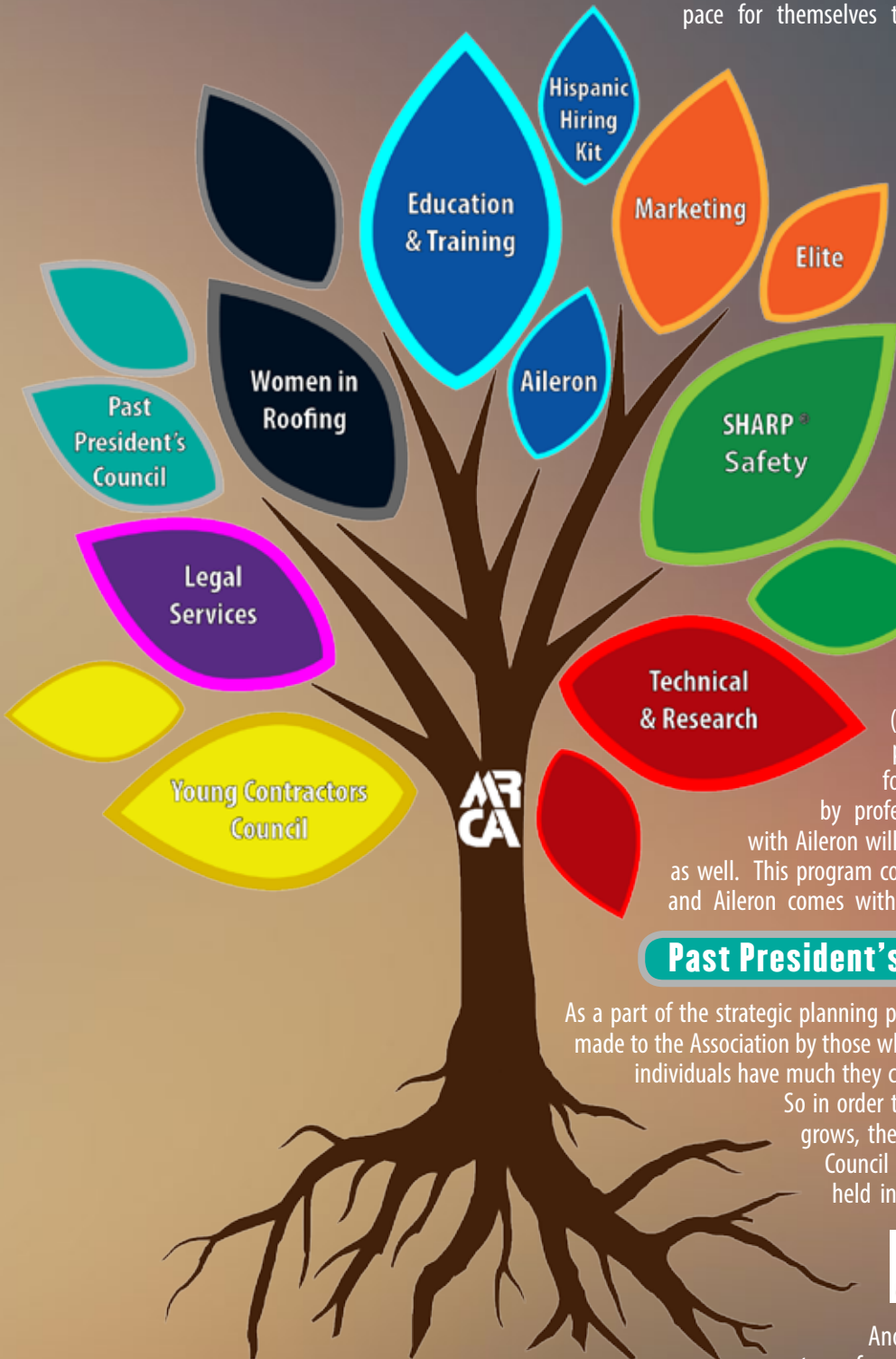


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STRONG ROOT PRODUCES NEW LEAVES OF SERVICE

Your Committees and the MRCA Board of Directors have set a challenging pace for themselves this past year, to provide new member services.



The MRCA Elite Roofing Contractor Program will be introduced at the MRCA Business Meeting held at the Annual Conference. This is the result of a joint effort by the Business Management Committee and Operations and Safety Committee. You definitely need to learn more about this new unique professional development and marketing tool provided for MRCA Members.



MRCA has joined with Aileron to provide MRCA members with an avenue for growth in professional management capabilities through Course for Presidents, which will in turn, fuel company growth. Aileron is a not-for-profit organization dedicated to assist entrepreneurs (MRCA Members) to make their companies better places to work, a source of innovation, and provide for growth through the use of business tools provided by professional management principals. MRCA's program with Aileron will be presented at the MRCA Annual Business Meeting as well. This program comes highly rated by all those that have participated and Aileron comes with the highest of credentials recognized nationwide.

Past President's Council

As a part of the strategic planning process, the MRCA Board recognized the contributions made to the Association by those who have served the Association as its President. Those individuals have much they can contribute to the future successes the Association. So in order to harness this resource to assist the Association as it grows, the Board established the Past Presidents' Council. The Council will be introduced at the Past Presidents Dinner held in conjunction with the Annual Conference and Expo.



Another new leaf added this past year to the MRCA tree of services is the Hispanic Hiring Kit. The kit has already been a useful service to many MRCA members. Over the past month, Webinars featuring program founder, Ricardo Gonzales. Find out how this program can assist your Human Resources Department in meeting your workforce needs.

MRCA BENEFITS: GROW YOUR FUTURE

CRCA's 33rd Trade Show & Seminars

Save the date for the 33rd Annual Chicago Roofing Contractors Association (CRCA) Trade Show & Seminars, January 21-22, 2016. Continuing Education Units are available for attendees. Watch www.CRCA.org for seminar information and registration, which will open in October, 2015. The two day event will include seminars on both days as well as over 130 manufacturer and suppliers displaying, demonstrating and promoting the newest products and technology in the roofing and waterproofing industry.

While entrance to the exhibitor floor and most educational seminars is FREE, there will be a nominal charge for contractors, manufacturers and distributors to attend the Roofing and Waterproofing Industry Breakfast on Thursday, January 21, 2016. This popular industry event is FREE to Roof Consultants, Specifiers, Building Owners & Managers and Code Officials.

MRCA Conference & Expo



Pre-Registration is required for all.

Exhibit floor hours are: Thursday, January 21, 2016 from 11 a.m. to 6:00 p.m. The exhibit hall is open again Friday, January 22, 2016 at 9:00 a.m. and closes at 1:00 p.m. Please watch www.CRCA.org for a full event schedule or contact CRCA at (708) 449-3340.

Technical & Research Sessions

Reflectivity in the Real World – A Reflectivity Study

Presented by Matt Dupuis PhD PE, Technical Advisor to MRCA

In 2012 the MRCA conducted a field investigation into the in-service reflectivity of highly reflective polymer modified bitumen membranes in several metropolitan areas in Texas [Highly Reflective, Professional Roofer, May, 2013]. The results of this study were rather eye opening. It was found that most of the membranes did not achieve or in some cases not come even close, to their specified aged reflectivity. The data suggested that service environment had a very determinant roll in in-situ reflectivity. Given the sobering results of that study, and the high market share of single ply membranes in the United States, the MRCA T&R committee elected to conduct a second phase of the 2012 study to look at single ply membranes.

Therefore, in the fall of 2015 the MRCA conducted this study of in-situ reflectivity for reflective single ply roof membranes (TPO, PVC and EPDM). This study was conducted on almost 100 in-service roofs in three climate zones in the United States; including Hot/Dry (Phoenix, AZ), Hot/Humid (Miami, FL) and Cool/Dry (Chicago, IL). The presentation at the MRCA convention will cover the techniques and instrumentation used for this study, as well as reporting preliminary findings and conclusions.

TPO – 1992 to present

Presented by Rene Dupuis PhD PE, Technical Advisor to MRCA and Thomas Taylor PhD, Exec. Director R&D, GAF

Thermoplastic Polyolefin (TPO) roof membrane came to us from Europe where it is known as Flexible Polyolefin (FPO). To the roofing contractor TPO membrane is a weldable rubber like material. But the technology is quite complex from there. Ultraviolet (UV) stability is important and is achieved with chemical stabilizers among other things. Thermal stability (heat aging) is also important to the formulation.

The United States first saw TPO membrane officially enter the market in 1992. Many manufacturers followed suit and began to formulate their own TPO membranes; typically in the 045 and 060 thicknesses. Since that time, changes have been made with product standards and product formulations. Some of these changes led to problems, others moved the product to maturity.

This program will cover the history of TPO in the United States and where the membrane is today. Recent independent testing has shown that some of the current TPO membranes are showing a very high level of heat aging endurance and resistance to UV. Learn firsthand from the manufacturing side and the consulting side about the performance of this widely used membrane. **Register Today at www.mrca.org**

Coming Soon



Fair warning: this membership involves status

Elite: (*noun*) a select part of a group that is superior to the rest in terms of ability or qualities.

Learn all about this program at the MRCA Membership meeting, Thursday Nov. 12th in Kansas City.



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Paul Routh

Reporting Requirements Deadline Fast Approaching

Health care reform imposes new and complicated reporting requirements on (1) all large employers (i.e. those with 50 or more full-time and full-time equivalent employees) and (2) all size employers that sponsor self-funded health plans (i.e. even those with fewer than 50 full-time and full-time equivalent employees). The information is reported on IRS Form 1094 and IRS Form 1095. The information covers the 2015 calendar year (regardless of the plan year) and the IRS Form 1095 must be provided to the employees by January 31, 2016. Additionally, both forms have to be submitted to the IRS by February 28, 2016 if the forms are submitted in paper format, and by March 31, 2016 if the forms are filed with the IRS electronically. Even though the employer mandate or play or pay rules have been postponed for some employers, the reporting requirements have not been delayed. The government has the following webpage to help employers comply with the rules.

<http://1.usa.gov/1vstkT2>

The following is a good article that explains the reporting requirements in detail. Note that there are special reporting rules for employers that contribute to multi-employer health plans.

<http://bit.ly/1Psk6eo>

The IRS has indicated it will not assess penalties if the employer makes a “good faith” attempt to comply. However, the IRS also has indicated penalties will be assessed if the employer fails to complete the forms. In fact, the amounts of the potential penalties have just increased.

<http://xerox.bz/1MXsK59>

In other words, no penalties will be assessed for the 2015 forms, which are due early next year, if the employer makes a good faith compliance effort. This means relief will be granted for incorrect or incomplete information including missing social security numbers, but not for failing to file and distribute the forms in a timely manner. So, it is critical the forms be filed on time.

Getting Social Security Numbers

The previous article talks about the new reporting requirements under health care reform. If you sponsor a self-funded health plan you have to list all the people covered under the self-funded health plan PLUS their social security numbers. This should not be a big deal with respect to the employees but it could be challenging getting the social security numbers for the spouses and children. Employers have to make at least three attempts to get the social security numbers.

<http://bit.ly/1QZaA3o>

If the employer cannot get the social security numbers after three attempts, the employer can list the person’s date of birth on the forms. Again, this option is only available after the employer has made three attempts to get the social security numbers. So if you sponsor a self-funded health plan, check with your TPA now to see if they are gathering the social security numbers, and if they are not then you need to start that process now.

ACA Reinsurance Fee Coming Due

Health care reform instituted a temporary reinsurance fee to help compensate the carriers for high-risk claimants under the health care exchanges or marketplaces. The reinsurance fee runs from 2014 through 2016. The insurance company pays the fee with respect to fully insured health plans (although the fees are built into the premiums),

but employers sponsoring self-funded health plans are responsible for paying the reinsurance fee. The fee is based on the number of people participating in the self-funded health plan and there are a couple of ways to come up with the count. The enrollment data has to be submitted to the government by November 15, 2015. The fee for 2015 is \$44 per person and the fee can be paid in two installments. The first installment is due January 15, 2016, and the second one is due November 15, 2016.

<http://bit.ly/1MpIL2L>

<http://bit.ly/1YBMOj7>

These links provide information about how to determine the fee, submit the data to the government and pay the reinsurance fee.

Medicare Part D Notices Due

Medicare Part D is the voluntary prescription drug program under Medicare. There are two notice requirements under Medicare Part D. The first notice goes to employees who are Medicare eligible. As a practical matter, most employers simply provide the Medicare Part D notices to all employees. The government has provided templates employers can use to comply with the notice requirements. The notices should be distributed to the employees at the same time each year. The second notice goes to the government and this is due within 60 days of the start of each plan year. The notice to the government must be submitted electronically.

<http://bit.ly/1Qy2Pkd>

<http://go.cms.gov/YOWviX>

The first link explains the notice requirements and the second link is the government’s webpage employers should use to notify the government. Although there are no automatic penalties for not complying with the notice requirements, all employers should distribute the notices to employees and notify the government in a timely manner.

Cadillac Tax is Coming

One of the more controversial provisions of health care reform is the 40% non-deductible excise tax (i.e. the Cadillac tax) on the value of employer provided health coverage that exceeds certain dollar amounts. The tax is scheduled to kick in January 1, 2018, regardless of the employer’s plan year. The tax applies to all size employers and is projected to impact a significant number of employers. The government continues to issue guidance on the tax.

<http://bit.ly/1VaaXbT>

Although the tax does not become effective until 2018, it is not too early to start thinking about it. Some people believe this provision will be repealed but health care reform is expensive and the Cadillac tax is one way to help pay for the law.

Don’t Forget About Pregnancy Discrimination Laws

Employers continue to embrace wellness programs and the government continues to issue guidance. For example, the EEOC is taking an active role in this area. One popular tool is a health risk assessment where the person is asked to complete a health questionnaire.

<http://bit.ly/1JGEBDT>

Employers cannot discriminate based on pregnancy and one employer ran afoul of the rules for firing an employee after the employer

found out she was pregnant. The employer said it was justified because she lied at the job interview. However, the EEOC said she only had to disclose the fact if she anticipates a need for special accommodation.

Self-Funded Health Plans Expected to Grow in Popularity

Community rating is scheduled to kick in next year for smaller employers (i.e. those with fewer than 100 employees) and most people believe the premiums will increase dramatically for a majority of those small employers. Self-funded health plans are exempt from the community rating rules so that option becomes more attractive.

<http://bit.ly/1SbkJLo>

Traditionally only larger employers were able to sponsor self-funded health plans but the carriers are developing self-funded products for smaller employers. This article talks about those options.

HSA Eligibility and Veterans

HSAs have been around for a while now and employers sponsoring high deductible health plans (HDHPs) and HSAs should be pretty familiar with the rules. Basically the person has to be in an HDHP and not have other types of health coverage. If the person received VA benefits, he or she was considered ineligible to make or receive HSA contributions for three months.

<http://bit.ly/1J3J0jL>

The government recently changed the rules to say if the person received VA benefits for service-related disability they can continue to make or receive HSA contributions. That is, the three-month ineligibility period does not apply to that person.

Cash-Out Option May Cost More Than You Think

Some employers offer a cash-out option. Under this arrangement, the employer offers cash to those employees who waive coverage under the employer's group health plan. These programs are permissible so long as the cash-out option is available to all employees. For example, the employer cannot offer a cash-out option to only employees eligible for Medicare. The government has taken the informal position that the cash-out program has to be factored in when determining if the cost of the coverage is affordable under the employer mandate or play or pay rules.

<http://bit.ly/1gNb2EP>

Say the employee's cost of single coverage is \$150 per month and the employer offers employees who waive coverage \$75 per month. The government is saying that the cost to the employees is \$225 per month. That is, according to the government, the employee who elects coverage is paying \$150 plus that employee is giving up the \$75 per month cash-out option. So the total cost for that employee is really \$225 per month when you determine if the coverage is affordable for purposes of the employer mandate or play or pay rules. Again, this is the government's informal position but employers with cash-out options should at least be aware of this rule. However, the final instructions to IRS Forms 1094 and 1095 do not state that the cash-out option be factored into the reporting requirements. Since the government will use those forms to determine the affordability of the health coverage, it does not seem like employers are obligated to adopt the government's informal position at this time.

Independent Contractor or Not

This is nothing new, but the government just issued new rules regarding independent contractors. As a general proposition, large employers have to provide quality/affordable health coverage to full-time employees or pay a penalty. The operative term here is "employee." The employer need not provide benefits to independent contractors. In fact, providing health coverage to independent contractors could turn the employer's group health plan into a MEWA. However, just because the employer calls someone an independent contractor does not make it so.

<http://www.insurancejournal.com/news-national/2015/07/16/375401.htm>

The government is concerned employers are skirting the rules by labeling individuals independent contractors so that they need not offer them benefits when, in reality, the individuals are really employees. The new rules will result in fewer people being considered independent contractors.

Health Coverage Tax Credit Reinstated

President Obama signed the Trade Preferences Extension Act of 2015 on July 6, 2015, which, in part, reinstated a tax credit available to certain individuals to help pay for health coverage.

<http://bit.ly/1NLVZs5>

The tax credit was originally enacted in 2002 but expired on January 1, 2014. The credit is available to workers displaced due to foreign trade. It has limited application, but for those who do qualify it can provide substantial help.

New Hoops for Wellness Programs

Wellness programs have been around for a while. In fact, there were rules under HIPAA governing wellness programs, and then health care reform imposed new standards. Not to be outdone, the EEOC has jumped into the fray. This article talks about all the rules applicable to wellness programs.

<http://bit.ly/1g0aGux>

This area continues to develop. Unfortunately, the government is not speaking with one voice. That is, different government agencies are issuing different rules. It would be nice if there were just one set of uniform rules, but that simply is not the case.

Full-Time or Part-Time Under ACA

For purposes of the employer mandate or play or pay rules under health care reform there are three categories of employees. They are (1) full-time employees who work 30 hours or more per week; (2) part-time employees who work fewer than 30 hours per week; and (3) variable hour employees whose hours vary from week to week so that the employer does not know at the time the employee is hired whether the employee will be full-time or part-time. The government has issued long and complex rules with respect to how employers should treat variable hour employees. This is a good article explaining the rules.

<http://bit.ly/1MplU6g>

Employers subject to the employer mandate or play or pay rules have to accurately indemnify and classify all employees into these three categories and this article will help with those efforts.

For more information, contact attorney Paul Routh who is our Benefits Law Group Manager at Dunleavy, Mahan & Furry (937) 223-6003.

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- Robert P. Foote, President
Roofing Risk Advisors, LLC



The Strategic Plan:

Charting a Course for Business Success

Mark Thompson, Business Advisor with Aileron

The smart traveler would never strike out into unknown territory without a plan. The same holds true for successful companies. Without the guiding star of a defined and rational vision and a plan for attaining that vision, companies risk losing their way, particularly when times get rough. But executives who develop—and nurture—executable strategic plans and cultivate peer networks are better positioned to keep moving forward, even when the landscape shifts around them.

Developing an executable strategic plan

For a strategic plan to be effective, it must be executable. Anything less is an academic exercise that will not benefit the organization. There is an art to building an executable plan that requires a solid grasp of its most foundational elements.

The planning process begins with the most fundamental principles of your company: the vision and mission. The vision is always in the future tense; it gives form to what you want your company to be. In essence, it is a dream with a plan—the strategic plan. The mission defines what you do every day and how those activities propel you toward the vision.

Once the mission and vision are articulated, external and internal analyses are conducted. The external analysis examines the environment outside of your company and is primarily focused on seven factors: markets, competitors, demographics, the broader economy, factors of production, technology and government regulations. Often, these are elements beyond your control or influence.

At a minimum, an internal analysis employs a SWOT analysis to determine your company's strengths, weaknesses, opportunities and threats. Other tools, such as a key customer survey or segmentation analysis, can also be applied to validate the results of the SWOT analysis.

All of this data is then pulled together to determine if your company's vision is attainable and what two or three make-or-break issues stand between you and that vision. Breaking these issues down into solvable problems yields the strategies that will guide your organization for the next year or two.

These strategies will fall into three general categories: product superiority, customer intimacy and operational excellence. Naturally, companies need to focus on all three categories. But to be strategic, you must choose one category with which to lead. This is driven as much by

vision as by company culture. Strategies that are consistent and collaborative with your company's culture are at the heart of an executable plan.

So, how often should a company update its plan? In short, frequently. Companies that are in dynamic, highly competitive spaces should undergo the planning process annually, while companies in slower moving markets may get by every other year. Revisiting the plan regularly is essential to evaluate progress on strategies and to address new issues that arise.

Cultivating a network of support

Between developing and executing on the strategic plan, the process is a year-round endeavor. Structured peer groups can be an enormously supportive tool by bringing together fellow travelers who can provide context to the challenges you are grappling with throughout this journey.

At its essence, a peer group consists of executives who meet regularly to discuss challenges and strategies, solicit feedback, and offer objective counsel. To be most effective, the peer groups should be managed by an outside resource that offers a level of formality and facilitation that can't be achieved on an ad hoc basis. Chambers of commerce, trade associations and even organizations that specialize in business management are excellent partners for developing and maintaining peer networks. Created under the right circumstances, these groups can become a constructive network for executives.

Tapping into the right resources

Not sure where to begin? There's no need to go it alone. Organizations such as Aileron that help businesses adapt and grow can provide expert guidance in developing executable plans and forming peer groups. By constructing a strategic plan using proven, fundamental elements; setting and adhering to expectations for how the plan will be used; and cultivating a network of peers, executives will find that charting a course to attain their vision is not only easier, but achievable.

About the author

Mark Thompson is a business advisor with Aileron (www.aileron.com), a nonprofit small-business management training institute. He applies his 14 years of experience as a CEO of a mid-sized professional services firm to help guide clients through the strategic planning process, organizational development and other operational areas involved with leading a company. Mark will present on both strategic plans and peer groups at the MRCA Conference in November.



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
- 8:30 am– 9:30 am Legislative Update & Forecast
- 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



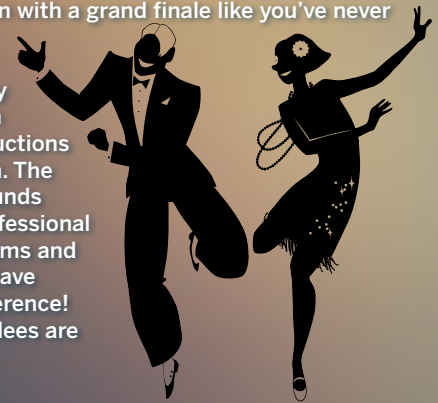
MRCA WELCOME RECEPTION and FOUNDATION AUCTION

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.



sponsored by

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!



YCC Reception sponsored by

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 Mentoring



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 implemented the concept of small mentoring groups at JM and how their impact brought positive results to the organization. After the presentation, WinR will host their very first mentoring 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



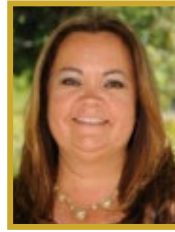
TPO roof membranes have become the major player in white singly ply roof specifications.

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.

*page 8 for more information about this session

7:30 am–8:30 am (Room 2104 B)

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



maxim
CONSULTING GROUP

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.

8:30 am–9:30 am (Room 2104 A)

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 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.

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.

2:30 pm–4:00 pm (Room 2103 A)

Young Contractors Council Roundtables

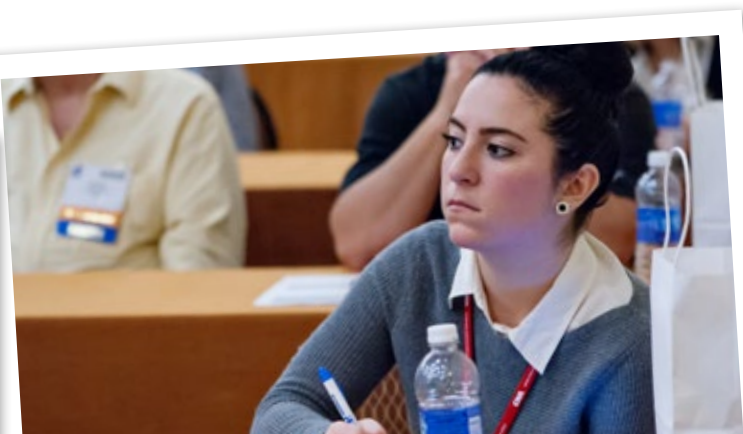
Mentors/Moderators:



- 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.

Thanks to our Industry Supporters: * As of October 12, 2015.



#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.

**page 8 for more information about this session*



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.

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 
 
Download on any device or computer

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!



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*

* Exhibitor list is as of October 16, 2015.

838 COATINGS	Everest Systems	OpROVER
A.C.T. Metal Deck Supply	FCS Control / BidPad	Owens Corning
ABC Supply Co. Inc.	FiberTite Roofing Systems	Panther Products
AccuLynx	Firestone Building Products	Petersen Aluminum Corp.
Allied Building Products	FollowUp Power	PolyGlass USA, Inc.
Altec Industries / Boom Truck Division	Franklin International, Inc. (Titebond)	Premium Panels, Inc.
Amerisafe, Inc.	Gaco Western	RK Hydro-Vac, Inc.
Anything Weather/HailWATCH	GAF	Roof Management
APOC	Garlock Chicago	Roofers Local #20 and Joint Apprenticeship
Arvynyl Laminates LP	Garlock North	Roofing Contractor Magazine
Atlas Roofing	Gary's Legal Corner	RoofLogic
Babcock-Davis	GenFlex Roofing Systems	ROXUL, Inc.
Beacon Roofing Supply	Georgia-Pacific Gypsum LLC	Royal Adhesives & Sealants
Beeline Purchasing, LLC	GiddyUp!	Sealoflex
Big Rock Supply	Giuffre Bros. Cranes, Inc.	Sharkskin Roof Underlayments/KBP, LLC
Bilingual America	Greenslope	Sika Sarnafil
BITEC, Inc	Hail Signature Technologies	Siplast
Carlisle SynTec Systems	Hanging Gardens	Slate Roofing Contractors Association
CERTA	HAPCO Inc.	SOPREMA, Inc
CertainTeed Corporation	IKO	SPEC Building Materials Corp.
CHEM LINK, Inc.	Insulfoam	Superior Equipment & Supply
Cleasby Manufacturing Co.	iRoofing	TAMKO
C.N.A.	Johns Manville	Tremco Rfg. & Bldg. Maintenance
Coating & Foam Solutions	Kansas Roofing Association	TRUFAST
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Davinci Roofscapes	Midway Wholesale	WindSmart, Technologically Advanced Roofs
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For more information on exhibiting, sponsoring, or advertising, please contact
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800.497.6722 / 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

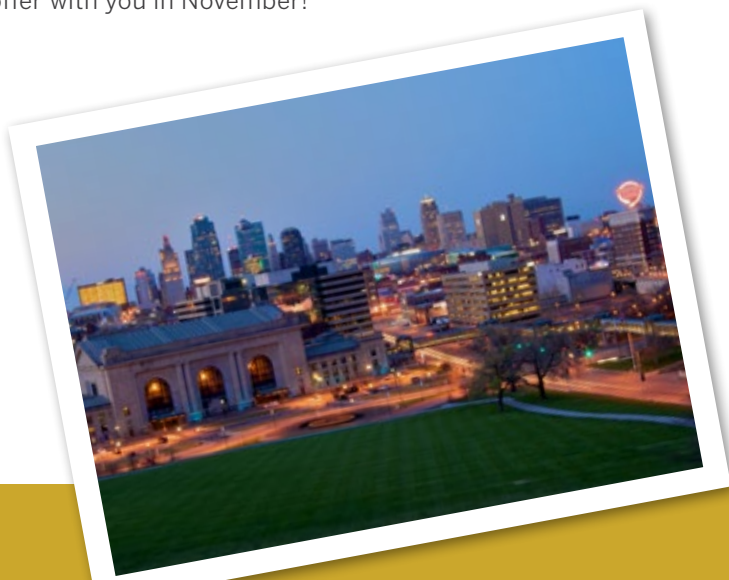
200 W 12th St.
Kansas City, MO 64105
816.421.6800 (hotel direct)
1.877.303.0104 (toll-free reservations)
For Online Reservations visit
<https://aws.passkey.com/g/34104154>

The Room Block 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.

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. 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

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

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. 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 _____

Spouse/Guest Name _____ First Name for Badge _____ 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
- 8:30 - 9:30 am Legislative Update & Forecast
- 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

CERTA for Consultants & Specifiers: Making CERTA Part of Every Project

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

Foreman & Superintendent Training

- Friday, November 13th 7:30 - 11:30 am
- \$95 per person

Subtotal E \$ _____

Total Payment Due

A + B + E = \$ _____

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 Name on Card _____ Billing Zip Code _____

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FRIENDLY REMINDER:

MRCA Membership Dues will now be billed on a Calendar Year basis. You will be receiving your 2016 Dues Invoice in the next few weeks.

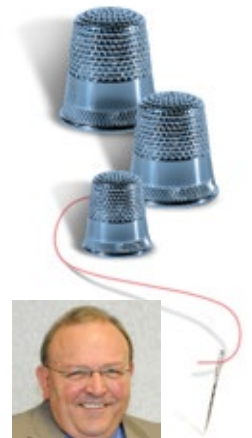
Questions? Contact Chrystal Burris or Megan Miller at 800-497-6722

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Construction Firms Should

Get Proactive with Employee Classification

Mathew Whied, CPA

New guidance handed down from the U.S. Department of Labor could drastically alter the landscape of the construction industry. Now in focus is the definition of “independent contractor,” with the DOL ruling that the current standard is too broad. As a result, more independent contractors may actually be defined as employees

Naturally, this change will have a significant impact on employers. Independent contractors can be beneficial for construction firms in that contractors don't require employee benefits, there are no required payments for their payroll taxes and workers' compensation, and they aren't eligible for many typical workplace protections, such as overtime and minimum wage.

However, the DOL argues that more independent contractors take away tax revenue from the government and create an unfair playing field for employers. As a result, the new guidance reclassifies many independent contractors as employees.

Who is now an Employee?

In the DOL guidance, the agency outlined the key changes to the definitions of employee and independent contractor. At the heart of the changes is the control test, the long-standing tool used by businesses to determine who is, and is not, an employee by determining the amount of control the business has over the worker and how the worker does the job.

Instead of the control test, the DOL suggests that employers categorize all workers based on the Fair Labor Standards Act (FLSA), which defines employment as the ability to “suffer or permit to work.” This definition is extremely broad, and can include many workers who were once considered independent contractors. In fact, the DOL is making a concerted effort to move away from the control test as the old standard.

Following this guidance, the new gauge is whether or not a worker is economically dependent from the employer, while falling under the “suffer or permit to work” definition, which can include control as a factor to consider. True independent contractors are separate businesses economically viable with or without the assistance of the employer. Employees, on the other hand, rely on that employer for economic sustainability.

What does this mean for construction firms?

Historically, construction firms have been major employers of independent contractors. With the new DOL guidance, many of those workers may now technically be employees, even though they are still classified as the former.

This puts employers in a tough fiscal and legal bind. Employers caught misclassifying employees can be

severely fined and penalized, including the payment of back federal employment taxes and interest per employee. Misclassification is incredibly easy, especially given the new DOL guidance, so worker review is a must to ensure complete compliance. If an employer needs assistance in determining the classification for a worker, the employer may file a Form SS-8, “Determination of Worker Status for Purposes of Federal Employment Tax and Income Tax Withholding” with the IRS.

If a business determines that it has misclassified employees, there is no reason to fear – the employer has an option to avoid penalties and mitigate the financial impact on the construction firm.

IRS offers Voluntary Classification Settlement Program

The answer for employers is through the IRS' Voluntary Classification Settlement Program (VCSP). As it sounds, the VCSP is a voluntary program for employers who have accidentally classified employees as independent contractors. Through this program, construction firms can change that classification for a partial relief from federal employment taxes.

By agreeing to the VCSP, employers will have to define the workers in question as employees for all future tax periods. In addition, the IRS also allows:

- Payment of 10 percent of employment tax liability due on compensation from past tax year
- Employers to avoid liability for interest and penalties
- Employers to not be subject to an employment tax audit related to the misclassified employees

To enter the VCSP program, employers must apply using the application Form 8952 at least 60 days before the desired change in classification date. For construction firms, this process is incredibly important. The new DOL guidance, coupled with the already narrow line between independent contractor and employee, could mean many firms have misclassified workers – and might be facing penalties from the IRS. A proactive approach to mitigate the financial impact is in everybody's best interests.

All content provided in this article is for informational purposes only. Matters discussed in this article are subject to change. For up-to-date information on this subject please contact a Clark Schaefer Hackett professional. Clark Schaefer Hackett will not be held responsible for

Mat is a manager working out of Clark Schaefer Hackett's Cincinnati office. He works with small, mid-size and large companies in various industries, helping them manage their tax situations and assisting them with tax compliance. His experience includes developing tax planning strategies for partnerships, corporations, and individuals to minimize their overall tax burdens and tax risk. To learn more about Mat, please visit www.cshco.com.



New OSHA Concerns for Roofing Contractors in General Construction Confined Space Standard

Gary Auman

(Continued from August MR Article)

As I reported in the last issue of MR OSHA's newest standard went into effect on August 3rd. OSHA did extend full enforcement until October 2nd, but after that date, employers, except those in residential construction, are expected to be in complete compliance. Full enforcement has been extended until January 6, 2016 in the residential construction industry. This is a very broad standard and, in its present form, it touches every employer in the construction industry.

As I discussed before, this new standard makes incumbent upon each construction industry employer to have a competent person on each job site to identify any confined spaces on the job site, determine if they are permit spaces and determine if there will be any employee exposure to the confined space. The employer or the competent person must also advise the controlling employer on the site of any identified confined spaces.

So what do you do as a construction contractor to avoid running afoul of this new standard? As I have said, first you must establish if there are any confined spaces on your jobsite. This determination must be made by a confined space competent person. Understand that the definition of a competent person for the confined space standard is the same as the definition in 29 CFR Section 1926.20(b)(2), but in this case the person's expertise must be in the details of confined spaces. The standard also defines host employer as well as controlling contractor. The host employer owns or manages the property while the controlling contractor is the one with overall responsibility for construction on the worksite. The standard is very clear that each of these must have a competent person on the worksite.

I have been asked by many contractors, in a general context, "can I rely on the determinations of another contractor's competent person on my jobsite?" The responsibility is each individual employer's. If you rely on the determination by another employer's competent person and it turns out to be faulty, you are going to draw the citation, not the other employer. You should be aware of this in any situation under OSHA in which you have the requirement to take some action or to make a decision and you do not want to go to the trouble of making the underlying determination yourself and decide instead to rely on the determination of another company or individual. If the standard lays the responsibility on you, you

cannot pass it off to someone else for your convenience.

Back to confined space – After all confined spaces have been identified on the jobsite, it becomes necessary to determine if any of the confined spaces are permit spaces. If you are the employer on a jobsite on which permit spaces have been identified, but your employees have not been authorized to enter the permit space, you must take effective steps to prevent your employees from entering that space. On the other hand, if you find that it will be necessary for your employees to enter a permit space, you must have a permit space program that complies with the requirements of 1926.1204.

You may be reading this article and thinking to yourself that this standard does not apply to you. It is not too difficult for a confined space, such as an attic or similar area, to become a permit space. For example, one of the conditions that can transfer a confined space to a permit space is any safety or health hazard. This could be something as simple as high heat and humidity. So, if for some reason you are going to have to have employees work in an area that meets the definition of a confined space and it is going to have a high heat index, it could very well become a permit space. When this occurs you have a few choices: First you can delay work until the hazardous condition abates. Second you can try to reconfigure the space so that it no longer meets the definition of a permit confined space. Third, you can comply with the requirements for entry into a permit space.

The requirements include completing the necessary permit for entry into the space; developing a permit space program; assigning an attendant to monitor the entrance to the confined space and to carry out all of the responsibilities of a permit space attendant; assign a supervisor for the confined space; and arranging for rescue protocols to be in place before any employees enter the space. This is only a brief outline of the steps that must be taken for entry into a permit space, but they will give some idea of the employer's obligations if it is to have someone enter a permit space. There are alternate procedures for entry into a permit space which are found at 1926.1203(e), but they also require the employer to take steps to ensure compliance.

I believe that the point on which most contractors will err is with regards to the training of their competent person. My estimate, based on many years in working with OSHA issues, is that at least half of the

contractors will assume that their general "go to" competent person will satisfy the requirement for a competent person.

This may or may not be the case. As I have stressed many times, the competent person must have the necessary expertise in whatever he/she is working with in order to perform adequately in that role. In the case of confined space the competent person will be expected to be able to identify a confined space and also to distinguish between a confined space and a permit confined space.

To identify the confined space the competent person must understand the three components of a confined space – not designed for continuous occupancy, big enough to enter and difficult to exit. On the last point the competent person should understand the factors that can establish a "difficulty to exit." These include trip hazards, poor illumination, slippery floors, inclined surfaces, hatches, small doors obstacles such as pipes, conduits or equipment, and other factors. To be considered competent to distinguish between a non-permit and permit confined space the competent person must at least be familiar with the kinds of hazards that can lead to a permit-required confined space. There are four of these and they include: potential engulfment hazards; contains or has the potential to contain a hazardous, flammable or toxic atmosphere; has an internal configuration so that an entrant could be trapped or asphyxiated; and or contains other recognized safety or health hazard. This last hazard includes the potential for a high heat index environment.

While as a roofing contractor your employees are unlikely to encounter a confined space, much less a permit confined space, your competent person must do his/her audit of the site before work begins to identify all confined spaces and whether any of your employees may become exposed to them. The competent person must also be knowledgeable enough to take all necessary measures to protect any employees who find it necessary to enter any confined space, especially a permit confined space. The new OSHA standard sets out the requirements for permit confined space guarding entry and rescue procedures.

Take advantage of a great MRCA member benefit-complimentary legal advice on OSHA-related issues from MRCA Legal Counsel Gary Auman. Contact Gary at GWA@dmfdlayton.com.

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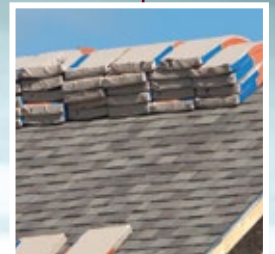
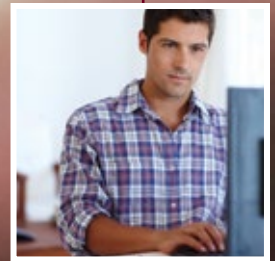


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