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MIDWEST ROOFER

Midwest Roofing Contractors Association

JAN 2020



**MRCA ROOFER
OLYMPICS**
PG.33

IN THIS EDITION

- CHICAGO VOTES TO PHASE IN \$15 MINIMUM WAGE
- LEADERSHIP IN CHANGE AND UNCERTAINTY
- SECRETS TO GOOD COMMUNICATION



**MRCA
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HIGHLIGHTS**
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LEGAL SERVICES PLAN



WHAT IS IT?

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

HOW DO I USE THE PLAN?

Auman, 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 Auman, Mahan, and Furry, please ask for Gary Auman and identify yourself as a MRCA Member calling under the Legal Services Plan.

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Contents

Columns

2020 Incoming President’s Message 4
 On Deck with Morgan: Chrystal Burris of MRCA 6
 Welcome New Members 13
 Chicago Votes to Phase in \$15 Minimum Wage by 2021 8-9
 Roofing Day in DC 2020.....24
 Leadership in Change and Uncertainty10-11
 MRCA Road Trip 2019.....34-35

Conference Highlights

Keynote Speaker Daniel Cormier12
 Sponsors 14
 Exhibitors 15
 Conference & Expo Photos..... 18 -19
 Foundation Auction20-21
 Service Award Winners23
 SHARP ELITE Safety Award Winners25
 Young Contractors Council Fundraiser Monte Carlo Night.....26
 Past Presidents Dinner29
 MRCA Women in Roofing Building Girls of Courage30
 Young Contractors Council Service Project Spreading the Love.....31
 DISC SESSION Identifies Secrets to Good Communication.....32
 MRCA ROOFING OLYMPIC CHAMPIONS33

Ad Index

Beacon Roofing Supply 5
 CoatingsPro 7
 Roofers Coffee Shop 9
 Auman, Mahan & Furry13
 GAF22
 PAC-CLAD.27
 Roofing Contractor Magazine.....28
 ACT Metal Deck Supply30



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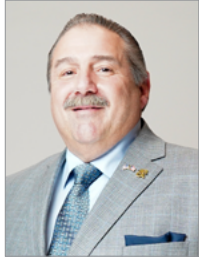
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2020 Incoming President's Message



Fred Horner, MRCA President

I would like to thank our vendors, sponsors, and staff for making the 70th Annual Conference and Expo in Kansas City a great success! We had a phenomenal turnout and could not have done it without them. Some highlights from the show were the Steep Slope University, the Working Sheet Metal Shop, the Fishbowl Classroom filled with educational programs, and the 1st Annual Roofing Olympics.

We plan to build on the success of Overland Park next year in Milwaukee where the show will be held November 10th – 12th. New additions in 2020 will include expansion of the Safety University which will be geared towards company Safety Directors from MRCA member and non-member companies all over the Midwest. Doing so will allow us to continue our focus on the importance of safety throughout the industry. In addition, you will see a new commitment from MRCA to technical research (T & R) by implementing innovative research that will be beneficial to the roofing industry.

As President, my initiatives will be workforce development, membership benefits, building better relationships with roofing manufacturers, and continued growth of the conference and expo.

I feel blessed and thankful to lead this organization, and as always, the MRCA will remain **The Contractor's Advocate!**

Fred Horner
MRCA President
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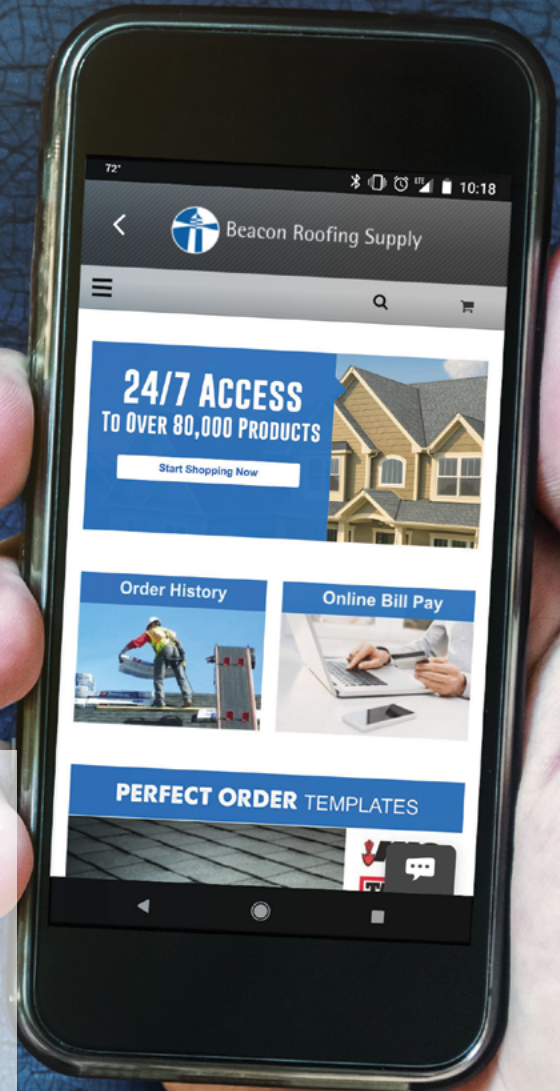
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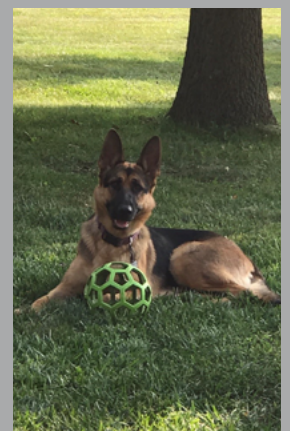
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7 THINGS ABOUT CHRYSTAL BURRIS OF MIDWEST ROOFING CONTRACTORS ASSOCIATION, DAYTON, OH.

- Chrystal Burris attended Northmont High School in Clayton, Ohio. Growing up Chrystal was the youngest of her siblings, one brother and one sister. Chrystal participated in a cooperative office education program and went to work for half a day and then school half a day her junior and senior years. "This was the start of my accounting career. I worked for SJ Meyer & Associates and then they hired me right out of high school."
- Chrystal and her husband, Bobby, live in Clayton, Ohio and have three grown children; Jake, Melaney, and Cayla. "Our last daughter moved out just this year. It's strange being an empty nester, our house seems too quiet. We are very proud of all our kids." They do have a four year old German Shepherd named Sheba to keep them busy.
- Chrystal and Bobby enjoy traveling, especially to warm climates with a beach. Earlier this year they traveled to Punta Cana, Dominican Republic and are planning a trip to Aruba next year.
- "I love music, it's a big passion of mine." Chrystal and her daughter, Melaney, will be going to the Dayton Ballet next week to see the Nutcracker! Chrystal has also been active in her church choir. "My faith is an important part of my life." Chrystal and Bobby frequently volunteer at their church's community outreach program and serve breakfast on Sundays. "Bobby and I love seeing all the people and trying to brighten their day."
- A naturally compassionate person, Chrystal always goes out of her way to find the good and see the positive in people. (Which is good because she is an avid Cleveland Browns fan.)
- Chrystal has been working for MRCA for almost six years as the Senior Account Manager. "I've met a lot of awesome people through MRCA. Learning the ins-and-outs of managing the accounts for MRCA has been both challenging and rewarding. I'm proud to see the growth of this association and to be a part of it."
- "MRCA has so many benefits for roofing contractors, but the networking among the contractors and associate members has proven time and again to be invaluable to our members."



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M A G A Z I N E

Chicago Votes to Phase in \$15 Minimum Wage by 2021

By Stephen Joyce



Photo: Chait Goli
Chicago Theatre in Chicago IL

- Accelerates pay boost governor approved Feb. 19
- Concerns of wage violations, harassment remain

An ordinance the Chicago City Council approved Nov. 26 to increase the city's minimum wage to \$15 an hour included a controversial lower-tier minimum wage for workers receiving tips.

Illinois earlier this year became the first Midwestern state to enact a minimum wage of \$15 an hour, with phased-in increases between 2020 and 2025. The Chicago City Council Nov. 26 adopted a more aggressive wage increase schedule, approving on a 39-11 vote a citywide \$15-an-hour minimum wage by 2021. Chicago's current minimum wage is \$13 an hour.

Both the state and city standards contain a lower minimum wage for workers who receive gratuities from customers; in Chicago, that rate is now \$6.40 and will increase to \$8.40 by 2021. The Chicago ordinance requires all workers to earn \$15 an hour once it's phased in completely. If a tipped worker's salary plus tips don't equal at least \$15 an hour,

the employer must make up the difference.

Supporters of the higher Chicago measure said they were disappointed by the lower wage for tipped staff. But they also said the City Council soon might consider a "one fair wage" ordinance to eliminate the lower wage tier for tipped staff. They also applauded what they said is a meaningful change for low-income workers across the city, who will see an annual increase in pay of about \$3,600 from the higher minimum wage.

"We're very happy with the vast majority of this ordinance. By boosting the wage to \$15, we are lifting 100,000 Chicago residents out of poverty," Mackenzie Thurman, spokesman for ordinance sponsor Alderman Sophia King, said in an interview.

Opponents of the lower-tier minimum wage said the move leaves tipped employees behind.

"Instead of increasing the exploitative subminimum tipped wage to the full minimum wage and lifting thousands of working families out of poverty and combating racial

and gender injustice, the Council listened to the corporate restaurant lobby,” Nataki Rhodes, lead organizer for Restaurant Opportunities Centers United Chicago, said in a statement.

Phase-In Schedule

The ordinance sets out pay raises for three different groups. For Chicago companies employing more than 20 workers, a \$14-an-hour minimum wage takes effect July 1, 2020. A year after that, the rate moves to \$15 an hour. The ordinance also mandates hourly increases after the \$15-an-hour threshold is met: beginning in 2022, the city’s hourly rate will increase each year based on a consumer price index but will be capped at 2.5%.

Employers with more than three but fewer than 21 workers are required to increase minimum pay by 50 cents each year until wages reach \$15 an hour in 2023. The separate minimum wage for workers younger than 18 will reach \$15 an hour in July 2024.

The ordinance requires employers paying their workers the lower minimum wage because they receive tips to make up any difference between what workers earn in wages plus tips and \$15. Critics of the ordinance, however, said they expect enforcement to be inadequate and “wage theft” from employers.

Critics of the ordinance also said workers’ continual dependence on tips to earn the city’s minimum wage gives customers an economic leverage that can lead to sexual harassment.

“In other words, the higher the income from wages, the lower the probability for tolerance of sexual and other workplace harassment,” Eva Putzova, a Restaurant Opportunities Center United spokeswoman, said in an email. The restaurant industry is the number one source of sexual harassment claims filed with the federal Equal Employment Opportunity Commission, she said.

The ordinance doesn’t cover students at accredited universities already covered under the Fair Labor Standards Act, some camp counselors, and others specifically carved out by the ordinance. Contractors, as defined by federal Internal Revenue Service guidelines, are also not covered by the ordinance.

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LEADERSHIP IN CHANGE AND UNCERTAINTY

Adapt and Thrive in Any Environment

Successful leadership requires navigating your organization through periods of change and uncertainty. Learn how to do this well, and you can adapt and thrive in any environment.



By Brad Wolff

Bob Electro was the CEO of Electro Brothers, Inc, a manufacturer and distributor of electronic components. After many successful years, the strategies and tactics that once worked well were failing. Bob's trusted leadership team averaged 20 years of industry experience, yet their attempts at implementing new strategies were ineffective. Electro Brothers couldn't adjust to the changes in customer demands and competition.

Over the past two years, revenue dropped 36% with no foreseeable solutions to their dilemma. Bob swallowed his pride and hired an organizational expert, RoughSeas Navigation. RoughSeas helped the leadership team create a flexible, adaptive culture to succeed in the change and uncertainty that they faced. This wasn't a quick fix, but, within 18 months, revenue climbed 39%. Now the leadership

team was more optimistic about the future than they'd been in years.

Three traits are needed to succeed in change and uncertainty:

Flexibility – the willingness to or compromise

Adaptability – the ability to adjust to

Learnability – the ability to quickly acquire new knowledge and skills

When you combine these characteristics, you become a Flexible, Adaptive, Learning Organization—a FALO. A FALO is a **culture** that provides a competitive edge in our unstable world.

The FALO equation is: Flexibility + Learnability = Adaptability. This is like $E=mc^2$ for business.

Here's a closer look:

- What happens when you have high flexibility but low learnability? Organizations and people like

this are lost and directionless. Flexibility needs to be purposeful instead of just agreeable.

- What happens when you have high learnability and low flexibility? People and organizations like this have knowledge and skills but aren't open to ideas and solutions that differ from their current ones. They're rigid.

You need a high-enough level of both traits to effectively adapt to change.

Focus on culture before strategy

Culture is the habitual manner of behaving that's considered **acceptable** in your organization.

Since culture is a habit, it takes time, effort, and continuous reinforcement to be make lasting changes. Many leaders give up too soon. You need to be patient and persistent to create a new culture.

Changing a strategy is quick and easy in comparison. It allows you to feel like you've taken smart and decisive action to meet your objectives. But strategy needs to be executed to be effective. This requires a culture that supports the strategy. Have you ever asked people to do things differently to meet new strategic initiatives? Did you get any pushback? Did anyone keep doing things the old way due to their habits?

Changing your culture requires the leaders to set the example by moving out of their comfort zones into new ways of thinking and behaving. It's imperative to **set the example** with your own actions first. If you tell your people to do things you're not doing, your efforts will fail! This is the truth of culture. Peter Drucker, the well-known management consultant said, "Culture eats strategy for breakfast!" In truth, it eats strategy for lunch and dinner too.

In the 1990s, Louis Gerstner led IBM to one of the greatest corporate turnarounds in US history. Most experts said that IBM was crazy to hire Gerstner since he had no computer industry experience and thus lacked the necessary **strategic knowledge**. What did Gerstner do? He focused on **changing the culture** at IBM before addressing the strategy. In 2002, he shared two lessons with MBA students at Harvard Business School:

1. "You don't win with **strategy**," ... and
2. "**Culture** is everything."

Put Flexibility + learnability = adaptability into action

To increase Flexibility:

- **Build a culture** that conditions everyone to consider multiple options and challenge beliefs and assumptions when making decisions.
- **Build a culture** where you look for the opportunities in undesirable changes rather than getting stuck in resistance and complaining.
- **Build a culture where you** stop insisting you're right just because you believe you are.

To increase Learnability:

- **Build a culture** where people practice openness and authenticity. We all have weaknesses and don't have all the answers. You can't learn if you already know. Starting with ignorance opens the door to learning.
- **Build a culture** where everyone participates in training and development programs. Grow knowledge and skills that are relevant to the opportunities and challenges facing your organization
- **Build a culture** where leaders and teams openly discuss mistakes as well as concerns, and complaints raised by clients and employees. Don't make excuses to avoid unpleasant realities.
- **Build a culture** of doing. Put what's been learned in training and development and experiences into action. Information without action is just entertainment.

When you put the above principles into action you grow and develop as leaders and people. This drives a culture of growth and development with your employees. When your people develop, they help your organization adapt to change and uncertainty. They also stop requiring the constant direction, monitoring, and babysitting that draw your energy away from making your desired contribution.

Imagine what could happen if you adopt this approach in your organization.

Brad Wolff specializes in leadership development to increase productivity, profitability and engagement. 25 years in recruiting and retention taught him how leaders' actions impact results with their people. Brad's passion is making the science of human potential simple and practical to achieve greater success with less stress and more satisfaction. He's a speaker and author of, People Problems? How to Create People Solutions for a Competitive Advantage. For more information please visit: www.PeopleMaximizers.com or email him at bwolff@peoplemaximizers.com.

MRCA Keynote Speaker Daniel Cormier

A MAN WHO HAS LIVED BY MANY TITLES

The MRCA Conference & Expo has had some amazing Keynote Speakers over the last several years, but none compare to the Keynote speech given this year by Daniel “DC” Cormier. Daniel has lived an inspiring life, having started from humble beginnings and literally fighting his way to the top. Like many successful people, Cormier faced his share of trials, but rather than be defeated by them, he rose from the darkness that accompanies such hardships and made a career in the light.

Daniel Cormier is a man who has lived by many titles. Northside High Mighty Viking, Colby Community College Trojan, Oklahoma State Cowboy, UFC Light Heavyweight Champion, and UFC Heavyweight Champion to name a few. He is a man known not just for his MMA skills and wrestling background, but for his fighting spirit. He grew up with many hardships, from losing his father as a child to losing his daughter when she was just a child, but because of those hardships, he became the outstanding example of resilience he is today.

He came to Kansas from Louisiana and wrestled for Colby Community College from 1997-1999 where he wrestled for Head Coach, Steve Lampe. His time in Kansas may have been short, but it was a springboard for his career to come. Cormier moved on to Oklahoma State University to wrestle for the legendary John Smith. After two seasons with the Cowboys, Cormier finished with a record of 52-10.

Cormier did not stop at college wrestling. He joined the international scene representing the U.S. as the national champion from 2003-2008. He competed in the Olympics in 2004 and served as team captain in 2008 (he could not compete due to injury).

At the close of the Olympics, Cormier still had a thirst for competition and decided to try his hand at mixed martial arts. He made his debut for the UFC in 2013 after competing for smaller promotions, and the rest is history. In the years since entering the octagon for the UFC, Cormier has defended his title as Light Heavyweight Champion and gained the new title for Heavyweight Champion, making him one of only three fighters to have held two UFC championships at the same time.

Outside the octagon, Cormier started a wrestling program for kids to help show children that wrestling can present a great opportunity for the future (which is so clearly chronicled by Cormier’s own life).



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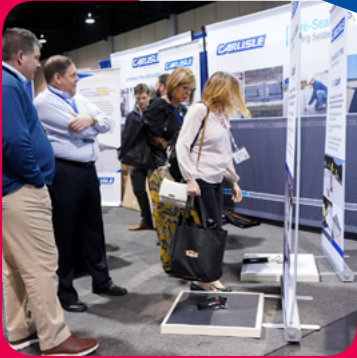




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MRCA Foundation Auction Night

THAT PROM WAS THE BOMB!

By Megan Miller



This staff member is excited to report that the theme for this year's Foundation Auction Fundraiser was well received by the MRCA Conference and Expo participants. We had great auction items and we raised an inspiring amount of money for the Foundation, and we'll get to that part, but the outfits – oh the outfits.

Let's take it from the top. I want to thank every person that went out, found a truly awesome ensemble for Prom, packed it in their suitcase, drug it to conference, ironed it, and wore it to the event. Your dedication did not go unnoticed or unappreciated. It is people like you that push a fun event over the fence into an awesome event. I also want to thank everyone who went the extra mile to purchase a Foundation corsage to put with that stunning ensemble.

The event itself was also beautiful. There were plenty of smiles, handshakes, introductions, and hugs. The silent auction brought in a very healthy amount, but the energetic and competitive bidding in the live auction really demonstrated the group's support of the MRCA Foundation. This year, the MRCA family took that extra step again, and had a matching gift challenge finale. Our thanks goes out to MRCA Legal Counsel, Gary Auman, for his matching gift challenge of \$5,000. The call was answered and then some.

The crowning glory of the evening was the announcement of the Prom King and Queen. It was an intense battle of ballots, but the people chose incoming MRCA President, Fred Horner, and MRCA First Lady, Dawn Horner, as their King and Queen of the night!

All told, the ballots, the corsages, the silent and live auctions, and the matching gift challenge raised \$56,000.00 for the MRCA Foundation! Thank you to everyone who donated to the auction, and to everyone

see more photos on





who participated in the different aspects of this event. Finally, thank you to our sponsors, Malarkey Roofing Products and Diamond Roofing Dodge City for their support of the event. A very spirited fundraising Auction Event is held every year in conjunction with the MRCA Conference and Expo. All proceeds from the auction go towards the Foundation's three targeted initiatives:

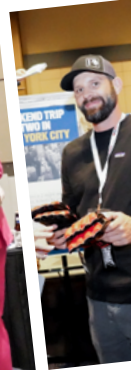
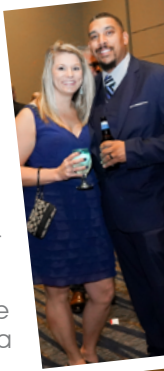
- Roofing Industry Research
- Industry-related Academic Scholarships for MRCA Members and their families
- Educational Programming directed towards MRCA Members

The MRCA Foundation awarded \$30,000 in scholarships for the 2019-2020 school year and the following individuals received \$2500 each towards their educational expenses:

- Brandon Bartz - Roofmasters Roofing & Sheet Metal Co., Larned, KS
- Mitchell Cooper - GAF, Apple Valley, MN
- Kelly Gray - Academy Roofing & Sheet Metal Co., McCallsburg, IA
- Morgan Helixon - KPost, Dallas, TX
- Angela Hovdenes - Malarkey Roofing Co., Spearfish, SD
- Matthew "Alex" Killgore - Delta Roofing & Sheet Metal Corp., West Memphis, AR
- Ben Krimpelbein - HNI Risk Services, Pewaukee, WI
- Zachary Lieb - H & S Roofing Co., Inc., Ayrshire, IA
- Samuel Mead - Diamond Roofing, Dodge City, KS
- Morgan Patterson - CentiMark Corp., Canonsburg, PA
- Landon Seibert - Fisher Roofing of Kearney, Kearney, NE
- Cameron Tickeroof - Kalkreuth Roofing & Sheet Metal, Bridgeport, OH

Congratulations to all of our winners! Applications for the next school year are online right now at mrca.org or you can call the office for one.

These scholarships, as well as our research and education program grants are all made possible by your generosity. As you renew your membership for 2020, please consider becoming a Gold or Platinum Member. The Foundation gets a portion of your dues at both of these levels. Or give to the Foundation anytime at www.mrca.org/donate.



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Congratulations to our 2019 Award Winners

James Q. McCawley Award Winner Kurt Steinkuhler, MRCA Past President

On November 21st, Ronnie McGlothlin of Empire Roofing Inc. (Ft. Worth, TX), presented the most distinguished award MRCA bestows, The McCawley Award.

In recognition of the devotion given in his life to the industry, MRCA established the James Q. McCawley Award, which was first presented in 1969. This award has been presented each year to an individual in recognition for outstanding service to the roofing industry.

This year's recipient was Kurt Steinkuhler of Emporia, KS.

Kurt got his start in roofing as a teenager by asking his stepfather David Groh how he could get a car. That's all it took to get him started at George Groh & Sons, Inc., a fixture in the Kansas roofing industry, established in 1918.

He worked for George Groh & Sons the summer of 1971 on a part time basis until the Fall of 1975 when he headed off to Emporia State University. He returned to George Groh & Sons in July of 1982 as a field supervisor and estimator. In May of 1986 he became Vice President and General Manager of the firm. In 1995 he became the President and principle owner. In November of 2017 the business was sold to Kevin & Rick Wray of Wray Roofing, Inc. Kurt is now Branch Manager of the Emporia, Kansas location of Wray Roofing, Inc.

Kurt is also one of the founding Members of the Kansas Roofing Association. In early 2010 Kurt got together with a couple of other roofing contractors from across Kansas who had a real passion for working on local legislation, increasing the respect and reputation of roofing contractors, and helping contractors from across the state prosper. They founded the Kansas Roofing Association. Kurt worked with a committee of the KRA to get the Kansas Roofing Registration passed in the State of Kansas. Kurt also served as the first KRA president from 2010 through 2012. He now continues his involvement as a member of their Board.

In addition to Kurt's outstanding service to the Kansas Roofing Industry, he has also had a very strong engagement with the MRCA. He served on the MRCA Board of Directors for many years and was President of MRCA in 2007. He has served on the Membership Committee, Business Management Committee, and the Safety Committee. He also played a key role in the development of the SHARP Safety Program. Today Kurt continues to serve on the MRCA Foundation Board and T&R Committee and remains a valuable and generous resource to his fellow MRCA Board and Committee Members.



MRCA Service Award Winners



Outgoing Board President

Kevin Gwaltney, Diamond Roofing

Kevin is the first member of the MRCA Young Contractors Council to work his way up through the ranks to MRCA President. He will continue his work on the MRCA Board of Directors as the 2020 Chairman of the Board.



Foundation President

Mark Langer - Langer Roofing & Sheet Metal Milwaukee, WI

Mark has been an outstanding Foundation Chairman this past year and has led the Foundation closer to its funding goals and further refined its mission. Thanks for your hard work and steady leadership over the past year



Technical and Research Committee

Greg Sprague - Sprague Roofing Co. Lincoln, NE

Greg has been honored many times by this association for his extensive work in representing the industry's interests, but this year he was honored for his service on the MRCA Technical and Research Committee. His tenure on one of our most critical committees has come to an end, but we are encouraged by the legacy that he has left for that committee and for all he has accomplished for the industry. Thanks, Greg!!



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Congratulations to our 2019 ELITE Sharp Safety Award Winners

The Midwest Roofing Contractors Association's ELITE Safety Program Award is pleased to recognize MRCA member companies that have demonstrated a commitment to improving jobsite safety through development, implementation, and enforcement of a safety and risk management program.



Platinum Safety Award Winners

Advanced Industrial Roofing
CIM Roofing
Delta Innovative Services

Diamond Roofing
KPost Company
Kreiling Roofing Co.

L. Marshall Roofing
Sterling Commercial Roofing
T&K Roofing & Sheet Metal Company



Gold Safety Award Winners

Empire Roofing
Langer Roofing & Sheet Metal, Inc.
Roofmasters
Zenith Roofing Services LLC



Silver Safety Award Winners

Roof Tech, Inc.
William Kramer & Son

Thank you to everyone who submitted applications for the Awards Program. The MRCA Safety Committee is committed to providing you with tools to continually improve your safety program and safety culture. For more information about the MRCA SHARP Plus Safety Program, contact Morgan Arwood at marwood@mrca.org.

2019 YCC Welcome Fundraiser: Monte Carlo Night

From the ground floor of the Sheraton Overland Park Hotel, you could hear the music, laughter and excitement. The MRCA Young Contractors Council was in town and kicking off this year's MRCA Conference and Expo with their Monte Carlo event! Filled with games, food, drinks, and prizes, this event is known as the official opener to welcome everyone to the annual show.

There was an assortment of entertaining casino games. Each registrant started out with game chips that they later cashed in for raffle tickets. Those tickets went along with some highly sought after prizes! The highlight of these games was definitely "Turkey Corner". This game was the creation of YCC Committee Member, Adrian Hilton. His talent and originality were definitely reflected in this delightful turkey shoot game. Many players came back for several rounds. Some got so excited, they turned on each other with the Nerf guns. Our appreciation goes out to Adrian and everyone on the Committee for all of their planning and commitment that made this night an enjoyable time for everyone!

We would also like to thank all of you who attended this event. In addition to welcoming everyone to the MRCA Conference and Expo, the YCC uses this event as a fundraiser for a worthy cause. This year, the YCC chose to support the MRCA Foundation. The MRCA Conference and Expo family helped the YCC turn this event into an \$8,600.00 donation to the MRCA Foundation! This is a record high for the YCC Welcome Fundraiser and we thank all of you who were there to help make it happen. See more photos on linkedin and facebook.com@MRCA YCC.





Ridley Township Marina, Ridley, PA | Installing contractor: E.P. Donnelly Inc. | Architect: Catania Engineering Associates
General contractor: J.S. McManus Inc. | Photographer: hortonphotoinc.com
Profiles: Snap-Clad, PAC-750 vented, ColorGard snow retention system | Color: Copper Penny

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Copper Penny

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-Clarice Jones, Project Architect, Catania Engineering Associates



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Past Presidents' Dinner in Overland Park Kansas

Each year at the MRCA Conference, all MRCA Board Members, Past Presidents, McCawley Award Winners and their spouses are invited to attend a special dinner. This special event honors the MRCA Past Presidents whose legacy is the strong roots of the association and in whose footsteps all current and future leaders tread. It is also an excellent opportunity to get together and talk a little about MRCA's past history as well as MRCA's future.

This year, MRCA President, Kevin Gwaltney, followed in his predecessor's footsteps and asked everyone in attendance to give a self-introduction and comment on their term as MRCA President, the Association during their presidency and about MRCA today. This time of reminiscing and sharing turned into a nice evening of good stories and great insights.

Kevin thanked everyone for attending to help celebrate those who have given their time, dedication, and talents over many years to improve the roofing industry as a whole and the MRCA in particular.

for more photos visit [facebook.com/mymrca](https://www.facebook.com/mymrca)



MRCA Women in Roofing Building Girls of Courage



By Jenna Kramer, Wm. Kramer & Son, Inc.

On Wednesday, November 20th, WinR kicked off the 70th Annual Conference and Expo with a luncheon featuring the Girl Scouts of America! Joy Wheeler, CEO at Girl Scouts of NE Kansas & NW Missouri, spoke to WinR about the Girl Scouts' vision of building girls of courage, confidence, and character who make the world a better place. Additionally, Joy spoke of the four main focuses of the Girl Scouts; STEAM/STEM, Outdoor Experiences, Entrepreneurship, and Civic Engagement, all important building blocks to becoming a successful woman in the roofing industry. WinR sees great opportunity in our young women roofing contractors with these foundations and are very eager to become more involved in the education of young women in roofing related careers. Roofing workshops through local Girl Scout chapters, shadowing events, and even a Roofing Girl Scout badge were all ideas talked about at our luncheon. It really got all the women contractors in the room excited to connect with their local Girl Scout chapters throughout the Midwest! What is great about the Girl Scouts, and Joy in particular, is their willingness to welcome and encourage ideas from groups like WinR and their readiness to provide pathways for girls into fields such as roofing! WinR is looking forward to continuing our relationship with the Girl Scouts of America and hoping to create a roofing curriculum for a Girl Scouts Roofing Badge! I cannot think of a more fitting organization for WinR to get involved in than that of the Girl Scouts of America!



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Young Contractors Council Spreading the Love

The MRCA Young Contractors Council organizes a community service event each year in conjunction with the Conference and Expo. These events are designed to give back to the community that is local to the show's location. This year, the YCC teamed up with KC Footprints for a fun event that benefited several recipients involved with KC Footprints programs.

Attendees to this free event brought their sandwich making skills and generated enough peanut butter and jelly sandwiches to distribute to four different locations for KC Footprint programs. They pb&j'd until there was no bread left to spread. It was a record breaker for completion of over 250 sandwiches in just under an hour!

The main program benefited by this event was Heroes Home Gate. This program serves homeless Veterans in the Kansas City area. The resources provided include meals, short-term housing, career placement assistance, and staff assistance for the various day-to-day needs of those in the program. Heroes Home Gate has successfully placed over 80% of those who have been through the program into permanent housing.

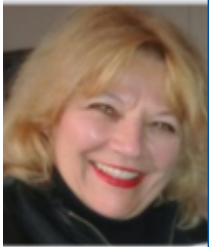
For more information, or to join in our assistance of this program, please visit <https://www.kcfootprints.org/heroes-homegate>.

Thank you to KC Footprints, Heroes Home Gate, and the team at KC | OP - Visit Overland Park for their assistance with this event. Keep an eye out for what is in store for the YCC Service Event as we travel to Milwaukee in 2020. Come out to Conference and help make a difference for the local community. The YCC Service events are open to all attendees.



DISC SESSION

Identifies Secrets to Good Communication



By Antonette Lucente, Blue Gill Consulting Group LLC.

The DISC Session was led by Antonette Lucente, President, of Blue Gill Consulting Group LLC, at the Women in Roofing Council during the Annual Conference of the Midwest Roofing Contractors Association (MRCA).

“Know thyself,” the famous quote handed down to us from the Greeks is the essence of self-knowledge. Knowing thyself is the foundation of the pursuit of wisdom. In the DISC Session at the Midwest Roofers Contractors Association, the eight prominent DISC Styles were identified and discussed. Decision makers used their own personal assessment results to begin to truly understand themselves and ultimately learn how to work better with their co-workers.

DISC Styles, widely embraced by small and large organizations across the world and available in 41 languages, are validated and predictable. Every person has unique talents and skills which they are often unaware. Not fully knowing the unique talents and skills of each employee can lead to missed opportunities and often leads to employee dissatisfaction which may result in talent leaving for other positions. High performers seek opportunities to grow.

DISC Styles, as described by presenter, Antonette Lucente, of Blue Gill Consulting Group LLC, are based on both high and low scores that are predictable both on and off the job. Having this insight on members of your team creates a more dynamic and productive work environment. Strengths and weaknesses are openly discussed and lessen the likelihood of individuals pushing their own hidden agenda which leads to distrust and a company becoming derailed.

Decoding DISC Styles at the Women in Roofing Council helped attendees understand their own unique style. Tips on how to flex their style and to adapt to different people were



share d. Managers learned ways to use DISC to improve relationships. Attendees were able to recognize others' unique skills and talents, identify their own hidden talents, and gain insight as to predictable behaviors on and off the job. The results can be life changing. For example, a more productive work environment can be achieved when communication is improved. An increased understanding and appreciation of others enhances team performance.

Improving communication results in less ambiguity, reduced errors, less rework and higher customer satisfaction. When communication is improved, the workplace is less stressful; trust and respect grows. People relax and feel they can be themselves and openly talk about what skills they bring to the table. The openness results in improved processes and better utilization and alignment of talents.

After the session, others took the DISC, taking advantage of the special conference pricing which is available until January 31, 2020. If you are interested in taking the DISC assessment or would like to have others in your organization take the assessment, contact the Association office. The results include a confidential phone debriefing.



MRCA ROOFING OLYMPIC CHAMPIONS

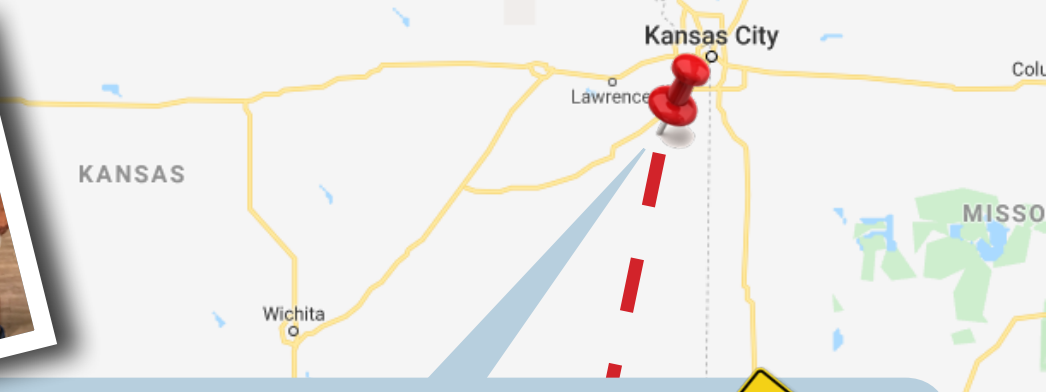
On November 22nd at the Overland Park Convention Center in Kansas, the Midwest Roofing Contractors Association held their 1st Annual Roofer Olympics which featured 4 EVENTS: the Fastest Fastener Contest, Fastest Shingler Contest, Fastest Heat Welding Contest and Fastest Pre-Taped Lap Contest. Contestants had to compete in all 4 events and each event was scored on both speed and quality. A combined score was calculated with the 1st Place Winner going home with \$1000 CASH, 2nd Place \$500 and 3rd Place \$250. Congratulations to this year's winners! If you think you have the skills, make sure to sign up for the Roofer Olympics at the 2020 MRCA Expo November 10th -12th in Milwaukee, WI.



MRCA ROOFING OLYMPICS WINNERS

2nd Place: Mike Frye Kalkreuth Roofing and Sheet Metal Roofers Local 86 Columbus, OH	1st Place: Adam Dougfolas Advanced Industrial Roofing, Inc. Massillon, OH	3rd Place: Martin Gamez JR & Co. Kansas City, MO
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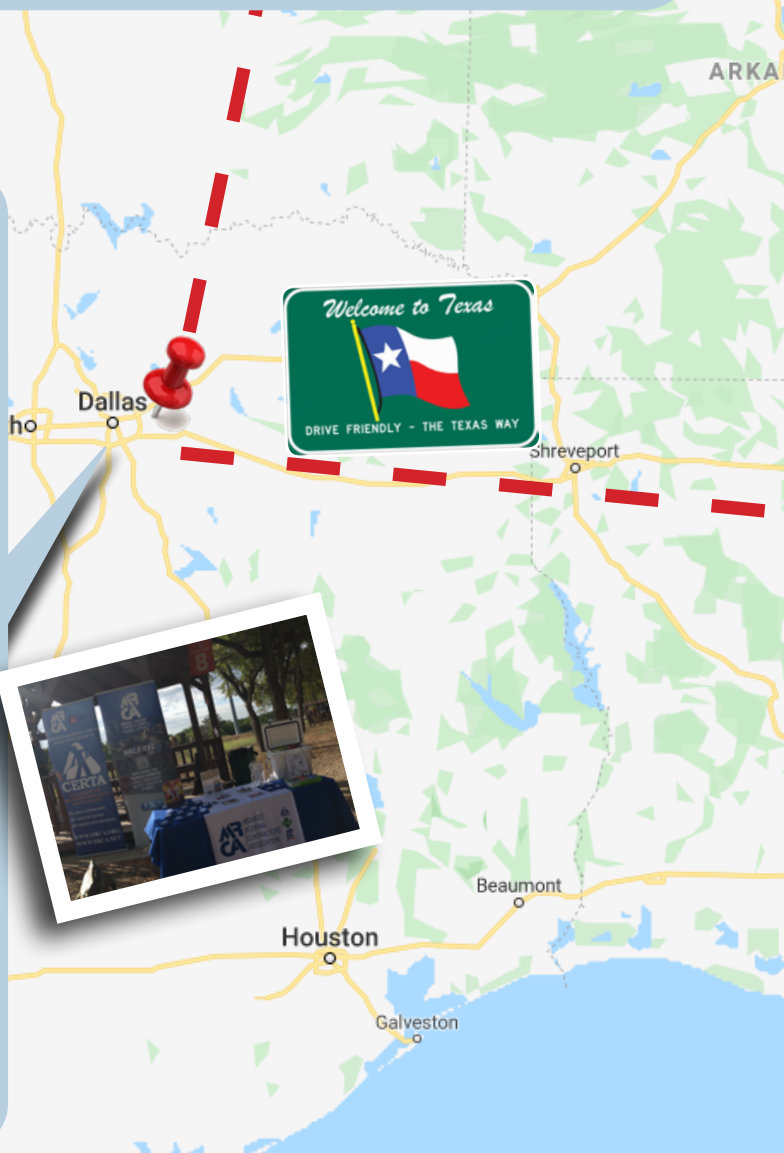


KANSAS

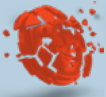
Michael P Daly Memorial Golf Tournament

September 20, the 9th Annual Michael P Daly Foundation Golf Tournament was a record setting event! Held at the Deer Creek Golf Club in Overland Park, KS the golf tournament had the most attendees ever. The skies were clear and blue for the memorial golf tournament and attendees enjoyed fireworks to finish the evening.

The Michael Daly Memorial Scholarship Foundation was established in 2011 as a scholarship fund in Michael's memory, to provide scholarships to college students and prospective college students affiliated with the Kansas City roofing, sheet metal and construction industries.



TEXAS



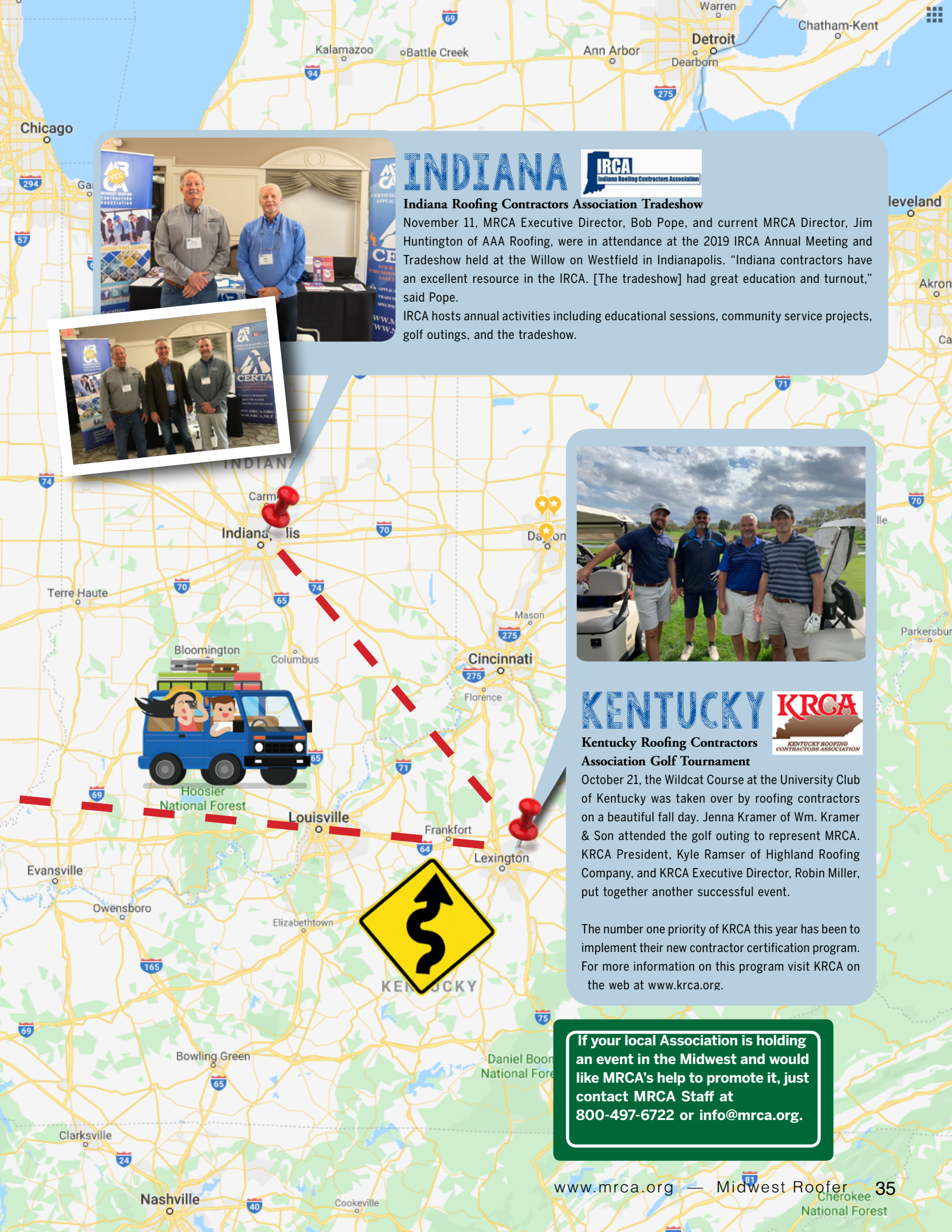
North Texas Roofing Contractors Association Clay Shoot

September 25, if you've never been to the NTRCA Clay Shoot you are missing out! The weather more than cooperated this year, and the roofing industry of North Texas had a great time connecting and shooting some clay pigeons.

Special thanks to Board members Tracey Donels of KPost and Ronnie McGlothlin of Empire who were in attendance to represent MRCA (and have some fun!)

NTRCA offers educational training opportunities, keeps its members informed on industry standards, and promotes its members and advocates for consumers and the professional roofing industry in North Texas.





INDIANA



Indiana Roofing Contractors Association Tradeshow

November 11, MRCA Executive Director, Bob Pope, and current MRCA Director, Jim Huntington of AAA Roofing, were in attendance at the 2019 IRCA Annual Meeting and Tradeshow held at the Willow on Westfield in Indianapolis. "Indiana contractors have an excellent resource in the IRCA. [The tradeshow] had great education and turnout," said Pope.

IRCA hosts annual activities including educational sessions, community service projects, golf outings, and the tradeshow.



KENTUCKY



Kentucky Roofing Contractors Association Golf Tournament

October 21, the Wildcat Course at the University Club of Kentucky was taken over by roofing contractors on a beautiful fall day. Jenna Kramer of Wm. Kramer & Son attended the golf outing to represent MRCA. KRCA President, Kyle Ramser of Highland Roofing Company, and KRCA Executive Director, Robin Miller, put together another successful event.

The number one priority of KRCA this year has been to implement their new contractor certification program. For more information on this program visit KRCA on the web at www.krca.org.



If your local Association is holding an event in the Midwest and would like MRCA's help to promote it, just contact MRCA Staff at 800-497-6722 or info@mrca.org.



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A photograph of the Milwaukee skyline at night, featuring several illuminated skyscrapers and the PNC Tower. The sky is a deep blue with some clouds.

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