Midwest Roofing Contractors Association May 2017

MIDWEST ROOFER



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# 2 GREAT PROGRAMS ONE EASY APPLICATION pg. 2

# SAFETY & OSHA UPDATE pg.8-9

T&R UPDATE FIELD VERIFY THE PHYSICAL CONDITION OF POYLISOCYANURATE BOARD SHIPMENTS





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"MRCA's Safety Awards Program provided our company the specifics we needed to take our Safety Program to the next level. We are proud of the safety culture that we have worked hard to develop, and the MRCA ELITE Contractor Award helps us validate that message to our clients." – Terry Buss, E.D. Chase – Oshkosh, WI



#### May 2017

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#### MRCA Leadership Directory

Officers/Executive Committee President Mark Langer Langer Roofing and Sheet Metal mlanger@langer-roofing.com

gmsprague@spragueroofing.com

Second Vice President/Treasurer

Secretary Conference & Expo Chair Fred Horner Advanced Industrial Roofing

fred\_horner@airoofing.com

Bob Schenkel CL Schust Company rschenkel@clschust.com

Foundation President

*Directors* Randy R. Adams

James Boland

T&R Chair R. Adams Roofing Co., Inc.

randy\_a@radamsroofing.com

**Operations & Safety Vice Chair** 

The Quality Roofing Company james@thequalityroofingco.com

Miguel Arzola Business Management Chair CIM Roofing marzola@cimroofing.com

Tracey Donels Operations & Safety Chair K Post Company.

**Chris Daly** 

Peterson Roofing, Inc.

iohnk@krsm.net

Kreiling Roofing Co Imoore@kreiling.com

iim@petersonroofinginc.com

tracey.donels@kpostcompany.com

YCC Vice Chair Kaw Roofing & Sheet Metal cdaly@kayroofingandmetal.com

Jim Peterson Arch. Sheet Metal & Steep Slope Chairman

John Kalkreuth Business Management Vice Chair

Kalkreuth Roofing & Sheet Metal, Inc

Laurie Moore Membership & Marketing Chair

Chairman of the Board Nominating Committee Chair Past President's Council Chair

Litte Chair Larry Marshall L. Marshall Roofing & Sheet Metal, Inc. Ipmarshall@Imarshallroofing.com

First Vice President Greg Sprague Coraque Roofing Co.

Kevin Gwaltney Diamond Roofing kevin@diamond-roofing.com Steve Weinert Crafts, Inc. srw@craftsroofing.com

> Robert Poutre Roof Tech, Inc bob@rooftech.com

David Maxwell Maxwell Roofing & Sheet Metal, Inc. david@maxwellroofing.com

Cheryl McGlothlin-Chapman Membership & Marketing Vice Chair

Empire Roofing & Sheet Metal, Inc. cheryl@empireroofing.com

Bill Seibert Fisher Roofing of Kearney bill@callfisher.com

Council / Committee Chairs Greg Bloom Advisory Council Chair Allied Building Products greg.bloom@alliedbuilding.com

Mark Gwaltney CERTA Committee Chair Diamond-Everley Roofing Contractors mark@diamondeverley.com

Debbie Ocken YCC Council Chair Sprague Roofing Co. docken@spragueroofing.com

Advisors Rene Dupuis, PhD PE Structural Research, Inc. rdupuis@sri-engineering.com

Matt Dupuis, PhD PE Structural Research, Inc. mdupuis@sri-engineering.com

Legal Counsel Gary Auman gwa@dmfdayton.com

Staff Bob Pope Executive Director bpope@assnsoffice.com

Rachel Pinkus Managing Director & MR Editor roinkus@assnsoffice.com

Valerie Dahlberg Affiliate Relations & Government Affairs vdahlberg@assnsoffice.com

Megan Miller Accounts Manager mmiller@assnsoffice.com

Joe Williams Graphic Designer jwilliams@assnsoffice.com

MRCA Headquarters

2077 Embury Park Rd. | Dayton, OH 45342 Phone: 800.497.6722 | Fax: 937.278.0317 www.mrca.org

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# The Contractors Advocate since 1949

Mark Langer, MRCA President

I make to report that we had a very productive round of Board and Committee Meetings this April in St. Louis. We also hosted a reception for the St. Louis Roofing Industry and I was pleased by the support we are receiving from our members there. As a result of these meetings, plans are being finalized for our St. Louis Conference and Expo on October 16-18.

This Conference is shaping up to be one of the strongest that I can remember. Not only did the committees do a great job in suggesting timely, hard-hitting session topics, but the Advisory Council and the Convention Promotion Committee have done great work putting together a strong schedule of events that you won't want to miss! I'm also very encouraged to see SEVERAL different interactive demo and display areas being added to the Expo floor including the Tennsmith/MRCA Metal Shop, the Steep Slope University, and the T&R Triangle. There's going to be a lot of action and excitement this year and I challenge ALL of our exhibitors to make this show even more interactive for our contractors.

In other news, the applications are now online for the newly combined Safety Awards Program and ELITE Roofing Contractor Program. For a single fee, and in a single online application process, you can get a personalized written analysis to improve key aspects of your safety program and ELITE marketing and business management tools to help you set yourself apart from the competition. Applications are online now at www.mrca.org. It's well worth the time and investment to fill one out.

Also look for notice on a new fundraising campaign for the MRCA Foundation. The Foundation has been dedicated to improving the roofing industry through education, research, and academic scholarships for many years and now it's time for us all to band together and take the Foundation to the next level. Please consider making a long-term pledge this year to help us continue our work.

As always, please let me or our MRCA Staff know if there is anything you'd like to see the MRCA pursue and what your company needs to help you be successful. We're proud to be "The Contractors Advocate" since 1949.

Sincerely, Mark E. Langer

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

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# MRCA Foundation 2017 Foundation Pledge Campaign

Larry Marshall, Foundation Chairman

The MRCA Foundation Board has decided at our Spring 2017 Board Meeting to launch a 2017 Foundation Pledge Campaign with the goal of raising \$600,000.00 by December 2018. Presently the Foundation manages approximately \$450,000.00 in assets.

The purpose of the MRCA Foundation as noted in our bylaws is to raise awareness and improve the roofing industry by:

- Awarding industry-related academic student scholarships
- Funding Educational Programs for our members
- Supporting industry research

I am pleased to acknowledge the unanimous vote of support the MRCA Association Board has voiced as we look forward to the MRCA Foundation Pledge Campaign.

Plans are underway to begin the Pledge campaign in May 2017.

A formal 2017 Foundation Pledge Campaign letter and web page posting will be issued followed by an informational call made to each Contractor Member from a MRCA Board of Director.

Please consider being an advocate for others by giving generously to help the MRCA Foundation raise awareness and improve the roofing industry for future MRCA members.

Gratefully,

Laure P. Marshall



Larry Marshall 2017 Foundation Chairman 2015 Past MRCA President L.Marshall Roofing & Sheet Metal www.lmarshallroofing.com

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Please contact Diane Schumm directly to get started: Diane Schumm, Vice President Corporate Services **6** (866) 652-6500 TekCollect Debt Collection Service tekcollect.com





his is going to be a general safety issues month. I want to cover some very important issues that impact your safety program and performance.

#### Hazard Recognition

This is a very important issue for all employers in the construction industry. No, I am not talking about Hazard Communication; that is a completely different topic. I am talking about the recognition of hazardous conditions on the worksite. We conduct new employee safety orientation of one kind or another. In this orientation we cover a variety of topics ranging from fall protection to PPE to distracted driving. One topic most employers miss in their orientation training is hazard recognition. Hazard recognition is basically teaching situational awareness. In other words pay attention to what you are doing, where you are and what is around you at all times. Evaluate every action you are going to take before you take it to be sure that you are not going to be in danger.

For example, you are going to perform work on a low sloped roof with the available fall protection of warning lines and a safety monitor. Based on the OSHA standards this fall protection is in compliance with the OSHA standards for fall protection on low-sloped roofs. As your employees ascend to the work area on a fall morning the first person on the roof may notice that it is very slippery with a heavy dew and patchy frost. He has just recognized a potential hazard in that an employee might slip on a patch of frost; slide under the warning line and off the edge of the roof. He is aware of a new hazard, one that the warning line system may not provide adequate protection. This is hazard recognition. The employee should be trained to raise that issue to you and request protection from this new hazard which was not contemplated when the warning lines were installed.

Another example is a situation in which your employee will be exposed to a hazard, which is not a hazard under normal operating conditions. For example, an employer is working in a manufacturing facility. There is an exhaust fan twenty feet up an outside wall. It is not a hazard to anyone because it is more than seven feet above the floor. But if your employee was given a job to perform that he determines will bring him into close proximity to the fan, he should, if he was trained in hazard recognition, identify the potential hazard and bring it to the attention of his supervisor.

Training employees in hazard recognition is required by 1926.21(b)(2). This standard requires you to train your employees in hazard recognition and avoidance. This standard is cited frequently in case where the compliance officer is performing an investigation following an employee injury. A citation may be issued alleging that if the employee had been properly trained under this standard they would have identified the hazard and take action to avoid exposure to it.

Coming full circle, the training for hazard recognition is for your employees to:

1. Always be aware of where they are.

- 2. Always be aware of what is around them and what is going on around them.
- 3. Always give 100% attention to what they are doing.
- 4. Always consider the task they are about to perform and what exposures they might have while performing it.
- 5. Whenever they feel that they might be exposed to a hazard consult with their supervisor before proceeding.

#### Job Safety Analysis (JSA)

The Job Safety Analysis should be performed by the crew leader or foreman every day before any employee enters the work area. The supervisor should take time before work begins to walk the entire job site, but especially the area in which work is to be performed on that day. He should note any changes in the work area that may have occurred between the time work was completed the day before and that morning walk around. He should note any hazards that the crew may confront as they complete the tasks for

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

the day. I always suggest that as soon as the crew arrives and before they begin their work, the supervisor who did the JSA should go over his findings with them. He should also make sure that there is adequate PPE on site for any hazards identified and that any guards required are in place and functional.

You cannot do enough training, but I do not consider the JSA morning briefing training. You are assisting your employees with hazard recognition and you are training them in very important concept. I have been seeing more and more citations, especially following an on the job accident, for failure to train employees in hazard recognition. The morning JSA performed by the crew leader or foreman is intended to evaluate the worksite in light of the work to be performed that day and to acquaint all employees on the job with the supervisors observations.

Part of the JSA should have the supervisor performing it confirm the integrity of all working and walking surfaces his employees will be using that day. As I have discussed before, there is a section of the fall protection standards, Section 1926.501(a) (2) that requires the employer to determine that all surfaces on which employees will walk or work have the structural integrity to support the weight of employees safely. The employer shall only permit employees on those surfaces that are able to support their weight safely. This is a requirement before the start of any shift on the project and should also be done any time anything occurs that could, in any way, affect the integrity of a walking or working surface an employee will work on. I strongly recommend that a written record of thee daily (at least) determination be maintained for the duration of the project.

#### We Have to Get Past Our Macho Mindset

Within the past week something occurred to me that spurred



me on to write this next section. While this ties in loosely with what I have been discussing, I must ask your indulgence for a few paragraphs to get this behind me.

Like many of you I am on LinkedIn. A few days ago a safety professional I know forwarded a post to me to review. This was a photograph of about 50 men erecting what appeared to be a pole barn somewhere in the Midwest. I entered into a positive exchange with the safety professional discussing how, in today's society, with what we know about safety such a thing could occur. You see, it was obvious to me that not one of these people was wearing fall protection and, as was obvious o from the photo, they were all more than ten feet above the ground. We discussed whether this was a volunteer project (no OSHA compliance required), or perhaps it was some other group erecting the structure. As we were posting our comments a gentleman, much wiser than we are, commented that he felt that we "safety hacks" do nothing but slow down progress and generate income for ourselves and the government with our "bull\_\_\_\_". He went on to challenge that if we were too scared to get up there and work we should move over so "man" could take our spot. He concluded by saving that is how "stuff" gets done.

As most of you know I defend employers for OSHA citations received by them. I use every defense available to me to be successful. But that does not mean that I am not a strong champion for safety in the workplace. Do not forget the people you hire to work for you are hired to assist you to accomplish the tasks assigned to them, NOT to risk their lives because you still champion the long outdated and Neolithic belief that a person who wants to work safely has no place in the construction industry. The narrow minded person who responded as I indicated in the preceding paragraph either has his head in the sand or, maybe has never had anyone working for him get hurt. I would say that - let him have to visit the surviving spouse of one of his employees and explain to her why her husband and the father of her children is dead because Mr. Macho man refused to require his employees to wear fall protection. Or, perhaps he has never had an on the job injury that cost so much in increased insurance premiums that he cannot compete any longer. Whatever the case, this kind of attitude has no place in the twenty-first century in construction and I can only hope that those who read this article do so because they want to do everything possible to protect the people who

work for them.

#### A Few New Rules

First, effective January 17, 2017 OSHA has adopted a long list of new rules, which already exist in the construction industry and now are effective in general industry. These are now also found in Subpart D of the general industry standards. They cover a host of activities which include the integrity of walking and working surfaces, scaffold safety, ladder safety, fall protection, stairways, dock boards and training. All of the requirements the construction industry has been living with for many years now apply to general. All of our members who are manufacturers, distributors, fabricators, lumber yards, and those post frame contractors who have a shop area to manufacturer any of the components used in your construction take note.

On April 6, 2017 OSHA announced a delay in the enforcement of the new respirable silica standard for the construction industry. The enforcement deadline has been moved back to September 23rd, 2017, from July 23rd. At this point we still anticipate that the standard will become effective on September 23rd, but stay tuned.

Finally Congress passed a resolution and President Trump signed it into law overturning the Volk decision. This action now restricts OSHA to going back only six months or 182 days to issue a citation on a record keeping violation. In the case noted OSHA was given the ability to cite an employer for a record keeping violation one or more years before the date of an inspection based upon OSHA 300 logs produced at OSHA's review of records obtained during the inspection.

As of the date I am writing this article the OSHA electronic record keeping standard and its anti-retaliation provisions are still in effect. The electronic filing requirements for the OSHA 300a forms is still on track for July 1, 2017, but also, as of the date I write this article OSHA has not yet identified a web address to be sued to file the 300A's or a procedure for doing so. Again ----- stay tuned!

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@amfdayton.com.

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# 7 THINGS ABOUT RACHEL GARCIA of MALARKEY ROOFING PRODUCTS

- Rachel Garcia graduated from Portland State University, in Portland, Oregon with a BA in Marketing. "I went to school for accounting on and off for a long time, and it was only a few years ago that I went back and finished up my marketing degree."
- Cutting unnecessary chemicals from her daily routine has become a passion for Garcia. "I make my own household cleaners and health and beauty supplies. I also make them as gifts for friends and family."
- Being outside is when Garcia is happiest, "I love anything outside; hiking, camping, jumping off cliffs or wine tasting."
- "I have two cats, Bella and Martini. I got them as babies, and they are sisters from the same litter. They'll be 12. I travel a lot for work, and they can be pretty self-sufficient for a few days if need be, so it works out great for us."
- Garcia volunteers with Oregon Active. A non-profit organization that provides Adventure Therapy for people in the community with disabilities. "It's a great group of people coming together to raise money for those with disabilities and give them out-of-doors experiences, (adventures!) giving the superturbation of the supervised with the supervised wit



them the opportunity to accomplish what otherwise might seem impossible." To learn out more about Oregon Active, you can find them on the web at www.oregonactive.com.

- "Wow, it's almost five years that I've worked for Malarkey. It's become more than a job for me; this is my family. This position was my first experience with the (roofing) industry, and I fell in love. When you take a moment to consider that what we do as an industry, is protect our customers most valued possessions, the importance of our work becomes clear."
- "I still feel new to the roofing industry, so participation with the MRCA and especially with the YCC has shed light on the challenges we all experience every day. We are such a niche industry, it is great to be able to network with people who know and understand the work we do."







- soap • 15 – 20 drops of lavender, orange or peppermint
- orange, or peppermint essential oil







# Course for Presidents RUN YOUR BUSINESS, DON'T LET IT RUN YOU



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

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

#### What's the answer? Professional management

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

- Establishing and influencing the future Direction of the organization by clarifying the strategic direction and ensuring your own leadership meets the future needs of the organization.
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Aileron's Professional Management System



# Course for Presidents RUN YOUR BUSINESS, DON'T LET IT RUN YOU

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#### WHO SHOULD REGISTER?

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

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



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



# **Employee Protections in the Era of Medical** Marijuana Legislation

By Nicole Jupe – Quest Diagnostics

Proposition 215 was passed by California voters in 1996. The earliest medical marijuana laws since Proposition 215 was passed by California voters in 1996. The earliest medical marijuana laws typically only provided criminal protections, however in the past two decades, laws are now extending protections to housing, schooling, domestic relations, and employment. State marijuana regulations uniquely address aspects such as possession limits, methods of ingestion, distribution, dispensaries, qualifying conditions, and actions employers can take in the wake of positive drug test results.

Generally speaking, employees have some protections and legal rights in the workplace against various forms of discrimination and unfair practices. Under the current landscape of today's medical marijuana laws, in some states, employees can now hold marijuana registry cards and use the substance if they suffer from certain specified qualifying conditions such as post-traumatic stress disorder (PTSD) or chronic pain. These laws are inconsistent and constantly changing, including the degree of protections offered in the workplace—and an employer may have a duty to accommodate off-duty use. It is important for employers to understand how employee protections regarding marijuana can vary from state to state and whether or not they have a duty to accommodate.

Currently, legislation and litigation is pending in all the states with, or considering, medical marijuana legislation that could clarify the laws in those states. In general, however, employee protections in state marijuana laws currently fall into four general categories:

#### States with no employee protections

In the following seven states, either the medical marijuana statute explicitly provides no protections, or the statute is silent and the state has case law that has found no employee protection for off-duty use under each state's respective medical marijuana act. An example is Ohio's medical marijuana law, enacted in 2016, which explicitly provides that employers have the right to establish and enforce zero-tolerance drug testing policies.

- 1. California
- 2. Colorado
- 3. Michigan
- 4. Montana
- 5. Ohio
- 6. Oregon
- 7. Washington

# States likely providing no employee protections

Seven states and the District of Columbia have state medical marijuana laws that are silent as to employee protections and generally only provide criminal protections. Some of these states have issued agency guidance or other relevant case law on the topic.

- 1. Alaska
- 2. Hawaii
- 3. Maryland
- 4. Massachusetts
- 5. New Hampshire
- 6. New Mexico
- 7. Vermont
- 8. Washington, D.C.

#### States with explicit employee protections

The following eleven states have statutes with explicit language (anti-discrimination or reasonable accommodation provisions) providing varying levels of employment protection. These laws generally prohibit adverse action against an employee/applicant based on their status as a medical marijuana cardholder or participation in a marijuana program. Most of these laws are very new and need additional guidance; none have been tested in court. Some states, such as Arizona,



Delaware, and Minnesota, explicitly address drug testing and provide that a positive drug test alone cannot automatically be grounds for refusal to hire, firing, or other adverse employment action.

- 1. Arizona
- 2. Arkansas
- 3. Connecticut
- 4. Delaware
- 5. Illinois
- 6. Maine
- 7. Minnesota
- 8. Nevada
- 9. New York
- 10. Pennsylvania
- 11. Rhode Island

#### States with unclear employee protections

Four states have medical marijuana laws that are silent or vague as to employee protections, and the applicable state regulatory agencies have not provided guidance on employee protections. Two of these states, Florida and North Dakota, were just passed in November 2016 and are grappling to provide guidance.

- 1. Florida
- 2. Louisiana
- 3. New Jersey
- 4. North Dakota

Current trends indicate that states are allowing more employee protections in state marijuana laws. However, under current laws, employers in all 50 states do not have to accommodate an employee working "under the influence" of marijuana or the use of marijuana by an employee while on-duty. More importantly, in current marijuana laws, there are no restrictions that limit an employer's ability to drug test for marijuana. Employers motivated to maintain a drug-free workforce should have a clearly written policy that complies with all applicable state, federal, and local laws and that summarizes expectations and consequences as appropriate.

This information is not intended to serve as legal advice. All information provided by Quest Diagnostics is qualified by the laws and regulations of the individual states, and such information is subject to change. If you have any legal issues or concerns, we urge you to get advice from your attorney.

# ARE YOU?



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#### **MRCA News**

## **Cornell Roofing & Sheet Metal Celebrates 50 Years as Member of MRCA**



Ary McNamara and Cornell Roofing & Sheet Metal are well known for being a leader in the Commercial Roofing industry, keeping up-to-date on the latest products and technology and maintaining a long-standing relationship with area industry organizations. One of which is the Midwest Roofing Contractors Association (MRCA).

Started in 1950 the MRCA was founded as an independent regional roofing contractors' association with a mission to:

- Assist member roofing contracting companies prosper by being a contractor advocate,
- Acting as an industry spokesperson, circulating trade information via a bi-monthly newsletter,
- Providing education through an annual conference, and
- Being an active resource for members seeking advice in matters of business management, safety, technical and legal.

The MRCA seeks to develop and administer programs and services through its membership to help member companies build and thrive while continually working to progress the roofing industry as a whole.

This year Cornell Roofing & Sheet Metal is proudly celebrating its own participation as member of 50



years, joining back on January 1st, 1967! An impressive merit! Throughout this steady relationship with the MRCA, Cornell has gained much through its membership including training seminars and educational conferences, strong networking opportunities and helping to continue to stimulate growth in its own business.

Along with celebrating 50 years of membership with the MRCA, Cornell Roofing & Sheet Metal also commemorates 90 years in business! Learn more about Cornell Roofing & Sheet Metal and the entire line of products, services and expertise at CornellRoofing.com. MRCA YOUNG CONTRACTORS COUNCIL PRESENTS



MONDAY, 16<sup>™</sup> OCTOBER

REGISTRATION INCLUDES **UNLIMITED** APPETIZERS, PIZZA, AND AN **OPEN BAR**. WE WILL ALSO HAVE SPECIAL SIDE GAMES WHERE YOU CAN **SWEEP** UP SOME **STRIKING** PRIZES BECAUSE THAT'S HOW WE **ROLL!** THE FUNDS RAISED IN REGISTRATION FEES WILL GO TOWARDS AN MRCA FOUNDATION SCHOLARSHIP FOR ADVANCED EDUCATION WITHIN THE ROOFING INDUSTRY. SO USE YOUR **SPARE** TIME MONDAY NIGHT TO HAVE FUN AND SUPPORT ROOFING INDUSTRY EDUCATION!

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# NRCA announces its 2017-18 slate of officers and directors at its 130th Annual Convention

**Las Vegas**—The National Roofing Contractors Association (NRCA) announced its 2017-18 slate of officers and directors at its 130th Annual Convention held March 1-3 in Las Vegas.

Jim Barr, president of Barr Roofing Co., Abilene, Texas, has been elected NRCA chairman of the board, and Kent Schwickert, senior vice president—national business unit, Schwickert's Tecta America of Mankato LLC, Mankato, Minn., was elected chairman of the board-elect. David Hesse, vice president of Kalkreuth Roofing and Sheet Metal Inc., Wheeling, W. Va.; Nick Sabino, president of Deer Park Roofing Inc., Cincinnati; J.J. Smithey, president of Frost Roofing Inc., Wapakoneta, Ohio; and David Tilsen, president, Tilsen Roofing Co. Inc., Madison, Wis., were elected vice chairmen.

Additionally, the following were elected NRCA directors:

- Charles Antis, founder and chief executive officer of Antis Roofing & Waterproofing, Irvine, Calif. Chad Collins, president of Bone Dry Roofing Co., Bogart, Ga.
- Luke Duffy, vice president of Elens and Maichin Roofing and Sheet Metal Inc., Joliet, Ill.
- Alex Hernandez, president of Clark Roofing Inc., Broadview, Ill.
- Erica Jackson, president of CYE Enterprises,

Jacksonville, Fla.

Bryan Karel, project manager/ supervisor at Garlock-French Corp., Minneapolis



- Hunter Merrill, owner of Mountain Roofing Inc., Roanoke, Va.
- Bob Morgan, chief executive officer of Upstate Roofing and Painting Inc., Rochester, N.Y.
- Tim Stevens, service department manager at Ben Hill Roofing and Siding Co. Inc., Douglasville, Ga.

All 2017-18 officers and directors will assume their roles June 1, 2017.

NRCA is one of the construction industry's most respected trade associations and the voice of roofing professionals and leading authority in the roofing industry for information, education, technology and advocacy. It represents all segments of the roofing industry, including contractors; manufacturers; distributors; architects; consultants; engineers; building owners; and city, state and government agencies. NRCA's mission is to inform and assist the roofing industry, act as its principal advocate and help members in serving their customers. NRCA continually strives to enhance every aspect of the roofing industry. For information about NRCA and its services and offerings, visit www.nrca.net.

#### Multiemployer Plans:

# **Cleveland-Area Iron Workers Approve Pension Cuts**

Members of Iron Workers Local 17 in Cleveland have approved cuts to their pension benefits in an effort to keep their pension plan from going insolvent, and it's the fund's retirees who are going to take the hardest hit.

The Treasury Department Jan. 27 informed the plan's trustees of the voting results. It's the first time a multiemployer pension fund has conducted such a vote and now the first time a pension fund has been able to make benefit reductions under the Multiemployer Pension Reform Act.

Of the nearly 2,000 plan participants, fewer than half submitted a vote. That's significant because under the MPRA, not casting a vote is the same as voting to approve the pension cuts. Of the 936 members who did vote, two-thirds voted in favor of the cuts.

In December, the fund became the first to get Treasury's approval to proceed with the process of collecting votes on its proposal to cut benefits. All other pension funds that have asked for similar measures have been rejected by Treasury.

Prior to the MPRA, pension plans were unable to voluntarily cut benefits under the Employee Retirement Income Security Act.

Benefit cuts, under the MPRA, are allowed only if the plan trustees determine that all reasonable measures to avoid insolvency have been and continue to be taken and that the suspension would allow the plan to avoid insolvency, assuming the suspension of benefits continues until it expires by its own terms or, if no such expiration is set, indefinitely. Cuts can be made to no more than 110 percent of the Pension Benefit Guaranty Corporation's limits for multiemployer plans.



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

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

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

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

#### **Benefits include:**

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



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

Fred Horner President/CEO Advanced Industrial Roofing, Inc.



beeline Specialized Purchasing Brokers



#### **COMPANY INFORMATION:**

This Representative will be contacted for all program details, finalizing of booth personnel and for decorator/electrical needs. Please print or type.

Company Name (Exactly as you wish it to appear in Printed M	aterials and
on Exhibit Sian)	

Address:	
Country:	
	C:
Email:	
Website:	
Full Name	

**READ BEFORE SIGNING:** Exhibitor's signature on this contract indicates acceptance of the Rules and Regulations provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the exhibitor has the authority to do so and is responsible for employees' adherence to the Rules and Regulations. Signature:

Company and/or Product Description (Will be included on MRCA Website & Expo Mobile App (Can also be emailed to rpinkus@mrca.org)


#### **PAYMENT INFORMATION:**

Applications will be accepted as long as space is available. A signed contract is considered an agreement to pay the total amount due. To qualify for the Member Rate, the exhibiting firm needs to be an active member in good standing at the time of conference. If membership dues are not current, you will be billed at the higher rate.

**Payment Schedule:** 25% of the booth fee is due with the Exhibitor Contract if submitted before January 31, 2017. 50% of the booth fee must be submitted by April 30th and 100% is due by September 15th. Booth space must be paid in full before being permitted to set-up exhibit.

**Space Cancellation:** The space cancellation deadline is September 15, 2017, after which no refund will be made for space reserved and not used.

## 2017 MIDWEST ROOFING CONTRACTORS ASSOCIATION 68<sup>th</sup> Annual Conference & Expo

America's Center in St. Louis, MO

#### **EXHIBIT FEES:**

	Member Rate	Non-Member Rate
10x10 Booth	\$1,850 each	\$2,350 each
4 or more booths	\$1,600 each	\$2,100 each
Number of Booths	X	rate per booth
= Total \$ % Being Paid Today:		
Preferred Booth Numbers:		
1st Choice:     2nd Choice:		
3rd Choice:		4th Choice:
Please list companies that you prefer not to be near:		

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Attn: Rachel Pinkus MRCA Exhibits 2077 Embury Park Rd. Dayton, Ohio 45414

You may also send your completed agreement to: rpinkus@mrca.org or Fax: 937-278-0317

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## RCMA Presents Industry Awards, Names Two New Board of Directors at 2017 Annual Meeting

#### WASHINGTON,DC(March13,2017)-

TheRoofCoatingsManufacturersAssociation(RCMA) hostedmorethan100 industry attendees at its 2017 Annual Meeting on February 27-28 in Las Vegas, NV. The Association recognized a number of its members for their exceptional contributions to the roof coatings industry and elected two new individuals to its Board of Directors.

RCMA's Martin A. Davis Award, the highest honor bestowed by the RCMA, is presented annually to an individual, selected by his or her fellow RCMA members, who has exemplified outstanding service and made significant contributions to the roof coatings industry. The first Martin A. Davis Award was presented in 1985, designed to honor and serve in memory of Davis, a visionary founding member of the RCMA who served both the Association and industry with distinction and exceptional service.

RCMA awarded Greg Hlavaty, General Manager at Western Colloid, the prestigious Martin A. Davis Industry Leadership Award for 2016. Hlavaty has been an active member of RCMA, serving on the Board of Directors and contributing his industry expertise to RCMA's committees and task forces. The award was presented by fellow RCMA Board member Helene Hardy Pierce, GAF, who recognized Hlavaty's efforts in facilitating RCMA's merger with the Reflective Roof Coatings Institute (RRCI). "Throughout Greg's time with the RCMA, he has been a passionate advocate for the Association's growth and development, and his efforts on behalf of the RCMA / RRCI merger have strengthened the outlook for our industry," Pierce commented.

RCMA awarded its James "Tim" Nelligan Industry Statesman Award to Matt Lendzinski, Field Marketing Manager at the Dow Chemical Company. Lendzinski is the 10th recipient of the award, a discretionary distinction only designated when deemed appropriate. Industry Statesman Award recipients are honored for outstanding interest and activism in promoting the roof coatings industry and exemplary efforts to achieve significant advancements through the implementation of new technical programming, regulatory or governmental affairs incentives, research activities, technical publications, and RCMA and industry involvement.

Lendzinski serves as the co-chair of the RCMA Communications, Membership, and Education Committee, and has been an invaluable resource for numerous activities and projects undertaken by the Association. "Matt is a well- deserved honoree, and has been instrumental in the growth of RCMA's membership and the development of its communications, educational, and outreach programs," commented Jim Kirby, RCMA

#### Executive Director.

RCMA presented its Emerging Leader Award to Ryan Blad, National Sales Manager at 838 Coatings. First awarded in 2016, it serves to recognize an individual, less than 35 years of age or in the industry less than 3 years, who is making strides toward becoming a leader in the roof coatings industry, and who serves as a role model for his or her industry peers. Blad currently serves on the RCMA Board of Directors and is a cochair of the RCMA Technical Affairs Committee, and has been consistently active in the development of the Association's technical and research programs.

RCMA also presented a Special Recognition Award during its meeting to Brock Landry, Venable LLP, in acknowledgment of his exceptional service to the

industry. Recently retired, Landry served as RCMA's General Counsel for numerous decades, and was well known as a valued advocate on behalf of the roof coatings industry. "Brock is recognized by his peers for his industry knowledge, expertise, and willingness to move the Association forward,"



commented Reed Hitchcock, RCMA Senior Advisor and Historian.

In addition to the awards that were presented, two new members were elected to the RCMA Board of Directors for the 2017-2020 term. Will Lorenz, General Coatings Manufacturing Corp., and Josh Poole, Tremco Inc., were elected by the RCMA membership to sit on the Board of Directors.

Finally, Brian Anthony, Vice President at the Brewer Company and outgoing RCMA Board member, was recognized for his long-term service to the RCMA for his participation on the Board of Directors over the past 12 years.

The RCMA will next convene June 19-21, 2017 in Washington, DC, for the Association's 2017 Summer Meeting and Legislative Day.

#### About RCMA

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

#### 2017 "Architectural Sheet Metal Fascia and Coping Wind Test Report" now available

#### SMACNA SMACNews March 8, 2017 Volume 51, Number 3

(WRCA) r TRB 01-17\_x200SMACNA's 2017 update for the "Architectural Sheet Metal Fascia and Coping Wind Test Report" describes the performance of edge metal systems commonly found within the SMACNA "Architectural Sheet Metal Manual," 7th edition.

This report provides data that demonstrates that specimens fabricated according to Figures 2-1 and 3-1 in the SMACNA "Architectural Sheet Metal Manual" comply with and/or exceed the "ANSI/ SPRI/FM 4435 ES-1-2017 Test Standard for Edge Systems Used with Low Slope Roofing Standard," as required by the International Building Code (IBC).

The wind uplift tests were conducted on customfabricated gravel stop fascia and coping designs shown in the SMACNA "Architectural Sheet Metal Manual" and in accordance with the parameters of the "ANSI/SPRI/FM 4435 ES-1-2017 Test Standard for Edge Systems Used With Low Slope Roofing Standard."

These specimens were tested at Intertek-ATI of York, Pa., an ANSI-accredited testing laboratory.

The entire SMACNA report "Architectural Fascia and Coping Wind Tests Report" is available on the Technical Resources/Papers and Guidelines section of the SMACNA website.

https://www.smacna.org/docs/default-source/ technical-resources/trb-01-17-es-1-final-report. pdf?sfvrsn=2461f3a5\_4



PRIDE IN OUR PROFESSION! MIDWEST ROOFING CONTRACTORS ASSOCIATION 68<sup>TH</sup> ANNUAL CON•EXPO OCTOBER 16-18, 2017

# SEEYOUN SEEYOUN ST. LOUIS!

#### **Industry News**

## **Roof Coating Systems Offer Multiple Benefits**

#### Help Avoid Costly and Disruptive Roof Replacement

**St. Louis, MO, April 12, 2017**, Roofs are exposed to a variety of environmental stressors on a daily basis, such as ultraviolet rays, pollution, and weather. When roofing materials begin to break down and allow water to penetrate, costly damages and unhappy tenants can result if the problem is not addressed immediately.

Fortunately for the building owner, said David Bade, owner of St. Louis-based Bade Roofing Company, modern manufacturing technology has produced roof coating systems that are used to restore an existing roof, rather than replacing it. Coating systems have multiple benefits including lower installation cost, sustainability, durability and flexibility.

Roof coating systems are seamless membranes that are applied across the roof surface, flashings and penetrations to fully seal and waterproof the roof. When applied per the manufacturer's tested specifications, the coating becomes a monolithic membrane so there are no seams or flashing splices that are susceptible to failure, said Bade.

Roof coatings are designed for a variety of substrates including: asphalt, concrete, modified bitumen, EPDM, Hypalon, TPO, PVC, metal and spray polyurethane foam, said Bade. Today's elastomeric roof coatings are designed to be flexible, which allow the coating to expand and contract during temperature fluctuations.

"Roof coatings are not new to the industry," said Bade, "but demand for more economical roofing solutions and improved manufacturing technology have made coatings a truly viable option."

Modern manufacturing processes and installation techniques have given coating manufactures the ability to offer warranties that were never thought possible in years past, said Bade. Today, roof coating systems can come with a minimum two-year warranty, all the way up to a 20-year warranty. Other forces that have led to the coatings trend are more stringent environmental regulations and building codes and the desire for sustainability.

"Roof restoration using a coating system can save the owner 50-70% when compared to replacing the entire roof," said Bade. "With a roof restoration, owners avoid the cost of tearing off the existing roof, purchasing new materials and paying labor fees to replace the existing roof. Not to mention the environmental impact that roofing materials have when disposed in a landfill."

Another benefit of roof coatings is that they can be applied quickly, with no disruption to a building's occupants and without having to shut down the business, said Bade. Applying a roof coating creates minimal noise and low odor as well.

Roof coatings generally take 8-24 hours to thoroughly dry, depending on the weather conditions. Fast-setting coatings are also available that resist early wash-off associated with



light rain and heavy dew. In order to maintain their beneficial properties, some coating systems should be re-coated every 10 years, Bade said.

Ultraviolet rays and the sun's heat are the leading causes of roof damage. Exposure can result in cracks, tears, splits and loss of flexibility. Highly reflective/white roof coatings are available that reflect the sun's heat away from the building, protect the roof from premature aging and drying, and keep the air temperature inside the building at a cooler temperature so less air conditioning and utilities are used, said Bade.

For more information about roof coating systems, contact David Bade of Bade Roofing at 314-892-1331 or visit baderoofing.com.

#### About Bade Roofing Company, Inc.

Founded in 1954, Bade Roofing Company, Inc. is one of St. Louis, Missouri's premier family-owned and operated commercial and industrial roofing specialists. Bade Roofing uses a highly-trained and skilled union workforce to install the highest quality roofing systems on major retail centers, grocery stores, hospitals, schools, warehouses and office buildings. Working directly with facility managers and building owners, and in partnership with local architects, designers and roofing consultants, Bade Roofing also provides comprehensive roof inspections and survey reports, leak finding and repair services, green roof installation, and licensed asbestos roofing removal and abatement. For more information about Bade Roofing, call 314-892-1331 or visit www.baderoofing.com.

# RIDWEST ROOFING CONTRACTORS ASSOCIATION **LEGAL** SERVICES PLAN



#### WHAT IS IT?

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

# HOW DO I CONTACT AUMAN, MAHAN, & FURRY?

Auman Mahan + Furry ATTORNEYS

#### Gary Auman

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

Midwest Roofing Contractors Association

 ♥ 2077 Embury Park Rd. Dayton, OH 45414
⊕ www.mrca.org a 800-497-6722
b 937-278-0317
c info@mrca.org
c facebook.com/mymrca

# North Texas Roofing Contractors Association Announces 2017 Board of Directors and Annual Award Winners

**DEERFIELD BEACH, Fla.** The North Texas Roofing Contractors Association (NTRCA), a regional association for residential and commercial roofing contractors, distributors, manufacturers and associates who maintain the highest industry standards, announces its new 2017 board of directors and the winners of two prestigious annual awards honoring those who have made significant contributions to the roofing industry in North Texas.

During the 2017 NTRCA Awards Banquet, held February 25 at the Perot Museum in Dallas, Texas, winners of the annual "Associate of the Year" and "Industry Leader of the Year" awards were announced and recognized for their significant contributions to the North Texas roofing industry and for their exceptional service. Past winners meet annually to choose each year's new honorees.

The "Industry Leader of the Year" honor, the association's most prestigious recognition, was awarded to Amy Reeves Perry of Perry and Reeves, LLC. The "Associate of the Year" honor was awarded to Bobby Burke of Roofing Supply Group of directors are:

- Gina Aylor, director of operations at Titan Contractors
- Adam Buttorff, president at Renown Roofing & Construction
- Sidney Curtis, roofing division manager at Buzz Roofing & Construction
- Darcy Dierking, territory manager at Beacon Roofing Supply
- Bo Jackson, sales manager at Owens Corning
- Kevin Kirkwood, president of SRG Roofing
- Chad Lacefield, business partner at Venture Roofing Supply
- Matt Moody, managing partner at ABC Supply
- Bryan Payne, vice president at Chamberlain Roofing & Waterproofing
- Chance Payne, steep slope regional sales manager at GAF
- Tim Rainey, CEO of Supreme Roofing
- Kirk Scott, owner of Scott Exteriors
- Additionally, the following four experts will serve as Ex Officio NTRCA board advisors in 2017:
- Traci Garner Davis, First Texas Insurance Services - insurance expert

• Karen Ensley, Cutler Smith, PC - attorney



#### (RSG).

The 2017 NTRCA board members were also announced during the Awards Banquet.

The NTRCA board officers for 2017 are:

- Holly L. Green, owner of Brettco Roofing (president)
- Charles Cross, Jr., commercial sales at Zenith Roofing (president-elect)
- Matt Hines, president & CEO of MRB Contractors (past president)
- Brian Pinder, territory manager at Southern Shingles (treasurer)
- Other members of the 2017 NTRCA board

- Paul Ramon, Ramon Roofing RCAT representative
- Don Wood, Suncoast Claims public adjuster

"Our 2017 board of directors is committed to excellence and service in the roofing industry, and we are excited to welcome each of them to our organization," said Karen Vermaire Fox, executive director of NTRCA and owner of Quindigo Management, a Dallas/Fort Worth-based company that manages trade associations. "We look forward to their expertise and dedication in the coming year, as NTRCA continues to be the premier resource for roofing contractors working and doing business in North Texas."

During the evening, this year's NTRCA Golden Hammer award winners were also recognized. NTRCA's annual Golden Hammer Awards recognize outstanding roofing projects completed during the prior year. Entries are judged each year on logistical challenges, quality workmanship, uniqueness, difficulty, time constraints, innovative solutions and safety challenges.

Contractors selected for this year's Golden Hammer NORTH TEXAS ROOFING CONTRACTORS ASSOCIATION



Amy reeves industry leader award winner



Bobby Burke associate of the year award winner

Award for Community Service Projects were: Springtree Roofing & Restoration for their work on the Montgomery Project and Springtree Roofing & Restoration, Energy Roofing Solutions and ER Systems for their teamwork on St. Philip's Episcopal Church.

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

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

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

To learn more, visit www.ntrca.com.

Figure 1. A Fall of 2016 roof installation in the Midwest. The knit lines on these polyisocyanurate boards are clearly visible at installation. The adhered membrane, to be installed, will most likely telegraphs these through. Knit lines will then be visible on the installed roof.

# T&R UPDATE FIELD VERIFY THE PHYSICAL CONDITION OF Polyisocyanurate Board Shipments



by Rene Dupuis PhD PE

his technical article is about a growing concern about physical dimensional

issues with bundled polyisocyanurate insulation board products, delivered to the roof. As will be explained below, two issues may be of concern to you as the installer and provider of these products to the building owner. The first more troubling issue is knit line cavitation. We have seen this occur with polyisocyanurate insulation board products since 2010. The problem is appearing to be more widespread today. The second issue is board thickness. If you have taken delivery of bundles or truckloads, we would recommend you check board thickness on at least 10 different boards, in each shipment.

For the record, we are dealing with a product manufactured to meet ASTM C 1289-16 Faced Rigid Cellular Polyisocyanurate Thermal Insulation Board. This ASTM standard deals with 18 different polyisocyanurate insulation board products. The most widely used polyisocyanurate board for roofing application is Type II, Class 8.1 Dimensional Tolerances and Section 8.5 Face Trueness, which are given below.



1 which has a reinforced cellulose mat facer; further the board can have a minimum specified compressive strength of 16 psi for Grade 1, 20 psi for Grade 2 and 25 psi for Grade 3.

Of special note in ASTM C 1289 is Section 8 - Dimensions, which has two subsections of interest. Section 8.1 Dimensional Tolerances – The length and width tolerances shall not exceed +/- ¼ inch (6.4 mm), the thickness tolerance shall not exceed 1/8 in. (3.2 mm) when measured in accordance with Test Method C303.

8.5 Face Trueness – The thermal insulation boards shall not depart from

absolute flatness more than 1/8 in/ft. (10 mm/m) of length or width when examined in accordance with Practice C550.

#### Knit Lines

Knit lines occur in the manufacturing process wherein the individual lines of foam are laid down on the bottom facer, which is moving into the laminator. As the foam chemically reacts, it rises and will grow. An upper steel platen stops the vertical free rise, of the foam, at the specified board thickness. However, the foam is also expanding horizontally. Where the two horizontally expanding continuous buns of foam come together, it creates a knit line. Here the foam cells are not in an ordered array because the bun growth is stopped by its neighboring bun, which is also expanding.

Figure 1 shows knit lines on polyisocyanurate board being installed on a roof. Currently some manufacturers argue that this is only an aesthetic issue. But this is certainly not true in all cases. Figure 2 shows knit lines as apparent cavitation in the foam board. Figure 3 is a closeup of the board in Figure 2. In Figure 3 the facer has delaminated and is bridging between the foam buns, at the knit line. If you are installing a fully adhered single ply membrane over the board shown in Figure 2 and 3, where would the uplift failure occur? Right along the fractured knit line; a progressive peel failure may then form going from side to side if gusting high winds are present. It is suggested by some to use a cover board; others would tell you to flip the boards upside down. As roofing contractors, you should not have to adapt your installation to manufacturing shortcomings of any roofing product.

ASTM C 1289 only has one section that may apply and that is Section 8.5 Face Trueness which was cited above. The ASTM C550 practice is used to measure face trueness of 1/8" per foot. This assumes the board is warped upwards at the center and not lying flat. Certainly, the board cavitation of the knit lines shown in Figure 1-3 are more than 1/8" wide (within any given lineal foot).

Once again the roofing contractor is faced with a tough decision. Do you proceed to install these boards or do you reject them? A professional design consultant may reject them; one never knows what a future owner may think of a fully adhered roof filled with knit lines.

#### Board Thickness

The dimensional tolerances cited above in Section 8.1 of ASTM C 1289 state that the thickness tolerance shall



To summarize, the knit line issue is reported to be prevalent in all parts of the country and coming from all manufacturers of polyisocyanurate boards. The same national level impact is true with the thickness variations being seen in polyisocyanurate. Some manufactures appear to be doing a better job than others at this issue. It is recommended that you and your employees create a routine to inspect shipments of polyisocyanurate as it is delivered for trueness (knit line



not exceed 1/8 inch and the thickness of any two boards shall not differ more than 1/8 inch when measured in accordance with Test Method ASTM C303. In Section 9.3 of ASTM C303 it states that the thickness on any given board should be made at facer locations, generally near the facer corners, approximately 1-3 inches in from the corner. This may be difficult to do in the field (measure 1-3 inches in from the board edge). Take edge measurements along the perimeter and corner; if they are outside the 1/8inch tolerance have the manufacturer perform the ASTM C303 measurement or have an independent lab run the test.

Remember the owner is buying a specified thickness (or R value) from you. If the boards are of a lessor thickness than stipulated, you may have to defend an "out of specification" product when you had no control over cavitation) and thickness dimensions.

Figure 1. A Fall of 2016 roof installation in the Midwest. The knit lines on these polyisocyanurate boards are clearly visible at installation. The adhered membrane, to be installed, will most likely telegraphs these through. Knit lines will then be visible on the installed roof.

Figure 2. A view of a polyisocyanurate board sample that has undergone ASTM C1289 conditioning. Note the dimensional stability and amplification of the knit lines.

Figure 3. A close-up view of the board in Figure 2. The facer has delaminated from the foam core at the knit line, and is now bridging at the knit line.

#### **CERTA News**

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

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

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

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

January – Iowa Roofing Contractors Association (IRCA) Annual Meeting

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



February – Ohio Roofing Contractors Association (ORCA) Working Tradeshow

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

February/March – International Roofing EXPO

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

MRCA President Mark Langer and Board of



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

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



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# HISPANIC HIRING KIT

Sustainable business growth is impossible without long-term labor stability.

*Workforce development in the roofing industry is a constant challenge.* 

## You can count on the Hispanic Hiring Kit to help:

In partnership with Bilingual America, the industry's foremost subject matter expert, MRCA is pleased to offer the recruiting, hiring, and development tools you've been looking for. They are all in one place and *totally customized* in just days with your logo

to fit seamlessly into your existing business materials! Your Completely Customized Hispanic Hiring Kit includes:

## **Recruiting Tools**

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

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

Applications

Bilingual /

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

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

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

If you're employing Hispanics, or want to, the Hispanic Hiring Kit is a must-have suite of culturally relevant and professional grade tools. It provides you with everything you need, and more,

to attract AND retain Hispanic employees.

. Go to: www.bilingualamerica.com/mrca

Ual America Open your World. Abra su Mundo. for your fully customized kit today!

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

Greg Sprague President/Owner Sprague Roofing Company





# CALENDE OF EVENT

NRCA CERTA Train-the Trainer Authorization May 18, 2017 Rosemont, IL www.nrca.net

Aileron **Course for Presidents** June 6-7, 2017 **Aileron Campus** Dayton, OH www.aileron.org



RCMA – Roof Coatings Ma Summer Meeting & Lobby June 19-21, 2017 Washington, DC www.roofcoatings.org



WSRCA – Western States Roofing Contractors Western Roofing Expo 2017 June 11-13, 2017 Paris Las Vegas Hotel & Casino Las Vegas, NV www.wsrca.com ....



FRSA – Florida Roofing a **Contractors Association** 95th Annual Convention & June 22-24, 2017 Orange County Convention Cer Orlando, FL www.floridaroof.com

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**IRCA** – Indiana Roofing Contractors Association **Annual Golf Outing** June 14, 2017 **Purgatory Golf Club** Noblesville, IN www.indianaroofing.org

**IRCA** – Iowa Roofing Contractors Association **Annual Golf Outing** June 16, 2017 Otter Creek Golf Course Des Moines, IA www.iowaroofingcontractors.com



anufacturers Association Day

Aileron Course for Presidents Sept 12-13, 2017 Aileron Campus Dayton, OH www.aileron.org



nd Sheet Metal

**Expo** nter ARCA – Arizona Roofing Contractors Association Annual Convention Sept 28-30, 2017 Little America Hotel Flagstaff, AZ 86004 www.azroofing.org

ARCA

MRCA – Midwest Roofing Contractors Association 68<sup>th</sup> Annual CON-EXPO Oct 16-18, 2017 America's Center 701 Convention Plaza St. Louis, MO 63101 www.mrca.org



# DISCOVER THE BENEFITS OF MRCA Membership

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

## Join MRCA today for exclusive access to:



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



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



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



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



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



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



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



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



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



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

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

It's easy! Call 800.497.6722, go online to www.mrca.org, or mail the application on the reverse side.



**ASSOCIATION®** 

#### Midwest Roofing Contractors Association Contractor Membership Application



Company Name			
Company Address			
City	State	Zip Code	
Phone		Fax	
Company E-mail	Company Website		
Primary Contact (will also be billing contact)	Title	E-mail	
Referred by: Name			
Safety Manager Contact	E-mail		
Other key personnel (will receive im	portant information from	n MRCA):	
Name	Title	E-mail	
Name	Title	E-mail	
Name	Title	E-mail	
Primary Market			
	lential (steep slope)	Both	
Membership Level			
Silver—\$795			\$
Gold—\$1,000 (includes \$100 donation to	MRCA Foundation)		\$
Platinum—\$1,500 (includes \$300 donat			\$
Branch—\$200			\$
Member company affiliation			Ψ
Malarkey Roofing Products <sup>®</sup> Certifie (\$250 discount, courtesy of Malarkey, not appli			- <b>\$250</b>
Payment Information (select one)			TOTAL
	sterCard 🛛 American Expl	ress 🗌 Discover	
Name on Card (please print)			
Account Number	Exp Date		
Signature			
Return form with payment to the M	idwest Roofing Contracto	ors Association.	
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