



CALL FOR PRESENTATIONS

Share your expertise and experience!

The Midwest Roofing Contractors Association (MRCA) represents commercial and residential roofing contractors, manufacturing and marketing companies, as well as architects, engineers, code and design professionals throughout the Midwest.

MRCA is committed to delivering educational programs that enhance the technical and business skills of its members. The educational programming at the MRCA CON EXPO offers practical and cutting-edge information presented by qualified speakers. Educational workshops and seminars cover a broad array of specialty areas to meet the needs of industry professionals at all levels of experience.

You are invited to share your expertise and experience with your peers by submitting a proposal for an educational session at the 2025 MRCA Conference & Expo!

Educational Tracks

MRCA wants to offer education in areas including, but not limited to, the following:

- **Business Management**
 - Business operations
 - Financing
 - Human resources
 - Insurance
 - Investments
 - Motivation and leadership practices
 - Personnel development Productivity
 - Risk management
 - Succession planning
- **Engineering Training**
 - Architectural considerations
- **Safety Training**
 - Equipment inspection Jobsite safety, fall protection
 - Regulations
- **Sales and Marketing**
 - Advertising
 - Market trends
 - Sales coaching
 - Social media
 - Website
- **Crew-Member Training**
 - Customer communications
 - Customer relations
 - Team building
- **Technical Knowledge**

Selection of Speakers

Each proposal is reviewed by the MRCA Board of Directors, which is composed of industry leaders. Technical proposals are reviewed by MRCA's Technical and Research Committee. The committees will select presentations on the basis of their **overall quality**, their **relevance to the roofing industry** (with attention to attendees' feedback on previous MRCA educational sessions), and their **applicability related to innovations in industry technology or business thinking**.

A proposal should have a well-defined focus, clear learning objectives, and a practical application for roofing industry professionals.

Special Benefits for Speakers

- Recognition as an industry leader in MRCA Conference & Expo communications
- The opportunity to exchange knowledge with peers
- Recognition in the conference brochure, on the MRCA website, and in a pre-conference issues of *MR Magazine*
- Complimentary registration to the 2025 MRCA Conference & Expo

The Proposal Process

- Complete the enclosed proposal form in its entirety (one proposal per form). You must use this form. Submission of an incomplete form will decrease the chance of selection, and proposals not submitted on this form will not be considered.
- Include with the proposal form a brief outline of the presentation, a brief biography, and (if applicable) the amount of a requested honorarium.
- Download or photocopy this form to submit one or more proposals.
- **E-mail, mail, or fax the form to MRCA on or before February 28, 2025.** See page 2 of the form for instructions.

When describing your seminar's content, **put yourself in the attendee's shoes**. Have you clearly explained your objectives and what the key takeaways will be for attendees? Have you offered a compelling reason for someone to attend your session? Remember that the committee takes into account clarity and organization when reviewing proposals.

Representing MRCA

When you speak at an MRCA event, you represent the association to members and to the roofing industry as a whole. Rightly or wrongly, what you say and how you say it become the lens through which members judge the association. The most important thing you can do to represent MRCA well is to present an exciting session that meets members' needs, solves problems, and enhances the ability of members to deliver high-quality products and services.

MRCA requires speakers at its meetings to abide by the following policies concerning product promotion and antitrust regulations:

Product Promotion

It is the policy of MRCA that the role of any speaker is to educate, not to promote a particular product, product line, supplier, or service. Therefore all speakers must abide by the following guidelines:

- It is permissible to mention products, companies, and techniques and to include reference to them in handouts or materials. However, speakers may not endorse or recommend particular suppliers or products. Speakers may not mention the cost of products or services in their presentations or handouts, and they may not promote any product or service for the purpose of sales.
- Speakers may not set up displays to promote products or services in educational sessions.
- Sales promotions and sales transactions may not take place in educational sessions.

Antitrust Regulations

MRCA is an association of contractors, suppliers and manufacturers. As an association of competitors in the roofing industry, MRCA must act cautiously to ensure that no federal or state antitrust laws are violated.

Prohibited topics in discussions during association meetings include those that could be construed as tending to (a) raise, lower, or stabilize prices or fees, including credit terms; (b) regulate production or the availability of products or services; (c) allocate markets or customers; (d) encourage boycotts; or (e) foster uncompetitive practices. These include, but are not limited to, discussions involving terms of warranties or contracts, the quality of competing products, or anything that could be indirectly related to pricing.

Remember: ***Pricing may not be discussed.***

PRESENTATION PROPOSAL FORM

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Submit your proposal to MRCA on or before February 28, 2025.

PRESENTER

Name: _____

Names of co-presenters (if any): _____

Company: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____ E-mail: _____

Are you a new presenter? Yes No Qualifies for AIA Credit(s): Yes No

Presentation Category: General Interest Foreman Training
 Business Management Safety Training
 Crew-Member Training Sales and Marketing
 Engineering Training Technical Knowledge

Target Audience: Management Designer (architect or engineer)
 Crew Member Safety Manager

Level of Seminar: Beginner Intermediate Advanced

Note: Structure your presentation so that it focuses on a specific level or range of knowledge for the attendee. The beginner is just starting in the field or area, the immediate learner has some prior knowledge, and the more advanced learner is ready for a higher level of instruction. Attendees want to use their time productively by choosing sessions appropriate to their specific learning needs.

Learning Objectives (What will attendees gain from attending this session?)

Format:

Lecture Discussion or Forum Workshop Hands-On Skills Training

Projected Length of Session:

1 hour 2 hours 3 hours 4 hours 5 hours

Presentation Title: _____

Disclosure of Fees are Required below: (1.) **Speaking Fees** (2.) **Hotel/Travel Needs** (3.) **Any Additional Fees**

1.

2.

3.

PRESENTATION PROPOSAL FORM

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Presentation Description

Please note that if your proposal is selected, this description of your session may be used in promotional material. Provide bullet points or a brief description (200-word maximum).

My signature indicates that

- o If MRCA decides to record the educational sessions, I agree to sign a release allowing MRCA to record my presentation for the purpose of providing online educational resources to MRCA members.
- o I am available to present this session at the 2025 MRCA Conference & Expo (Dates TBD)
- o If my presentation is accepted, I will provide a copy of the presentation to MRCA at least 1 month before the event.

Signature or printed name (*Your signature or printed name indicates your acceptance of the terms of the proposal form.*)

Date

Submit your proposal on or before February 28, 2025.

- E-mail the completed proposal form, outline, and biography to rpinkus@mrca.org
or
- Mail the completed proposal form, outline, and biography to MRCA, Attn: 2025 Conference & Expo, 7250 Poe Ave. Suite 410 - Dayton, OH 45414
or
- Fax the completed proposal form, outline, and biography to 937-278-0317, Attn: 2025 Conference & Expo

If you have any questions, contact Sherry Freier at 800-497-6722

**Thank you for sharing your expertise to
advance the roofing industry.**