

MARCA

MIDWEST ROOFING CONTRACTORS ASSOCIATION
EXPO +
CONFERENCE

Saint Paul

WELCOME ROOFERS



NAVIGATING JUST GOT EASIER.

GET CONFERENCE SCHEDULES | LOCATE SESSIONS | BUILD YOUR PERSONALIZED SCHEDULE | CONNECTS TO YOUR SOCIAL MEDIA | FIND OUT WHO'S ATTENDING WITH MESSAGING FEATURE | EXPO MAP | EXHIBITOR INFORMATION | PRESENTER INFORMATION WITH DOWNLOADABLE HANDOUTS | FIND LOCAL INFORMATION ALONG WITH HOTEL AND CONVENTION CENTER | DOWNLOAD BEFORE YOU GO

INTRODUCING THE 2024 CONFERENCE & EXPO APP



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CVENT EVENTS
SEARCH "MRCA"
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MRCA Presents the 2024 Conference & Expo

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YCC Fundraiser Event 6 | Foundation Event 9

Schedule at a Glance 10-11

Full Schedule & Session Descriptions 12-15

Special Session 17 | Save the Date 20



SHUTTLE



There will be an MRCA shuttle running continuously between the Host Hotel and the Convention Center during these specified times:

Mon. Oct. 21	10 am - 4 pm
Tue. Oct. 22	7:30 am - 5 pm
Wed. Oct. 23	8 am - 12:30 pm



YOGA SESSION

Start your Conference experience off on the right balanced foot! The MRCA Women In Roofing Council is excited to present this unique opportunity to ALL attendees. Yoga gives us a chance to enhance our physical and mental well-being by improving flexibility, strength and balance. These are all great personal tools to have primed up as you enter into your time at the MRCA Conference and Expo.

Please join us for this casual yoga session that is open to all skill levels!

Monday, October 21st

9:00 AM

Kellogg Rooms at the

InterContinental Saint Paul Riverfront Hotel

Yoga mats will be provided for the first 40 participants!

Instructor: Rachel Garcia
of Malarkey Roofing Products



HOSTED BY:



Midwest
Roofing
Contractors
Association

2024 MRCA Leadership Directory

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Robert Poutre
Roof Tech, Inc.

Paul Ramon
Ramon Roofing, Inc.

Casey Snead
MRB Contractors

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Laurie Moore
Kreiling Roofing Co

Steep Slope Chair
Brett Tesson
Tesson Roofing & Exteriors

Secretary
Chris Daly
Kaw Roofing & Sheet Metal Inc.

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Past President's Council Chair
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Greg Bloom
Beacon Building Products

Signatory Contractors Council Chair
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Foundation President
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YCC Chair
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Legal Counsel
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Auman, Mahan & Furry

Miles Maddux
Versatile Roofing, LLC

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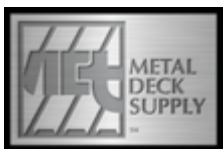
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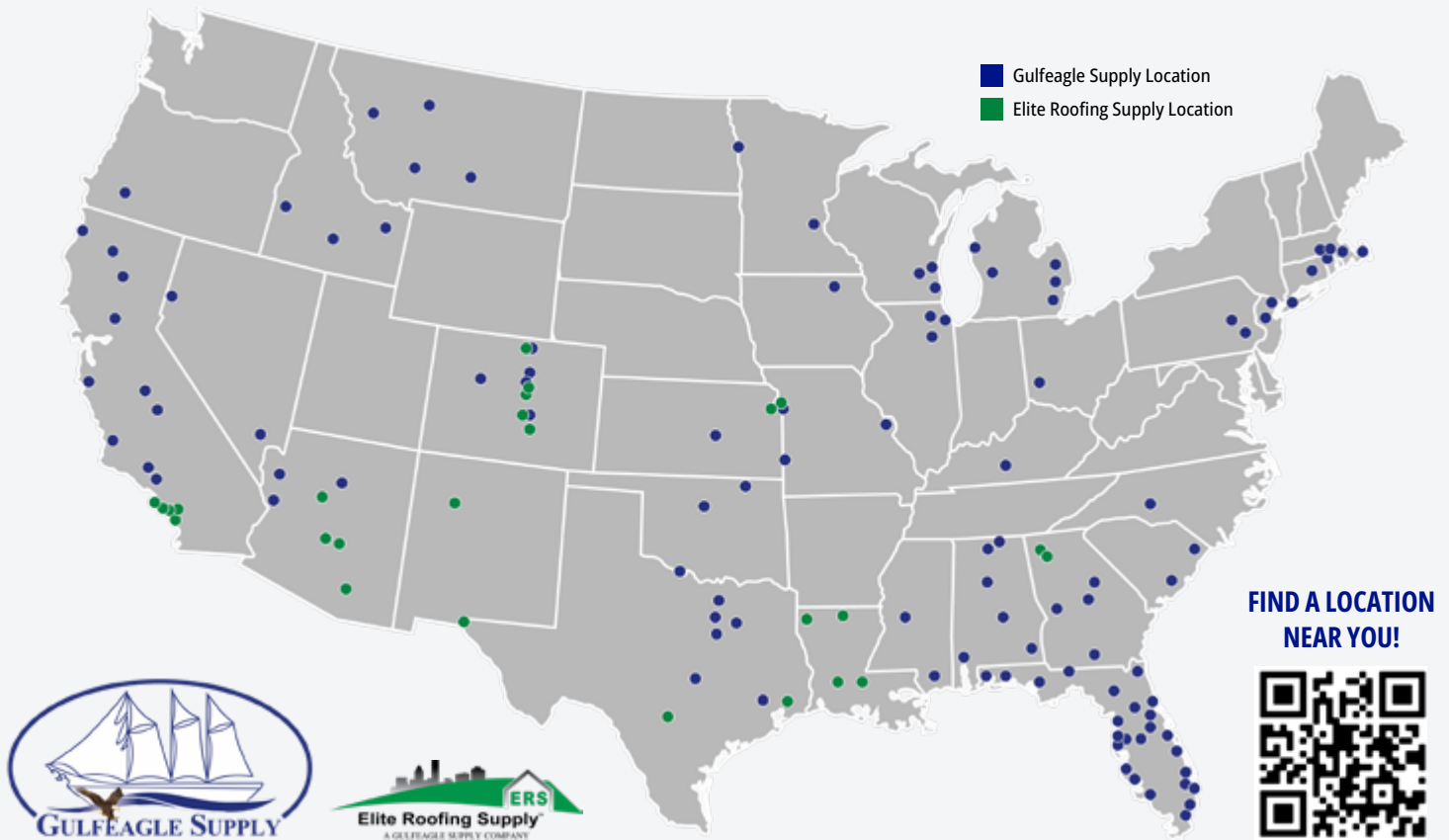


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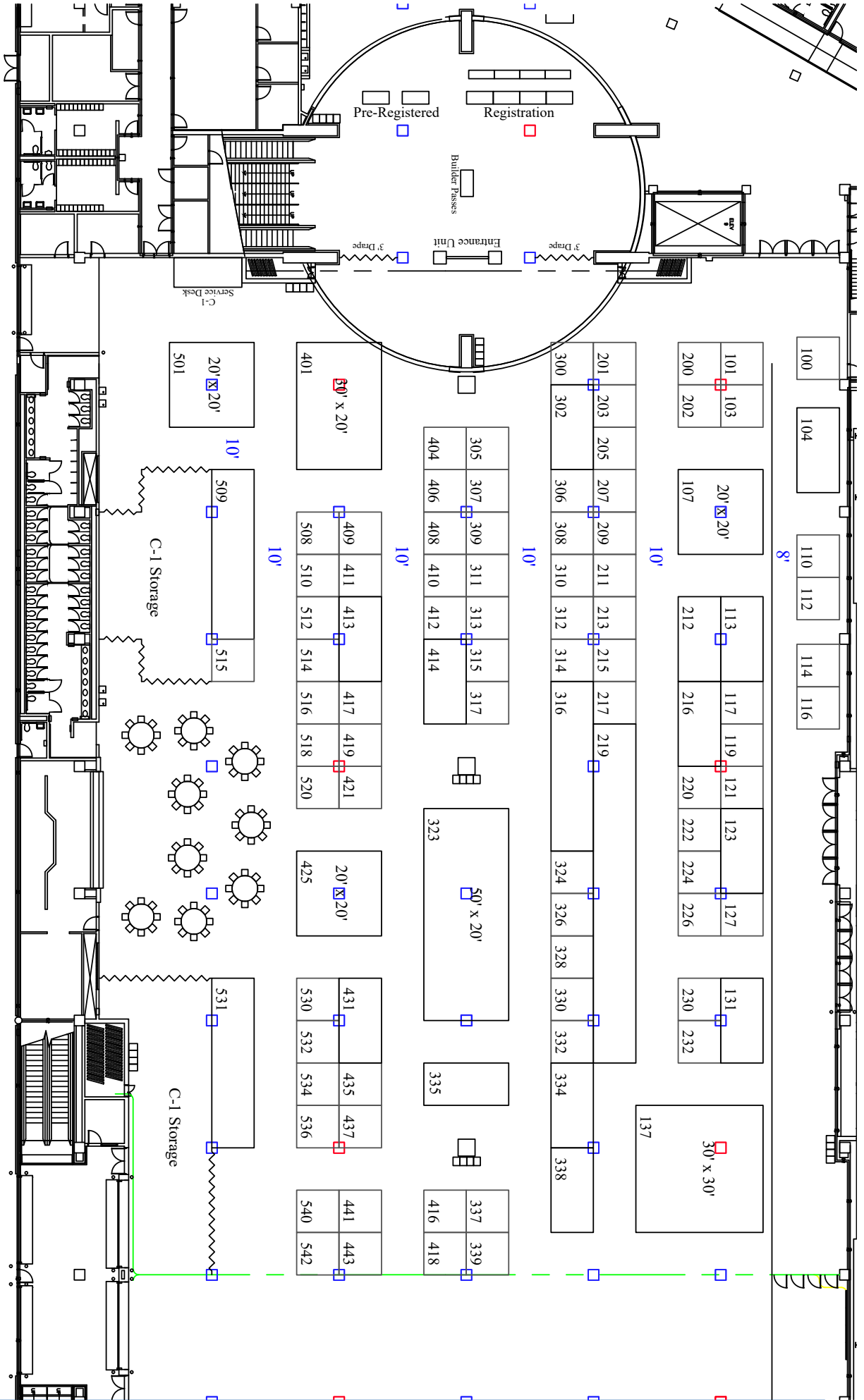
GULFEAGLE SUPPLY

Dedicated to providing our customers with quality products and superior service.



BUILDING RELATIONSHIPS, BUILDING TRUST A TRADITION SINCE 1973

Gulfeagle Supply is a family-owned and operated independent distributor with branches across the nation. We specialize in servicing the professional contractor and provide a variety of products and services to the homeowner, building owner, architect, and general contractor. Our goal is to not only provide competitive material pricing, but also to help contractors build their business and succeed.



MRCA
October 20-23, 2024
St. Paul River Centre
Hall A



Trade Show Services
 REVISED: September 30, 2024
 * Subject to Fire Marshal Approval

Exhibitors AND EXHIBIT HALL

Visit leading industry suppliers in the exhibit hall where they will showcase their products and services during the MRCA 74th Annual Expo. The exhibit hall is designed to allow you to meet face to face with vendors, view product demonstrations, and network with your peers. Connect with each exhibiting company to learn how they can help you grow your business!

*** THANK YOU SPONSORS!**

EXHIBIT Hours

MONDAY OCTOBER 21ST

1:00 pm–5 pm
Exhibitor Move-In
(BY APPOINTMENT ONLY)

TUESDAY OCTOBER 22ND

8:00 am–11:00 am
Exhibitor Move-In
12:30 pm–4:00 pm
Expo Open

WEDNESDAY OCTOBER 23RD

9:00 am–12:00 pm
Expo Open
12:00 pm–3:00 pm
Exhibitor Move-Out

INSTALLATION & DISMANTLE:

All exhibits must be set and ready before the Expo Grand Opening on October 22nd at 12:30 PM.

Dismantle of displays may commence AFTER 12:00 PM on Friday, October 23rd and must be completed by 3:00 PM unless otherwise arranged with the Show Decorator. Early dismantle constitutes a breach of contract and requires the exhibitor to pay for the distraction to the exhibits (See Exhibitor Brochure for Rules and Regulations).

2024 EXHIBITORS

1Life Software	119	Dope Marketing	418	OMG Roofing Products	413
*4C's Spray Equipment Rental, Sales and Service, LLC	311	Duro-Last Roofing, Inc	220	Peterson Aluminum Corp.	201
838 Coatings™	530	EcoStar LLC	101	Polyglass U.S.A. Inc.	310
*A.C.T. Metal Deck Supply	317	*Elevate Roofing Systems	131	Progressive Materials LLC	308
*ABC Supply Co., Inc.	401	EMI Roof Vacs	230	RK Hydro-Vac, Inc.	532
Acculynx	200	Estimating Edge	508	Rocket Equipment	335
Aletheia Digital	441	Everest Systems, LLC	326	*Roofing Contractor Magazine	339
Alpha Protech Engineered Products, Inc.	328	*GAF	501	Roof Scope Technologies	222
American Weatherstar	217	Garlock Equipment	107	Roofers Local 96	224
Amped Equipment	113	Garrdal Corporation	409	*RoofersCoffeeShop	202
APOC	313	General Coatings Manufacturing Corp.	104	Roser USA	410
Arvinyl Laminates	443	Geocel Corporation	324	RST Service	117
Atlas International, Inc	226	Georgia Pacific Gypsum LLC	312	Sales Assist	435
Atlas Roofing Corp	215	Geospan	542	*Service First Solutions	315
AVI Service / All Vac Inc.	203	GHEMCO	514	Service Titan	540
Babcock-Davis	309	Giuffre Bros Cranes, Inc.	531	Sheffield Metals International	411
*Beacon Building Products	425	HAPCO inc.	216	*Sika Sarnafil, Inc	419
*Beeline Purchasing LLC	110	Hennes-Johnson Equipment Co. Inc.	112	Siplast	512
Big Rock Supply	338	IKO Industries Inc.	302	Siro	314
Bitec, Inc.	417	InOvate Dryer Products	213	*SOPREMA & Performance Roof Systems	431
BRAVA Roof Tile	330	*Johns Manville	212	*SRS Distribution	316
BRIX Recruiting Partners	209	*Karnak Corporation	116	STACK Construction Technologies	412
*Carlisle SynTec, Inc	414	Leading Edge Safety	306	TAMKO Building Products, Inc.	518
Centerpoint Connect Roofing Software	416	Leaf Solution	123	Terial Inc.	211
*CertainTeed Assoc Branch	509	LeafBlaster Pro	332	TOPWET Inc.	536
Cidan Machinery Inc	408	Lifetime Tool and Building Products	534	TRA Snow & Sun	114
Coated Metals Group.	305	MacArthur Co	515	United Union of Roofers Waterproofers & Allied Workers	219 & 300
CompanyCam	437	*Malarkey Roofing Products	323	Vac-It-All	127
ContractorCoachPRO LLC	520	McElroy Metal	334	Versico Roofing Systems	307
Cordeck	103	MetalForming, Inc	421	Westlake Royal Roofing Solutions	207
Cutco Cutlery	516	Midwest Roofers & Contractors Association	137	Wieland Metal Services	232
*Dataforma, Inc.	404	Mule-Hide Products Co Inc	406	Wiss, Janney, Elstner Associates, Inc.	337
DaVinci Roofscapes	205	National Roofing Partners	121		
*D-MAC Industries	510				



THE YOUNG CONTRACTORS COUNCIL PRESENTS

TIMBER BASH

CASINO NIGHT

10-21-2024

7:30PM-10:00PM

\$50 PRE REGISTERED
OR \$60 AT DOOR

DRESS UP AS A LUMBERJACK
OR LUMBERJILL

PRIZES OPEN BAR FOOD

INTERCONTINENTAL SAINT PAUL RIVERFRONT HOTEL • GREAT RIVER BALLROOM

Registration includes food, access to our open bar, and some gaming money to get you started. It also gets you a seat at any of our game tables. Game tables will be hosted by professional dealers. Cash in your chips at the end of the night for chances to win big in the bucket raffle. Deal yourself a night to remember and register now! Proceeds from this event will benefit the MRCA Foundation. The YCC will also be holding their annual Service Project during the event to benefit a local cause. Welcome Party attendees who participate in the kit assembly service project will be given additional tickets towards the prize raffle that is drawn at the conclusion of the Welcome Party.

PROUD SPONSORS



QUESTIONS? CALL OR TEXT KATHLEEN UNGER AT 937-809-9809 OR EMAIL KUNGER@MRCA.ORG

MRCA FOUNDATION PRESENTS

12TH ANNUAL



TUESDAY
22ND OCT

DRESS CODE
BLACK & WHITE

THE

BLACK AND WHITE BALL



RECEPTION & AUCTION

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FREE TO ALL REGISTERED ATTENDEES & EXHIBITORS

★ SILENT AUCTION 5PM-8PM ★ LIVE AUCTION 6:45PM

INTERCONTINENTAL SAINT PAUL RIVERFRONT HOTEL GREAT RIVER BALLROOM



To Benefit the Educational Programs, Industry Research, and Academic Scholarships for MRCA Members and their Families

NOTE: THE MRCA FOUNDATION IS A 501(C)(3) AND YOUR CONTRIBUTIONS AT THE AUCTION ARE TAX DEDUCTIBLE

MRCA *Schedule* AT A GLANCE

MONDAY, OCTOBER 21ST

7:30 AM - 3:00 PM Registration (**ROTUNDA**)

1:00 PM - 5:00 PM Exhibitor Set-Up (**BY APPOINTMENT ONLY**) (**EXHIBIT HALL A**)

MORNING YOGA SESSION (Separate Registration Required)

9:00 AM – 10:30 AM Women in Roofing (WinR) Sponsored Yoga Session ([Intercontinental Hotel – KELLOGG ROOM](#))

MRCA BOARD MEETING LUNCHEON (Closed Meeting)

10:00 AM – 12:00 PM MRCA Board Meeting & New Director Orientation (**ROOM 9**)

1:00 PM – 2:00 PM Educational Breakout Sessions

BUSINESS DEVELOPMENT EDUCATION (**ROOM 10-12**)

Practice to be Prepared: The Customer's Emergencies are Your Emergencies - Tracey Donels - Service First Solutions

GENERAL EDUCATION (**ROOM 13-15**)

Architectural Sheet Metal Best Practices: A Panel Discussion

Moderator: Luke Haines - Roofmasters Roofing & Sheet Metal

Management: Dylan Wiesner - Roofmasters Roofing & Sheet Metal

Manufacturer: Charlie Smith - McElroy Metal

Estimator: James P. Fleming - Langer Roofing & Sheet Metal

Field: Joe Huntington - AAA Roofing Co.

TECHNICAL & SAFETY EDUCATION (**BALLROOM D**)

Roof Deck Integrity Study Results - Richard Kristie and Heidi Mase - Wiss, Janney, Elstner Associates, Inc.

2:00 PM – 2:15 PM BREAK

2:15 PM – 3:15 PM Educational Breakout Sessions

BUSINESS DEVELOPMENT EDUCATION (**ROOM 10-12**)

4 Predictable Ways Roofing Contractors Grow Their Business without Debt - Scott Beebe – Business On Purpose

GENERAL EDUCATION (**ROOM 13-15**)

Enhancing Your Leadership Skills: A Journey of Self-Reflection and Intentional Living

Larry Stock - Queen City Roofing and Sheet Metal

TECHNICAL & SAFETY EDUCATION (**BALLROOM D**)

Safety Implications for Subcontractors - Gary Auman – Auman, Mahan, & Furry

4:30 PM – 7:00 PM Past President's Dinner (By Invitation) (KINCAID'S FISH, CHOPS & STEAKS)

NEW MEMBER / FIRST TIMER RECEPTION

([Intercontinental Hotel - GREAT RIVER BALLROOM FOYER](#))

Hosted by MRCA Women in Roofing (WinR)

7:00 PM – 7:30 PM

YOUNG CONTRACTORS COUNCIL (YCC) FUNDRAISER WELCOME PARTY

([Intercontinental Hotel - GREAT RIVER BALLROOM](#))

7:30 PM – 10:00 PM TIMBER BASH! CASINO NIGHT (Separate Registration Fee)

Schedule AT A GLANCE **MRCA**

TUESDAY, OCTOBER 22ND

8:00 AM - 4:00 PM Registration (**ROTUNDA**)

8:00 AM – 10:00 AM Breakfast (**EDUCATION ROOMS FOYER**)

8:00 AM - 11:00 AM Exhibitor Set-Up (**EXHIBIT HALL A**)

8:30 AM – 9:30 AM Educational Breakout Sessions

BUSINESS MANAGEMENT EDUCATION (ROOM 10-12)

4 Blind Spots Preventing Roofing Contractors from Retaining Talent and Growing Profit
Scott Beebe – Business On Purpose

GENERAL EDUCATION (ROOM 13-15)

Attic Ventilation: Ask the Expert - Paul Scelsi, Air Vent, Inc.

TECHNICAL EDUCATION (BALLROOM D)

NRCA Low Slope Update on Roofing Industry Technical Issues - Mark Graham – NRCA Vice President of Technical Services

9:30 AM – 9:40 AM BREAK

9:40 AM – 10:40 AM Educational Breakout Sessions

BUSINESS DEVELOPMENT EDUCATION (ROOM 10-12)

Succession Planning: It's Not Just For Retirees - Larry Stock

GENERAL EDUCATION (ROOM 13-15)

Give Your Employee C.R.A.P.: The Success Formula for Building Loyalty - Jeff Kortez - Human Asset Management LLC

TECHNICAL & SAFETY EDUCATION (BALLROOM D)

Safety Matters - Gary Auman – Auman, Mahan, & Furry

10:40 AM – 10:50 AM BREAK

MEMBERSHIP MEETING, AWARDS & KEYNOTE PRESENTATION (BALLROOM D)

10:50 AM – 12:20 PM **Keynote “Fighting Back” with former Pittsburgh Steeler Rocky Bleier**

12:30 PM – 4:00 PM EXPO OPEN (**EXHIBIT HALL A**)

2:30 PM – 4:00 PM Signatory Contractors Roundtable Discussion (**ROOM 9**)

John Quarnstrom, CEO of the Sheet Metal and Roofing Contractors Association, St. Paul Minnesota
Valerie Pope, MRCA Signatory Contractors Council Staff and Director of Labor Relations

3:00 PM Special Session Round Table Workforce Development and Recruitment for Roofing Contractors
(**MRCA Booth on Expo Floor**)

MRCA RECEPTION & FOUNDATION AUCTION BLACK & WHITE BALL

(Intercontinental Hotel - GREAT RIVER BALLROOM)

5:00 PM – 8:00 PM SILENT AUCTION

6:45 PM LIVE AUCTION

WEDNESDAY, OCTOBER 23RD

8:00 AM - 12:00 PM Registration (**ROTUNDA**)

9:00 AM - 12:00 PM EXPO OPEN, Breakfast ON Expo Floor (**EXHIBIT HALL A**)

#MRCA2024

Educational SESSIONS

MONDAY, OCTOBER 21ST

7:30 am–3:00 pm Registration (ROTUNDA)

1:00 pm–5:00 pm Exhibitor Set-up (BY APPOINTMENT ONLY)
(EXHIBIT HALL A)

MORNING YOGA SESSION

Women in Roofing (WinR) Sponsored Yoga Session



9:00 am–10:30 am (Intercontinental Hotel –
KELLOGG ROOM)

Join the Women in Roofing Committee and kick off conference with a relaxing yoga session with Instructor, Rachel Garcia. Participants will be guided through a session designed for the beginner and intermediate yogi alike and everyone will go home with their very own yoga mat!

MRCA BOARD MEETING (Closed Meeting)

10:00 am–12:00 pm (ROOM 9)

MRCA Board Meeting & New Director Orientation

BUSINESS DEVELOPMENT EDUCATION

Practice to be Prepared: The Customer's



Emergencies are Your Emergencies

1:00 pm–2:00 pm ROOM 10-12

Speaker: Tracey Donels - Service First Solutions

The success of your service department hangs on your ability to provide amazing customer service. Providing amazing customer service is easier when you have a team of staff members trained specifically to handle the unpredictable situations faced when helping customers with their emergencies. Just like firefighters are primarily responsible for responding to emergency situations, service department staff must respond to the customer with a similar alertness while maintaining a professional demeanor. Tracey will identify the characteristics of the staff necessary to create a customer-centric culture and explain how to train simple, repeatable processes that will organically yield greater brand trust and loyalty among customers. Like firefighters, your service department must work as a team to resolve the customer's emergency and maximize the company's goals. He will address how strategically placed staff members in your service department must be educated in both their roles and the roles of their teammates to allow for seamless communication. Similar to how controlled burns are used to train firefighters, you must train your service department with routine procedures. Finally, Tracey will review how to maximize the time of your staff between emergencies. Like firefighters, your service department has downtime, but in those moments your team cannot be committed elsewhere; otherwise, there will be no one prepared when a customer's emergency arises.

GENERAL EDUCATION

Architectural Sheet Metal Best Practices: A Panel Discussion

1:00 pm–2:00 pm ROOM 13-15

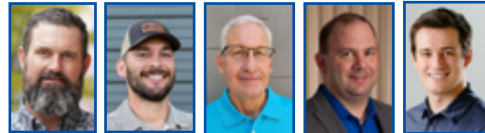
Moderator: Luke Haines - Roofmasters Roofing & Sheet Metal

Management: Dylan Wiesner - Roofmasters Roofing & Sheet Metal

Manufacturer: Charlie Smith - McElroy Metal

Estimator: James P. Fleming - Langer Roofing & Sheet Metal

Field: Joe Huntington - AAA Roofing Co



Please join our panel of professionals as they share their expertise regarding estimating,

measuring, ordering, fabricating, transporting and installing architectural sheet metal. This interactive seminar will encourage attendee participants to share their successes and even their not-so-successful experiences for a collaborative learning experience.

TECHNICAL EDUCATION

Roof Deck Integrity Study Results

1:00 pm–2:00 pm BALLROOM D



Speaker: Richard Kristie and Heidi Mase - Wiss, Janney, Elstner Associates, Inc.

The MRCA Research and Testing Program for 2024 focused on oriented strand board (OSB) roof sheathing and asphalt shingles. The purpose was to help answer questions related to multiple asphalt shingle roof replacements on the same structure(s) and how diminishment in structural performance of the OSB sheathing may impact asphalt shingle roofing replacement considerations and installation practice(s). The objective of the research and testing program was to identify and compare structural changes in sheathing substrate conditions and extent of strength loss in 1/2-inch (15/32) and 5/8-inch (19/32) OSB sheathing resulting from multiple roof replacements as measured by fastener withdrawal and concentrated load strength testing.

2:00 pm – 2:15 pm BREAK

BUSINESS DEVELOPMENT EDUCATION

4 Predictable Ways Roofing Contractors Grow Their Business without Debt



2:15 pm – 3:15 pm ROOM 10-12

Speaker: Scott Beebe – Business On Purpose
In this mindset-shifting talk, Scott Beebe, CEPA, the founder of Business on Purpose will walk you through the difference between a “lifestyle business” and a “value creation” business that allows you to unlock the purpose, people, process,

Educational SESSIONS

and profit of your business while living with real impact and purpose today and tomorrow. This talk will catapult you from feeling like your business is a burden and chore and reframe your business into a massive asset that allows for significant value for you, your family, and many others. You will leave feeling hopeful about the business you already have instead of dreading what you are afraid your business has become.

GENERAL EDUCATION

Enhancing Your Leadership Skills: A Journey of Self-Reflection and Intentional Living

2:15 pm – 3:15 pm Room 13-15



Speaker: Larry Stock - Queen City Roofing and Sheet Metal

Have you ever wondered what it's like to be on the receiving end of your leadership? Leaders are perpetual learners, and the most challenging person to lead is often oneself. This session will delve into the importance of self-reflection and

understanding our own tendencies and their impacts. Discover strategies to become more present and productive, even when time feels scarce. Learn how living intentionally, rather than accidentally, can yield significant personal and professional benefits.

Larry is a former MRCA board member who recently sold his roofing company that he had owned and worked for 45 years. He is now enjoying providing leadership development and team productivity improvement training to others.

TECHNICAL & SAFETY EDUCATION

Safety Implications for Subcontractors

2:15 pm – 3:15 pm BALLROOM D

Speaker: Gary Auman – Auman, Mahan, & Furry



Join MRCA Legal Counsel, Gary Auman, for an essential educational session tailored for roofing contractors. This session will delve into the critical considerations and safety responsibilities involved when hiring subcontractors. Attendees will gain valuable insights into managing safety liabilities, ensuring compliance with industry standards, and implementing best practices to protect their workforce and business. Don't miss this opportunity to learn how to keep an "arms-length" relationship with your subcontractors and what obligations you may have with them.

4:30 pm – 7:00 pm Past President's Dinner

(By Invitation) KINCAID'S FISH, CHOPS & STEAKS

NEW MEMBER / FIRST TIMER RECEPTION

7:00 pm – 7:30 pm Intercontinental Hotel - GREAT RIVER BALLROOM FOYER

Hosted by: MRCA Women in Roofing (WinR).

This reception offers new MRCA members and first-time attendees to the MRCA Annual Conference & Expo the opportunity to meet the MRCA Board as well as others who are attending the conference for the first time. It is also an opportunity to receive information about MRCA, general information about the 2024 Annual Meeting, and a sneak peek at what is to come in 2025.



YCC FUNDRAISER WELCOME PARTY TIMBER BASH! CASINO NIGHT

(Separate Registration Fee)

7:30 pm – 10:00 pm Intercontinental Hotel - GREAT RIVER BALLROOM

Hosted by: YOUNG CONTRACTORS COUNCIL

Dress Up as a Lumber Jack or Lumber Jill! Your YCC Event registration includes food, access to our open bar, and some gambling money to get you started. It also gets you a seat at any of our game tables for Texas Hold 'Em, Blackjack, Craps, and Roulette. Game tables will be hosted by professional dealers. Cash in your chips at the end of the night for chances to win big in the bucket raffle. Deal yourself a night to remember and register now! **Proceeds from this event will benefit the MRCA Foundation.**



#MRCA2024

Educational SESSIONS

TUESDAY OCTOBER 22ND

8:00 am–4:00 pm Registration (ROTUNDA)

8:00 am–10:00 am Breakfast (EDUCATION ROOMS FOYER)

8:00 am–11:00 am Exhibitor Set-Up (EXHIBIT HALL A)

BUSINESS DEVELOPMENT EDUCATION 4 Blind Spots Preventing Roofing Contractors from Retaining Talent and Growing Profit

8:30 am–9:30 am ROOM 10-12



Speaker: Scott Beebe – Business On Purpose

Most contractor owners cross their fingers and hope for the best when desiring a solid culture, meaningful profit, and a product that they are proud of. Luck is not a strategy! This highly engaging education program will reveal

four critical blind spots sabotaging the growth of your business and your team. You will leave this presentation with ONE action item to immediately implement into your business and you will wish you had heard this talk ten years ago! After this presentation you will have clarity on why the younger generation “will not listen” and how you can respond, the leadership “RPM’s for a healthy culture, and the one system that will ensure necessary profit that will fuel culture and growth.

GENERAL EDUCATION

Attic Ventilation: Ask the Expert

8:30 am–9:30 am ROOM 13-14



Speaker: Paul Scelsi, Air Vent, Inc.

This is a technical overview of the various benefits of a balanced attic ventilation system and how to properly specify and install it. The program includes installation tips, how to calculate if there is enough ventilation, real-life case studies, answers to frequently asked questions, and a Q & A period.

TECHNICAL & SAFETY EDUCATION

NRCA Low Slope Update on Roofing Industry Technical Issues

8:30 am–9:30 am BALLROOM D



Speaker: Mark Graham – NRCA Vice President of Technical Services

You need to stay up to date with the latest technical information to ensure your company’s success. Make sure to attend this one-hour session during which Mark Graham, NRCA’s Vice President of

Technical Services, will provide insider information into current technical issues in the roofing industry and answer

your questions. This is a great way to keep abreast of technical developments and updates in the roofing industry.

9:30 am – 9:40 am BREAK

BUSINESS DEVELOPMENT EDUCATION

Strategic Succession Planning for Your Company

9:40 am – 10:40 am ROOM 10-12



Speaker: Larry Stock - Queen City Roofing and Sheet Metal

As a busy business owner, it’s essential to allocate time for strategic thinking about your company’s future. Whether you’re considering retirement or transitioning to a new phase of life, effective succession planning is crucial.

In this program, we’ll explore key topics, including:

- Developing and empowering your management team and leaders.
- Aligning personal and ownership goals with the company’s vision.
- Identifying 4 potential buyer category options for selling your business to.
- Avoiding common pitfalls when selling a construction company.
- Practical advice on timing and preparation to maximize your return on investment.

Larry is a former MRCA board member who recently sold his roofing company that he had owned and worked for 45 years. He is now enjoying providing leadership development and team productivity improvement training to others.

GENERAL EDUCATION

Give Your Employee C.R.A.P.: The Success Formula for Building Loyalty

9:40 am – 10:40 am Room 13-15



Speaker: Jeff Kortez - Human Asset Management LLC

Have you ever wondered why some bosses and organizations have people who are incredibly loyal to them and who will do anything for them while others have a revolving door of employee turnover? Those bosses and

organizations people want to follow give their employees lots of C.R.A.P.! (Caring, Respect, Appreciation and Praise). Jeff provides a “headhunter’s” insight into why some Employees are loyal and others work only to get a paycheck. Through real-life stories and interactive participation, Jeff has created a program which helps participants understand how to demonstrate Caring, Respect, Appreciation, and Praise, so that they can systematically build employee loyalty in their organization. Jeff’s unique insight will enable participants to leave the session with actionable steps to begin building employee loyalty and drive retention in their department or organization while participating in a program with realistic takeaways that will resonate with attendees.

Educational SESSIONS

TECHNICAL & SAFETY EDUCATION

Safety Matters

9:40 am – 10:40 am BALLROOM D



Speaker: Gary Auman – Auman, Mahan, & Furry

This presentation will provide attendees with practical information on safety compliance as well as steps to take to ensure that safety is being practiced in the field the way you mandate it for your employees. You will get a look at how the various departments of OSHA interpret their responsibilities to ensure a safe working environment for all employees. Gary will also touch on some of the subtleties in OSHA standards that are often missed by contractors in our industry. Finally, he will cover any new standards or developments from OSHA and how they may/will affect you and your employees.

10:40 am – 10:50 am Break

MEMBERSHIP MEETING & KEYNOTE PRESENTATION

“Fighting Back” with former Pittsburgh Steeler, Rocky Bleier

10:50 am – 12:20 am BALLROOM D

How can ordinary people become extraordinary achievers? With the same optimism, sense of humor and steadfast determination that were Rocky’s trademarks as a Pittsburgh Steelers running back. Rocky Bleier takes audiences from his



early years through his professional career and talks about the lessons he learned along the way...lessons that we all can benefit from. Not falling within the ideal of what a running back should look like, Bleier had to run harder and play smarter to be able to stand out. Despite his drive and ability to make the big play, the Pittsburgh Steelers only considered

him a late round pick. But before the season ended that first year, he was drafted again...this time by the United States Army. At the height of the Vietnam War, Bleier was thrust into combat early and was seriously wounded when his platoon ran into an ambush. Receiving wounds from both rifle fire and grenade fragments in his legs, he was barely able to walk and his professional football career seemed to have ended before it began...



12:30 pm–4:00 pm EXPO OPEN (EXHIBIT HALL A)

Signatory Contractors Roundtable Discussion

2:30 pm – 4:00 pm ROOM 9

Speakers: John Quarnstrom, CEO of the Sheet Metal and Roofing Contractors Association in Saint Paul, MN
Valerie Pope, MRCA Signatory Contractors Council Staff and Director of Labor Relations



John will discuss the separate Architectural Agreement they have with their Local Union and how that has benefited the Roofing Contractors in his area. Valerie will talk

about the separate architectural addendum that the Dayton, Ohio contractors have with their SMART Local, and how that has led to discussions about a possible separate architectural sheet metal apprentice program. In addition, there will be general discussion about the area settlements that occurred with the Roofers and Waterproofer Local Unions this past spring.

MRCA RECEPTION & FOUNDATION AUCTION

Intercontinental Hotel - GREAT RIVER BALLROOM

5:00 pm – 8:00 pm Silent Auction

6:45 pm Live Auction

Looking to maximize your Conference experience? Make sure you are one of the hundreds of attendees living it up at this Annual Conference celebration! The Reception and Auction are always a highlight of conference activity, and this event IS FREE TO ALL REGISTERED ATTENDEES AND EXHIBITORS. Enjoy the food, drinks, and silent auction bidding while you see the faces you’ve looked forward to seeing since last year. The event finale will be the heart-pumping Live Auction. Big items, big dollars, and big smiles all to benefit the research and education efforts of the MRCA Foundation.

WEDNESDAY, OCTOBER 23RD

8:00 am–12:00 pm Registration (ROTUNDA)

9:00 am–12:00 pm EXPO OPEN (EXHIBIT HALL A)

(Breakfast on Expo floor!)



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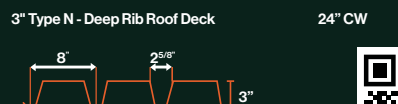
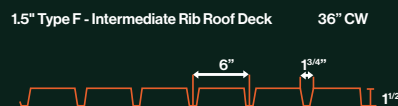
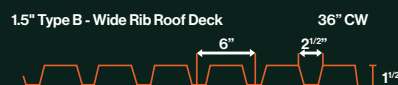


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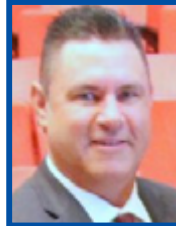
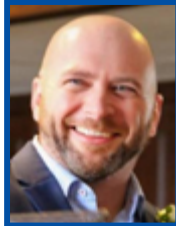
Workforce Development and Recruitment for Roofing Contractors Roundtable

The Story of a Roofing Career Clear Path Formula For Success In Entry Level Recruitment

Tuesday October 22nd

3:00 pm MRCA Booth #137 EXPO Floor

Round Table: Fred Horner, Benjamin Rodriguez, Brian Cornelius, Dan Murphy, Danny McLaughlin



Looking for answers to recruitment concerns? Join us in the MRCA booth #137 for this roundtable discussion. Led by Fred Horner, President of Advanced Industrial Roofing, Massillon Ohio; Dan Murphy, Director of RG Drage Technical School; Benjamin Rodriguez, GAF Sr. External Learning & Development Relationship specialist; Brian Cornelius, GAF Program Director Roofing Academy; and Daniel McLaughlin, GAF CARE Central Area Manager, the discussion will focus on how they successfully recruited area High School Students to be excited about a career in Roofing.

This team put together a workforce development winning formula to attract high school seniors to the industry. The formula includes cooperative school administrators, GAF's award-winning Roofing

Academy Training program, and a progressive Roofing Contractor with a college credited certified apprenticeship training program.

This is a formula that can be duplicated by any Roofing Contractor trying to recruit quality high school kids into their workforce.

This roundtable discussion is open to everyone and will be held:

Tuesday, October 22nd

3:00 pm

in the MRCA Booth #137 on the Expo floor



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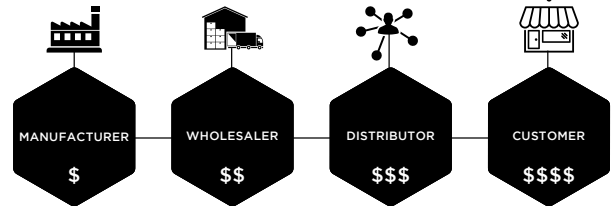
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