

Making Connections

In the Heart of the Midwest



Commercial
& Residential
Roofers:
This program is for
YOU!

MRCA 62nd Annual Conference

October 26–28, 2011

Donald E. Stephens Convention Center

Rosemont, IL



Midwest Roofing Contractors Association®

www.mrca.org



On behalf of the Midwest Roofing Contractors Association (MRCA) Board of Directors, I am pleased to invite you to the MRCA 62nd Annual Conference, *Making Connections in the Heart of the Midwest*. This year's conference promises to be a dynamic and informative event.

Whether you are a commercial or residential contractor, safety consultant, estimator, specifier, engineer, manufacturer, supplier, or distributor, the MRCA 62nd Annual Conference has something for you. We've designed the show to connect you with the people, tools, and information you need to succeed in your business.

I also encourage young roofing professionals to participate in this year's conference. The MRCA Young Contractors Council (YCC) is specifically designed with you in mind. Highlights of the program include special education and networking programs and an exclusive evening reception for YCC members to connect and learn from past MRCA presidents.

If you're not a member of this up-and-coming group of professionals, join today by contacting MRCA at mrca@mrca.org.

With more than 100 suppliers and vendors filling the exhibit hall, you'll have the chance to view state-of-the-art roofing products and services from key industry leaders. You'll also have the chance to visit the **new** MRCA Education Expo filled with learning opportunities and innovative activities throughout the show.

Bring your staff and your family with you and **make connections** today! We look forward to seeing you at the conference.

James L. Ramser

Jim Ramser
MRCA President



It's time for
Making Connections
In the Heart of the Midwest
by attending the
MRCA 62nd Annual Conference

This year's event will provide you with the information and opportunities you need to take your business to the next level. Go from good to great as you attend the outstanding educational sessions, network with your colleagues, and learn from leading industry suppliers.

We've priced the event so that your whole team can benefit. For the price of one registration, you can bring your entire staff to this outstanding event. This year's program offers education and opportunities for owners, project managers, estimators, safety managers, foremen and superintendents, roof consultants, and specifiers.

Join and Register!

Special pricing includes membership and conference registration for your entire company. Find details on the registration form on page 9 or call MRCA at 800.497.6722.

The MRCA 62nd Annual Conference offers you quality education programs, networking time, and the opportunity to connect with key industry suppliers. Participate and bring your team with you. You'll gain

- industry knowledge—participate in demos and learn about the latest technology and receive practical tips to improve your business operations
- updates on the International Green Construction Code
- current industry technical research information
- proven strategies for successful business operations.

Here's your chance for

Making Connections

in all aspects of the industry. **Register Today!**

Wednesday, October 26

11:30 am–4 pm
BOWLING, BOCCE, AND FANTASTIC FOOD

4–8 pm
REGISTRATION OPEN

6–8 pm
MRCA WELCOME RECEPTION

Thursday, October 27

7 am–5 pm
REGISTRATION OPEN

7–7:30 am
CONTINENTAL BREAKFAST

7:30–9:30 am
KEEP THE ROOFER IN VEGETATIVE GREEN ROOFING

9 am–4 pm
SPOUSE AND GUEST EVENT: MICHIGAN AVENUE SHOPPING EXPERIENCE

9:45–11:15 am
PRESIDENTS' FORUM: PREPARING FOR THE INTERNATIONAL GREEN CONSTRUCTION CODE

11:30 am–12:30 pm
Concurrent Sessions
WILL THE NEW GREEN CODE HAVE YOU SEEING RED?

YCC FORUM: LEADERSHIP THAT OVERCOMES CHALLENGES

FALL PROTECTION FOR STEEP SLOPE AND OTHER SAFETY ISSUES

12:30–2 pm
MRCA AWARDS LUNCHEON & KEYNOTE ADDRESS

2–5 pm
EXHIBIT HALL OPEN

2:30–5 pm
MRCA EDUCATION EXPO IN EXHIBIT HALL

5–6 pm
PAST PRESIDENTS & YOUNG CONTRACTORS COUNCIL RECEPTION

Friday, October 28

7:30–8:30 am
MCRA MEMBERSHIP MEETING

8 am–1 pm
REGISTRATION OPEN

8–11 am
CARE PROGRAM FOR SUPERINTENDENTS AND FOREMEN

8:15–9:45 am
Concurrent Sessions
BUSINESS OPERATIONS FORUM: BUSINESS BEST PRACTICES

HEALTH & SAFETY FORUM: TUNE UP YOUR SAFETY PROGRAM

10–11 am
TEST RESULTS FOR MODIFIED BITUMEN PHYSICAL PROPERTIES STUDY

11 am–2 pm
EXHIBIT HALL OPEN

11:30–1:30 pm
MRCA EDUCATION EXPO IN EXHIBIT HALL

1:30–2 pm
EXHIBIT HALL PRIZE DRAWING

Special Member Pricing—Bring Your Whole Crew!

Our new conference pricing makes it easy to bring your whole team to the MRCA 62nd Annual Conference.

- **MRCA Members—\$295 per company**
Pay one registration fee and your entire crew can take advantage of outstanding educational programs!
- **Join and Register—\$725 per company**
This special pricing includes full conference registration for your entire company and a 1-year membership with MRCA! (A \$1,020 value!)

- **Nonmembers—\$395 per attendee**
- **Exhibit Hall Entrance—Free!**

Register today and make your connections at the MRCA Annual Conference!

For more information or to join, visit www.mrca.org or call 800.497.6722.



Educational Sessions

Thursday, October 27



7:30–9:30 am

KEEP THE ROOFER IN VEGETATIVE GREEN ROOFING

Kelly Lockett, LEED AP GRP, President, Green Roof Blocks

Let's not forget "roofing" in vegetative roofing.

This session advocates for and educates roofing contractors on how to enter the emerging vegetative roof market more easily. Kelly Lockett, LEED AP GRP, president of Green Roof Blocks, will present an industry analysis followed by an interactive, hands-on demonstration. Learn how to expand your market share by offering vegetative roofs to your customers using roofers' differentiating quality and expertise.

9:45–11:15 am

PRESIDENTS' FORUM: PREPARING FOR THE INTERNATIONAL GREEN CONSTRUCTION CODE

Moderator: *Christina Koch, LEED AP, Editor, Carolina Roofing*

Panelists: *Bob Delaney, Firestone Building Products; Bob Seeley, Derbigum; Bob Wambolt, Johns Mansville; Richard Voyer, Soprema*

This open forum features CEOs and top management from major supplier companies who will address how their companies are preparing for the changes that will be mandated by the International Green Construction Code.

11:30 am–12:30 pm

WILL THE NEW GREEN CODE HAVE YOU SEEING RED?

Mark Graham, National Roofing Contractors Association

Mark Graham has been following the progression of the International Green Construction Code and will present the most up-to-date developments before the International Code Council final action hearing in November.

11:30 am–12:30 pm

YCC FORUM: LEADERSHIP THAT OVERCOMES CHALLENGES

Moderator: *Michael Huntington, AAA Roofing Company, Inc.*

Panelists: *Jim Barr, Barr Roofing Company; Greg Sprague, Sprague Roofing Company; Edward Williams, Freemont Roofing*

If you have had questions about your business or the decisions that you have to make on a day-to-day basis, this is the forum for you. Hear from experienced panelists about their journey throughout the years, the challenges they have faced, and how they have overcome them. Discover what has made these contractors successful and learn how to make wiser decisions in your own business.



11:30 am–12:30 pm

FALL PROTECTION FOR STEEP SLOPE AND OTHER SAFETY ISSUES

Gary Auman, MRCA Legal Counsel, Dunlevey, Mahan & Furry

The Fall Protection Standard has been around for more than 10 years. During this time, residential roofers have enjoyed interim guidelines for relief from the use of conventional fall protection equipment—this has changed. Join Gary Auman as he provides a brief history of this standard and the latest changes affecting residential roofing. This session will prepare you to meet these new requirements, comply with existing requirements, and better protect your employees. Auman will also address other safety issues in a question-and-answer format.



Friday, October 28

8:15–9:45 am

BUSINESS OPERATIONS FORUM: BUSINESS BEST PRACTICES

Moderator: *Steve Little, KPost Company*

Panelists: *John Daly, Kaw Roofing & Sheet Metal; Phil Diederich, Waukegan Roofing Co. Inc.; Brett S. Hall, Joe Hall Roofing, Inc.; Jim Huntington, AAA Roofing Co. Inc.; Ronnie McGlothlin, Empire Roofing*

Gain tips from a panel of five representatives of distinctively different roofing companies who will define how their companies are set up and how they manage the day-to-day operations in these economic times. The discussion includes an open forum to exchange business best practices.



8:15–9:45 am

HEALTH & SAFETY FORUM: TUNE UP YOUR SAFETY PROGRAM

Moderator: *Gary Auman, MRCA Legal Counsel, Dunlevey, Mahan & Furry*

Panelists: *J.W. Arway, Holland Roofing Company; Greg Sprague, Sprague Roofing Company; Chad Tisonik, HNI Risk Services; Jayne Williams, KPost Company*

Presenters will share best practices in safety programs and an insurance representative will provide a perspective on loss control. You will be able to assess your own programs, ask questions, and receive suggestions on how to make yours the best it can be.

Special Events



10–11 am

TEST RESULTS FOR MODIFIED BITUMEN PHYSICAL PROPERTIES STUDY

Rene Dupuis, PhD PE, MRCA Technical Advisor, SRI Consultants, Inc.

Dr. Rene Dupuis will present and explain the results of various physical properties tests performed on a variety of polymer-modified cap sheets. The tests will measure granule adhesion and low-temperature flexibility after heat aging as well as polymer effectiveness.

8–11 am

CARE PROGRAM FOR SUPERINTENDENTS & FOREMEN

Michael R. Smith, CARE Central Region Training Manager

Make your jobs both safe and productive. Planning and proper preparation make all the difference. This session will demonstrate the importance of safety on each and every job, how it can work with production, and how planning and preparation can ensure bringing jobs in as planned.

MRCA Members: Free; Nonmembers: \$50 per attendee



RCI Region III Meeting

Wednesday, October 26

Attendees enjoy this relationship by sharing educational programming opportunities and building contractor-consultant relationships. RCI educational hours and AIA learning units will be provided to qualified registrants. For additional information, visit www.rci-online.org.

Meeting Highlights

- RAM Going Forward—Luxury or Necessity?
- Case Study of a Complex Exterior Veneer Project
- Sustainability vs. Durability, the Dichotomy of the Green Movement

Registration (before October 12)

\$80* (members) \$90* (nonmembers)

RCI members also have access to the MRCA exhibit hall at no cost and can register for the MRCA Annual Conference at the member rate by calling 800.497.6722. Though prior payment is preferred, onsite registration is possible.

**Continental breakfast and lunch are included in the registration fee. Registration after October 12 is an additional \$10.*

CERTA Training

Thursday, October 27

Friday, October 28

Become a certified roof torch applicator by participating in CERTA Train-the-Trainer Authorization on October 27 and Train-the-Trainer Reauthorization on October 28. All CERTA registrants will be given a complimentary 1-day pass to visit the exhibit hall.

CERTA was designed to address the concerns of building owners, roofing contractors, insurance industry, fire and code authorities, and roofing material manufacturers. This program provides best practices and new industry requirements for using torches on the roof.

Class size is limited and preregistration is required. Call 800.323.9545 for registration information.

What is the Young Contractors Council (YCC)?

The MRCA Young Contractors Council (YCC) is designed for roofing professionals younger than 40 who are looking to meet with peers, share best practices, learn more about the industry, and network with others forging roofing careers.

The MRCA 62nd Annual Conference will host special educational and networking sessions for the YCC including a “Best Practices in Roofing” panel discussion and an evening reception for YCC members to network and learn from MRCA Past Presidents. Additional programs will be offered throughout the year. If you’re interested in joining this dynamic group of future leaders, contact MRCA at mrca@mrca.org.

Special Events

Bowling, Bocce, and Fantastic Food Wednesday, October 26, 11:30 am–4 pm

Cost: \$75 per person

Whether your passion is bowling or bocce, join us for an enjoyable afternoon of networking, terrific Italian-American cuisine, and some fierce competition. Purchase tickets for you and your colleagues on the registration form on p. 9.

Buses will depart from Rosemont Convention Center at 11:30 am and from Pinstripes at 3:30 pm (in time for the MRCA Welcome Reception).



MRCA Welcome Reception

Wednesday, October 26
6–8 pm

Join us as we kick off the MRCA 62nd Annual Conference with a reception in the exhibit hall. This is the perfect opportunity to connect with

your colleagues and friends and to meet new people in the industry. All attendees are invited.

MRCA Foundation Silent Auction

The MRCA Foundation helps to raise awareness and improve the industry by funding scholarships to those pursuing a degree in construction and supporting industry-related research. Bid on a trip for two to Johns Manville Hunting Camp in Roggen, CO, and support the Foundation.

Upon arriving to Denver, you and your guest will be escorted to the lodge for 4 days of bird hunting. Ground transportation, food, lodging, and shells are included. Details will be available at the MRCA Booth in the exhibit hall.

Donated by Johns Manville



Spouse and Guest Event: Michigan Avenue Shopping Experience

Thursday, October 27
9 am–4 pm

Cost: \$85 per person

Spend the day shopping and dining on Chicago's Magnificent Mile. Start the day with a Welcome Breakfast at the Hyatt Regency O'Hare followed by a coach bus ride to downtown Chicago's Michigan Avenue Shopping District.

MRCA will provide a map highlighting some of the must-see shops on the Magnificent Mile as well as recommendations for lunch. The bus will depart the city at 3 pm to return to Rosemont.

MRCA Awards Luncheon & Keynote Address

Thursday, October 27, 12:30–2 pm

Cost: \$55 per attendee

The MRCA Awards Luncheon will recognize and celebrate recipients of the MRCA Achievement Awards.

- McCawley Award
- Industry Innovations Award
- IMPACT Award
- SHARP Award



Keynote

LEADERSHIP DEVELOPMENT: INVESTING IN YOURSELF, YOUR ORGANIZATION, AND THE NEXT GENERATION.

Dave Harrison, Harrison Management Consultants

Leading a successful contracting business has become increasingly complex. From finding and keeping good employees to complying with government regulations, these pressures can be overwhelming. However, the reality is that beneath these issues are opportunities to achieve outstanding growth.

Achieving these results requires investment in leadership development for yourself and your team and preparation of the next generation to lead your company. Harrison will share leadership development best practices from within the roofing industry as well as other industries. You're invited to join us and become even more motivated to make a difference.

MRCA Past Presidents & Young Contractors Council Reception

Thursday, October 27, 5–6 pm

The MRCA Young Contractors Council (YCC) is inviting roofing professionals younger than 40 to network with others forging roofing careers and MRCA Past Presidents on Thursday, October 27, at 5 pm. This is a great opportunity for younger industry professionals to connect with the best of the best in our industry.



MRCA Membership Meeting

Friday, October 28, 7:30–8:30 am

Join us for the annual MRCA Membership Meeting during which the 2012 MRCA Board of Directors will be elected and an MRCA update will be presented. All MRCA members are encouraged to attend.

Exhibitors & Exhibit Hall

Plan to connect with each of our 2011 exhibitors*

A.C.T. Metal Deck Supply
ABC Supply Co. Inc.
Adco Roofing Products Inc.
BITEC, Inc.
Certaineed Corporation
Chris Industries, Inc.
CNA Insurance
Continental Materials, Inc.
CRCA
Dataforma Inc.
Derbigum
EagleView Technologies
Eco-Roofs
ER Systems/Prairie Technologies™
Firestone Building Products Co
GAF/Eik Materials Corporation
Garlock Equipment Company
Gateway Insurance Company
Georgia-Pacific Gypsum LLC
Henry Company
Hydro-Stop/United Coatings
International Leak Detection, LLC
Johns Manville Corporation
Karnak Corporation
LiveRoof LLC
Malarkey Roofing Products
Metal Era
OMG Inc
Owens Corning—Trumbull Asphalt
Petersen Aluminum Corporation
Pictometry
Reeves Roofing Equipment Co., Inc.
RK Hydro-Vac
Roofing Contractor Magazine
RoofLogic
Roxul, Inc.
Seaman Corp. FiberTite Roofing Systems
Siplast
SITURA Inc.
SOPREMA, INC
Superior Equipment & Supply
TAMKO Building Products Inc
Teclar Construction Products
Texsa
Trufast Corporation
Union Leasing
United Union of Roofers Waterproofers
and Allied Workers
Vac-It-All Services Inc

*More to be announced soon

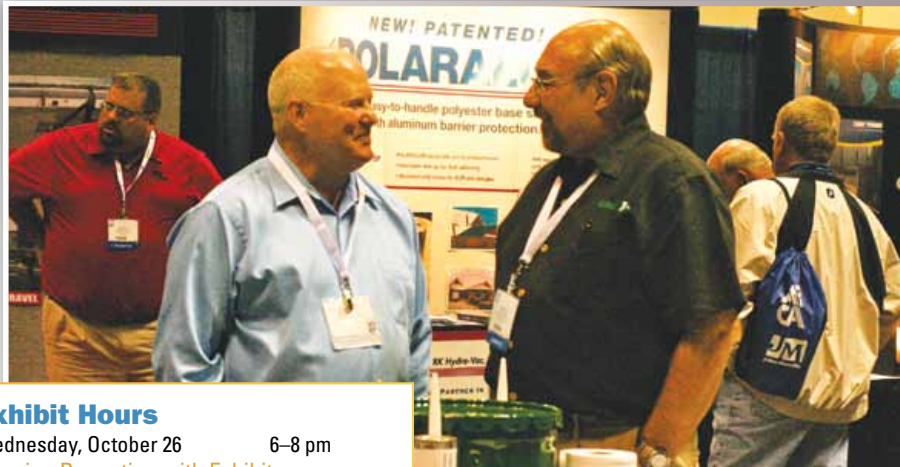


Exhibit Hours

Wednesday, October 26	6–8 pm
Opening Reception with Exhibits	
Thursday, October 27	2–5 pm
Friday, October 28	11 am–2 pm

Exhibit Hall

The MRCA 62nd Annual Conference will feature exhibit booths from leading industry suppliers that showcase products and services specifically designed for roofing professionals. The exhibit hall is the perfect meeting place for face-to-face interaction, product reviews, and networking. Take advantage of this opportunity to connect with each exhibiting company to learn how their products and services can help you grow your business.

NEW! MRCA Education Expo

Thursday, October 27, 2:30–5 pm

Friday, October 28, 11:30 am–1:30 pm

In addition to the great educational line up, the exhibit hall floor will offer opportunities to learn as well. The MRCA Education Expo schedule includes updates from the Technical & Research Committee as well as the latest information related to products and industry advances. Be sure to check out this newest exhibit hall attraction.

Exhibit Hall Prize Drawing

Friday, October 28, 1:30–2 pm

Maximize your conference registration by participating in the exhibit hall prize drawing. MRCA will be raffling several great industry prizes, graciously donated by our exhibiting suppliers, at the close of the show.

For more information about exhibiting contact

Chris Schroll • MRCA Sales Manager • 847.375.3661 • cschroll@mrca.org

2011 Annual Conference Sponsors

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General Information



Rosemont

Conveniently located just minutes from O'Hare International Airport, Rosemont, IL, is a top meeting, convention, tradeshow, and entertainment venue. Offering outstanding meeting facilities for the MRCA 62nd Annual Conference, Rosemont also offers top entertainment at the Allstate Arena, Rosemont Theater, and the Muvico Rosemont 18 movie theater as well as an array of restaurants from fine dining to ethnic and casual options. Visit www.rosemont.org for detailed information on area attractions.

Just down the road, the new Rivers Casino provides gaming, entertainment, and dining options. Visit www.riverscasino.net for more information. Rosemont offers easy access to downtown Chicago where you'll find an inviting and exciting city full of museums, parks, shopping, entertainment, and dining. Visit www.choosechicago.com for more information.

Transportation

Airline

UNITED and **AA** are offering special meeting discounts for attendees of the MRCA Annual Conference through special codes. For more information on air and ground transportation, visit www.mrca.org/conference.

Ground Transportation

The Hyatt Regency O'Hare offers a complimentary shuttle to and from O'Hare International Airport every 15 minutes. For more information regarding the Hyatt Regency O'Hare's airport shuttle, please visit www.ohare.hyatt.com. Taxi fare from O'Hare to the hotel is approximately \$10–\$12.

Attendees can easily access the Chicago Transit Authority's (CTA's) train system—known as the "L," short for "elevated"—at both the O'Hare and Rosemont stations of the Blue Line, which runs between O'Hare and downtown Chicago. The Hyatt Regency O'Hare is a short walk from the Rosemont station, and guests can also take the hotel shuttle to the O'Hare Blue Line station. For more information on the Blue Line, please visit the CTA website at www.transitchicago.com.

Hotel

The Hyatt Regency O'Hare has been selected as MRCA's headquarters hotel. Located minutes from Chicago's O'Hare International Airport (ORD), the Hyatt Regency O'Hare offers guests a complimentary shuttle to and from the airport. All educational sessions, exhibits, and events will be held at the Donald E. Stephens Convention Center.

MRCA has secured a limited number of sleeping rooms at a special discounted rate of \$155 per night. To obtain this rate, make your reservations early and be sure to mention that you are attending the MRCA Annual National Conference. This special rate expires September 28 or when MRCA's room block has been filled. After that time, higher rates may apply.

Hyatt Regency O'Hare

9300 Bryn Mawr Avenue
Rosemont, IL 60018

Reservations: 888.421.1442

Rate: \$155 single/double

Online reservations: www.mrca.org or

<http://resweb.passkey.com/go/ROOF>

Cutoff date for special rate: September 28, 2011

Convention Center

Donald E. Stephens Convention Center

5555 N. River Road
Rosemont, IL 60018
847.692.2220

Parking

Parking is available at both the Hyatt Regency O'Hare and the Donald E. Stephens Convention Center. Please visit www.rosemont.com for specific information on parking.



MRCA 62nd Annual Conference

October 26–28, 2011

Donald E. Stephens Convention Center • Rosemont, IL

FOR DATA USE ONLY

Cust# _____ Mtg Ord # _____

Date _____ | _____

Please print clearly. Use a separate form for each registrant and duplicate as necessary.

Complete name: _____ First name for badge: _____

Title: _____

Company: _____

Company address: _____

City: _____ State: _____ ZIP: _____

Cell phone: _____ Work phone: _____

E-mail address (required*): _____

*Confirmation of your registration will be sent via e-mail only to the address you provide here.

Emergency contact: _____ Daytime phone: _____ Evening phone: _____

Full Conference Registration

Includes opening reception, educational sessions, and access to exhibit hall

Member Company Registration*

Member Company Registrant \$295

Additional Member Company Registrants FREE

*Discount is available only if registrants are from the same member company and submit forms together. All registrants must complete separate registration forms.

Join and Register Option

Become an MRCA member today and receive 1 year of Silver Level Membership and complimentary registrations for all company representatives registering at the same time. All registrants must complete separate registration forms and must submit them together for the discount to apply.

*Discount is available only to registrations by phone, fax, or mail.

New Member Registrant \$725

Additional New Member Registrant FREE

Referred by _____

Nonmember Individual Registration \$395

1-Day Conference Registration

Includes 1 day of educational sessions and access to exhibit hall. All registrants must be from the same member company, attend the same day, and submit forms together to receive the member discount. All registrants must complete separate registration forms.

Check the day you will attend: Thursday Friday

1-Day Member Company Registrant \$150

Additional 1-Day Member Company Registrants FREE

1-Day Nonmember Individual Registrant \$195

Exhibit Hall Only Registration

Member FREE

Nonmember FREE

Subtotal A \$ _____

CARE Program for Superintendents & Foremen

Friday, October 28, 8–11 am (includes access to exhibit hall following training)

Member FREE

Nonmember \$50

Subtotal B \$ _____

4 Ways to Register

Online*: www.mrca.org

Fax*: 847.375.6473

Phone*: 800.497.6722

Mail: MRCA Conference, PO Box 839, Glenview, IL 60025-0839

*Credit card payment only

Special Events (see page 6 for description)

Pinstripes for Bowling, Bocce, and Fantastic Food

Wednesday, October 26, 11:30 am–4 pm _____ No. of tickets at \$75 each = \$ _____

MRCA Awards Luncheon & Keynote Address

Thursday, October 27, 12:30–2 pm _____ No. of tickets at \$55 each = \$ _____

Subtotal C \$ _____

Spouse and Guest Registration (see page 6 for description)

(includes opening reception, access to exhibit hall, and shopping trip)

Michigan Avenue Shopping Experience, Thursday, October 27, 9 am–4 pm

Spouse/ Guest Full Name _____ \$85

Subtotal D \$ _____

Special Requests

- I will be using a wheelchair at the conference.
- I will need vegetarian meals.
- I wish to have my name removed from the onsite registration roster.
- This is my first MRCA Conference.

What is your role? (Check one)

- Owner
- Sales
- Manufacturer
- Superintendent/Foreman
- Project Manager
- Safety Personnel
- Estimator
- Supplier/Distributor

Total Amount Due

A + B + C + D \$ _____

Payment

Check (enclosed) MasterCard VISA Discover American Express

- A charge of \$25 will apply to checks returned for insufficient funds.
- Make check payable to MRCA. • Checks not in U.S. funds will be returned.
- If rebilling of a credit card charge is necessary, a \$25 processing fee will be charged.

Account number: _____ Exp. date: _____

Signature: _____

Cardholder's name (please print) _____

- I authorize MRCA to charge the above listed credit card amounts deemed by MRCA to be accurate and appropriate.
- If payment does not accompany this form, your registration will not be processed.

Cancellation Policy: All cancellations must be received in writing. A \$15 processing fee applies to all cancellations. No refunds will be made on cancellations postmarked after October 12, 2011. All refunds will be processed after the conference.



**Midwest Roofing
Contractors Association®**

4700 W. Lake Avenue
Glenview, IL 60025

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In the Heart of the Midwest!

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October 26–28, 2011

Donald E. Stephens Convention Center
Rosemont, IL

- Get outstanding industry education.
- Network with colleagues.
- Connect with suppliers.

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