



Wisconsin Roofing Contractors Association

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Summer 2011

President's Message

By Dean Englebert (Blindauer Roofing, Green Bay, WI)

It's hard to believe that we're five months into the year. Our first two programs have drawn good crowds and received high marks from our members. One person commented that our March program with Mark Graham and Harry Dietz was exactly the sort of high-level program they're looking for. We like that kind of feedback....

The fact is, there's much that we're doing right at WRCA. Our success with membership renewals and recruiting speaks to that, but that's not good enough. We're trying several new things this year as we look to improve your membership experience.

The half-day format for our March meeting was new. The location of our golf outing is new. A sporting clay event in conjunction with our September membership meeting is new (more on that event soon).

Sometimes, you don't mess with success. In November, Reid Ribble will join us again. Reid did a terrific job as a speaker last fall when, as Congressman-Elect, he told us about his decision to run and how he won his seat. Now he's coming back to tell us what it's like to be in Congress.

And in December, we'll have a Christmas Party that will have emphasize the "party" aspects of our destination city – Appleton. The CopperLeaf is a boutique hotel, so we'll be the biggest group in the house. The location is perfect as a launching point for the pre - and post-party events we have in mind.

The Annual Meeting will return in its familiar format, but we'll be in a new location – Champp's Sports Bar in Brookfield. The success of our last several Annual Meetings had us looking for a new home for the event. We loved the way Saz's took care of us, but we simply outgrew the space.

And we're not done. Soon, you'll receive a survey about a possible program/event for early 2012. We want to know about the level of interest in a vendor showcase focusing on hands-on displays/demonstrations. Will you attend with your staff? What will you display? Think about those questions and respond when the survey arrives.

Thanks and see you soon!

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Wisconsin Roofing Contractors Association 23rd ANNUAL GOLF OUTING WEDNESDAY, JULY 20, 2011



Scenic View Country Club
4415 Club Drive
Slinger, WI
www.scenicviewcc.com



Schedule

10:30 a.m. – 11:30 a.m.

Registration/Box Lunch
Driving Range

11:30 a.m.

Shotgun Start – Best Ball
On Course Beverages (2)
Flag/Pink Ball Events (Bring the ball back for a prize!)

5:00 p.m.

Reception/Appetizers (Host Bar)

6:00 p.m.

Dinner (Cash Bar)
Prizes/Raffles

Directions to Scenic View Country Club

Hwy 41 to Hwy 60 West. Left at first stoplight, Hwy 164 South. Drive 2.5 miles and turn left on Club Drive.

\$90 Golf & Dinner (members)

\$100 Golf & Dinner (guests)

\$35 Dinner Only

Registration deadline is July 13!

Sponsorships Available!
Door Prize Donations Welcome!

All registrants receive a certificate for a free round of golf!

Non-Member contractors/associates are welcome as guests of WRCA members. Non-metal spikes required.

WRCA Golf Outing

Wednesday, July 20, 2011

Scenic View Country Club

Company: _____ Member/Guest Golf Dinner

Name(s): _____

_____ Play as a foursome.

_____ Place in a foursome.

Mail form and check to:

**WRCA
660 E. Mason St.
Milwaukee, WI 53202-3877**

Credit Card:

Name on Card: _____

Type of Card: MasterCard Visa

Account #: _____

Exp. Date: _____ CVV Code

Billing Address: _____

For more information, call (414) 227-1230; fax (414) 227-1290; or e-mail: beiriger@cf-law.com



Golf Outing Sponsorships Available!

The WRCA Golf Outing will be held Wednesday, July 20 at a new location for us – Scenic View Country Club in Slinger. We're planning a great event – lunch, golf, reception, dinner, and prizes!

Below you'll find information about sponsorship opportunities for the outing. We appreciate your consideration and your support of WRCA and the industry! Sponsors will be recognized in registration mailings, with on-course signage, in announcements that day, and in our newsletter. Funds are used for prizes and other amenities that make this event special.

If you have questions or to make arrangements for drop-off or pick-up of a door prize, call the WRCA office at (414) 227-1230.

WRCA Golf Outing Sponsorship

Yes, we will be a Hole Sponsor (\$125) at this year's WRCA Golf Outing!

Yes, we will provide a door prize!

Donation: _____

Company: _____

Name: _____

Phone: _____

Mail Sponsorship Form and check to:

WRCA
660 E. Mason St.
Milwaukee, WI 53202-3877

Credit Card:

Name on Card: _____

Type of Card: MasterCard Visa

Account #: _____

Exp. Date: CVV Code _____

Billing Address: _____

For more information, call (414) 227-1230; fax (414) 227-1290; or e-mail: beiriger@cf-law.com

Deadline for sponsorship is Wednesday, July 13, 2011!

See you on the course!



NRCA News

The dates and locations for future conferences are (subject to change):

2012

February 20 - 24, 2012
Orlando, FL

2013

February 3 - 7, 2013
San Antonio, TX

2014

February 24-28
Las Vegas, NV

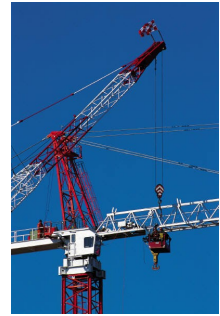
MRCA News



The date and location for the MRCA conference is (subject to change):

2011

October 26-28
Rosemont, IL



Crane & Hoist Requirements

Looking for information about the crane and hoist requirements? The best overview as it relates to our needs can be found (not surprisingly) on the NRCA website at:

http://www.nrca.net/rp/safety/specrpt/0910_crane.aspx

Additional information can be found at OSHA website at:

<http://www.osha.gov/SLTC/cranehoistsafety/index.html>

You can find training resources through local safety/health consortiums, through private-sector trainers, and through the various crane and hoist manufacturers and suppliers (many of whom are members of WRCA). You can also find resources through NRCA's bookstore. You can help our association by accessing the NRCA bookstore through the WRCA website at www.wrcaonline.org or by clicking the link below. Look for Health/Safety materials including a webinar on the Crane & Hoist Standard

1099 Repeal

On April 5, the Senate passed H.R. 4, the Small Business Paperwork Mandate Elimination Act of 2011, which repeals the onerous 1099 reporting requirement originally enacted in the health care law enacted last year. If not repealed, this provision would have created a severe tax compliance and paperwork burden for small businesses. Beginning in 2012, the law would require businesses to send a Form 1099 for every business-to-business transaction of \$600 or more for property and services.

The repeal bill passed the Senate by a vote of 87-12, ending months of debate over the issue. The House originally passed H.R. 4 on March 3 by a bipartisan vote of 314-112. The bill was signed into law by President Obama. The repeal of the 1099 provision marks a significant legislative victory for business, including NRCA, which has actively lobbied for its repeal since its enactment as a revenue source for the health care law one year ago.

Rule-Making Moratorium Introduced by Congressman Reid Ribble

On March 31, Congressman Reid Ribble (R-WI) introduced the “Restoring Economic Certainty Act of 2011,” legislation aimed at reigning in regulatory overreach that continues to impede economic growth and job creation throughout the economy. Ribble’s bill (H.R. 1281) places a two-year moratorium on most federal rulemaking actions, with exceptions for emergency situations.

The legislation is designed to reduce the uncertainty now experienced by employers by limiting excessive and questionable federal regulations. The bill also contains new requirements for agencies to conduct economic impact statements analyzing the impacts of new regulations on small businesses.

Three Percent Withholding

Implementation of a federal law requiring three percent withholding on government contractors (contracts > \$10,000) has been delayed for two years by the IRS. Associations such as NRCA are working to have the law repealed, but in the meantime, this provides relief from implementation that was scheduled for January 1, 2012.

The directive from the IRS also notes that the withholding requirement does NOT flow down to subcontractors. Only the party directly contracting with the unit of government is responsible for paying the withholding tax.

The law was originally passed to get at the “cash economy” that exists in many industries. Contractors have noted that the use of certified payrolls and other reports make it highly unlikely that taxes are not being paid.

Executive Order Rescinded

The apprenticeship utilization requirements on state projects, originally put forth as Executive Order 108 during the Doyle administration, have been rescinded by Governor Walker. You are no longer subject to apprentice utilization requirements and there will be no further investigations of alleged violations.



Legislative Report – More Mayhem in Madison & D.C.

Recalls, Recounts and Restraining Orders. Oh My!

If you're a fan of politics, this is an exciting time to witness a clash of ideologies - one that has been brewing for years. If politics isn't your thing, this is a good time to catch a ball game or improve you golf swing.

It's been suggested that when a democracy goes off the tracks, the solution isn't another form of government, but more democracy. Put another way, all of the mayhem we're seeing in Madison just might be a GOOD thing, if not in the short-run then in the long-run.

At the root of all of this is a desire on the part of the Governor and the Republican majority to make Wisconsin more business-friendly or "open for business" as they say. Ask voters and they will tell you that the most important issues right now are jobs and the economy. That was the reason behind the election swings in 2008 and again in 2010. People want the economy back on track.

What business wants and what most people want is greater certainty. The questions surrounding the expiration of federal tax cuts in 2010 slowed the economy. Extending the cuts at the end of last year, while better than allowing them to expire, still didn't create long-term certainty.

Nationally, there is a big showdown brewing between Republicans supporting Paul Ryan's version of the budget and Democrats supporting the President's version. Neither are big on specifics just yet, but the philosophical battle lines have been drawn. And while neither is likely to get everything they want (given the split power in Washington), the purpose of all of this build-up is to help voters decide on a vision for the nation's future - one that will be decided not with the budget that will pass this fall but in the national elections in November of 2012.

Expect something of a compromise this fall - one that demonstrates that both sides want to do *something* to solve the deficit problems. They may "play chicken" some, but both sides will likely want to avoid a government shutdown. The real prize is not winning this budget battle, but winning enough of it so that momentum (and the hearts and minds of voters) is on your side. You want voters to leave with a feeling that they want more and with an understanding that the way to get more is to vote for candidates who will push for more changes.

We're part of an educational process the likes of which we haven't seen in years. Legislators are working hard to inform voters about what's happening in our country and how their vision of the future is the one to follow. Sure, there are those who will spew misinformation and half-truths and use friendly media to further their false claims.

Continued on next page

Legislative Report *(continued)*

Our role, as voters, will be to know more than just "sound bites" this time. This time, we - even those who prefer baseball and golf - will need to know more about the issues than perhaps any other time in our voting lives.

We're learning. All of us. Together. We're learning about issues, and process, and leadership, and communications, and human nature. Sure, it's messy right now, but we're a better democracy because more people are becoming engaged in the process - more people are talking politics, more people are voting, more people are running for office. That is the good that's coming from all of this.

Sure, it might be better - in the short-term - for an Illinois-based business to know that Wisconsin's political climate is stable. Nobody wants to relocate their corporate headquarters to Wisconsin only to our business climate reversed in two or three years. To avoid the issues again for the sake of appearances will give us more "balanced" budgets like the ones we're required to have in Wisconsin. Somehow, our balanced budgets left us with a \$3.6 billion shortfall this year.

Appearances can be deceiving. It's up to all of us to get educated and to get real....

Safety & Buildings Division - Update

A group (Alliance for Regulatory Coordination) will soon meet with Tom Nardelli, the newly-appointed administrator for the Safety & Buildings Division. Once the budget is passed, the Division will be moved from Commerce to a newly-created Department of Safety & Professional Services (which will also consist of the former Department of Regulation & Licensing). The group is pushing several key issues in their meetings, such as....



Discontinue the practice of lapsing funds from the safety and building operations appropriation. Create a trust account for safety and buildings operations.

The Safety and Buildings Division operates almost exclusively on revenue generated from fees for services it provides. However, since 2002, the safety programs of the Division have suffered because they have been treated as profit centers for the rest of Wisconsin state government. Over the last nine years more than ten million dollars have been transferred out of the safety and building operation appropriation to shore up other agencies that normally operate on general revenue.

Because of those transfers of funds, the Safety and Buildings Division began Fiscal Year 2011 with a \$777,000 deficit. The Governor's Budget Bill (2011 Senate Bill 27), proposes lapsing \$3.5 million from the Department of Safety and Professional Services in each of the next two budget cycles.

Continued on next page

Safety & Buildings Division - Update *(Continued)*

Public safety and the economic vitality of Wisconsin are threatened when safety programs are treated as a source of revenue for unrelated agencies. Lack of staff and inadequate deployment of staff has resulted in service delays related to mandated licenses, plan reviews, inspections, transfers of ownership titles, educational programs, data collection and code development. Such delays negatively affect the public safety and the business community in Wisconsin. Since lapsing began, many operational decisions of the Safety and Buildings Division have focused on ways to raise revenue, instead of focusing on the promotion of public safety in the most efficient and effective manner possible.

Creating a trust account for operation of the Safety and Buildings Division would ensure that fees paid for safety services will be utilized for their intended purpose – to promote public safety.

OSHA News

A judge recently ruled against NRCA, noting that OSHA had the authority to rescind its interim enforcement policy on fall protection. NRCA plans to appeal. In the meantime, the new enforcement policy is scheduled to go into effect June 16. Compliance help can be found at the NRCA and OSHA websites. Contact WRCA for any assistance you might need locating this information.

WRCA

FMI Provides Construction Market Predictions

In the 4th quarter of 2008, the NRCI (FMI Nonresidential Construction Index) was only 34.1. Now, at 60.8 for the 1st quarter 2011, it appears markets are emerging from wherever it is that they go to “hunker down.”



The Great Recession officially ended in June 2009 according to the Business Cycle Dating Committee of the National Bureau of Economic Research, although that news wasn't announced until September 2010. Few would have believed it in 2009 anyway, but now we have significant signs the recession clouds are beginning to clear over the construction economy.

For 2011, and likely into 2012 and beyond, we can expect a significant decline in federal and municipal construction projects as the federal government and states go into budget repair mode. The hope is that private owners will begin to come back into the market. However, the transition will not be smooth.

Nonresidential construction will dip another 2% after falling 15% in 2010. Some of this change can be accounted for in lower prices, so actual physical construction put-in-place may be higher than for 2010. Three of the largest components of the nonresidential construction sector will continue to struggle in 2011, commercial, lodging and office construction. Of the three, commercial construction may be the strongest as the unemployment numbers begin to level off, and the residential sector slowly returns in some areas of the country.

Education construction will continue to weaken, especially K-12, as states roll back spending. This will cause special challenges in areas where the population is growing the fastest. Federal funding programs directed at schools will bolster the market and make it easier to sell bonds, but higher school budgets will be tough to pass this year.

Although the health care construction market has been in decline, it remains at historically high level. Special care construction will help drive future growth. There are concerns in this sector, the fight over the Healthcare bill among them

(Provided courtesy of Fails Management)

More Facts & Figures

Builders began work on more office buildings, hotels and factories in March, lifting construction spending after three straight monthly declines. Unfortunately, April numbers softened again.

Construction spending rose 1.4 percent in March. It was the biggest advance since last April and was helped by a rise in spending on home-improvement projects. The overall increase, however, came after building activity had fallen in February to the lowest level in more than a decade.

Even with the advance, activity in March stood at a seasonally adjusted annual rate of \$768.9 billion, just half the \$1.5 trillion pace considered healthy by economists. It could take four years for the construction industry to fully recover from the housing bust and deep recession, economists say.

Private construction projects increased 2.2 percent to a seasonally adjusted annual rate of \$476.1 billion. The gain reflected a 2.6 percent rise in residential construction and a 1.6 percent increase in nonresidential projects. The gain in residential activity came from spending on home-remodeling projects. Spending on both single-family homes and apartments declined.

The rise in nonresidential projects was led by a 5.5 percent increase in the construction and expansion of factories. Spending on hotels and motels rose 4.7 percent. Office building projects grew 1.4 percent.

Government building projects edged up 0.3 percent to an annual rate of \$292.8 billion. Federal construction dropped 2 percent while spending at the state and local levels edged up 0.3 percent.





**WRCA Christmas Party
Saturday, December 3, 2011
6:00 p.m. to 10:00 p.m.**

Modeled after small, European hotels that emphasize quality and service, the CopperLeaf Hotel in Appleton will provide a warm, inviting, and unique atmosphere for our event this year. And if that doesn't convince you, it's located across the street from some of the best bars in the Fox Valley!

**Because it's a small hotel, please book early for the best available rooms and prices!
Rooms are reserved for Friday (12/2) and Saturday (12/3).
Mention "Wisconsin Roofing Contractors Association (WRCA)" to get our rate.**

**Reservation cut-off for reserved rooms and special pricing is November 3.
Your credit card will be used to reserve your room but will not be charged.
You may cancel your reservation up to 3 days before your stay without penalty.**



**King Suite - \$109; Silver Suite - \$159; Platinum Suite - \$179
Buffet Breakfast is included!
See the hotel and room options at: www.copperleafhotel.com
Make your reservations starting today by calling (877) 303-0303.**

**Invitations for the Christmas Party will be mailed in mid-October.
Please keep us in mind for sponsorships and door prizes!
Call (414) 227-1230 for details.**

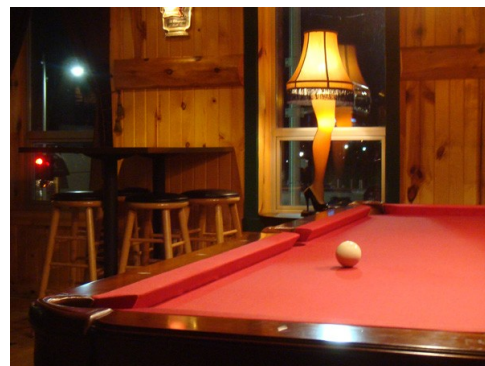
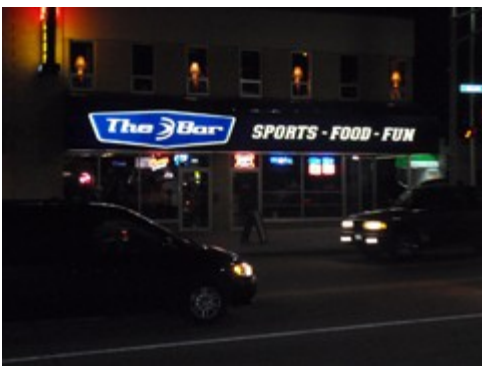
**WRCA's
Party-Before-The-Party**

**Cleo's
(Where It's Always Christmas!)
203 W College Ave
Appleton, WI 54912
(920) 739-2288**



**WRCA's
Party-After-The-Party**

**Avenue Bar
(Home of the Leg Lamp Lounge)
427 W. College Avenue
Appleton, Wisconsin 54912-1311
(920) 882-0690**





Membership

Membership is the life-blood of organizations such as WRCA and there's simply no better way to increase our membership than by having our members reach out to their peers and industry partners.

Membership meetings are the perfect opportunity for a guest to come and “test drive” the association and its services, and to encourage you to invite guests to our meetings, the Board of Directors recently agreed to provide drink tickets as a reward to those who bring guests to the meeting. The tickets can be used for yourself and for your guest.

Imagine if every member brought in just one new member in the next year. Could we do more for you with the additional financial resources? Could we do more for you in our working with state and local government? Could we introduce you to more vendors or contractors who may have the experience or the product/service to meet one of your business needs?

It's a win-win situation for everyone – you and your guest get to enjoy an informative and enjoyable meeting, we get to talk with your guest about membership, our association becomes stronger, and the drinks are on us! (The guest policy does not apply to events – Golf Outing and/or Christmas Party).



Have you stopped by the WRCA website recently (www.wrcaonline.org)?

Look for the link above and click it (or click the one above) and you'll be directed to the NRCA bookstore where you can find all of the latest publications, including the NRCA Roofing Manual. Purchasing your NRCA publications by linking through the WRCA website costs you nothing more, but it helps to generate income for our chapter – allowing us to keep dues low and services high!

The NRCA Roofing Manual is NRCA's premier technical publication that updates and supersedes *The NRCA Roofing and Waterproofing Manual, Fifth Edition*. It is comprised of four volumes which include *The NRCA Roofing Manual: Membrane Roof Systems—2011*, *The NRCA Roofing Manual: Metal Panel and SPF Roof Systems—2008*, *The NRCA Roofing Manual: Steep-slope Roof Systems—2009* and *The NRCA Roofing Manual: Architectural Metal Flashing, Condensation Control and Reroofing—2010*.

Each volume of the series is intended to be updated every four years. For example, *The NRCA Roofing Manual: Membrane Roof Systems—2007* will be updated in 2011, *The NRCA Roofing Manual: Metal Panel and SPF Roof Systems—2008* will be updated in 2012, etc. In addition, the stand-alone version of *The NRCA Waterproofing Manual* is expected to be updated in 2012.



WRCA Board of Directors

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Contact Us

For more information about any of the articles in this newsletter, or if there is any way that we can be of service to you, please be sure to contact our office at:

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