



Milwaukee, WI, September 22, 2010

Miller Park Stadium, 1 South 1st Place, Milwaukee, WI

Schedule of Events

- 8–9 am Registration and Continental Breakfast**
- 9–9:45 am Protecting Your Business in a Down Economy**
David Turchiano, Attorney, Mawicke & Goisman
If you've ever struggled with getting paid for work you've already done, you won't want to miss this session. Contractors will learn strategies for getting paid, including collections, liens, and contract documents.
- 9:45–10:30 am Poised for Prosperity**
Tom McRae, Choritek & Gottschalk LLP
Ever wonder what the secret is to surviving the economic slump in the roofing industry? In this business-advisory-focused session, contractors will learn best practices for improving and sustaining their company's financials and credit in these troubling economic times and in preparation for the economic upswing.
- 10:30–10:45 am Networking Break**
- 10:45–11:15 am Tackling the Root of What Is Driving Up Your Costs**
Brian Krimpelbein, Practice Specialty Leader and Associate Vice President HNI Risk Services, Inc.
In this session, contractors will learn to identify risk and the long-term benefits of controlling risk early, as well as skills for recognizing and controlling hidden costs that are affecting their bottom line.
- 11:15 am–Noon Panel Discussion and Q & A**
Jeff Beiriger, Executive Director, Wisconsin Roofing Contractors Association (Moderator); David Turchiano; Tom McRae; Brian Krimplebein
In this panel discussion, contractors will have the opportunity to discuss the issues that matter most in their businesses with MRCA's distinguished panel of experts.
- Noon–12:45 pm Lunch and Networking**
- 12:45–2 pm Miller Park Roof Tour**
Contractors will have an exclusive, behind-the-scenes tour of Miller Park and the infamous 12,000-ton, seven-panel convertible roof. *Tour is complimentary for all registered attendees.*
- 2:30–4:30 pm Energy-Efficient Roof Systems—How Will the Roofing Contractor Be Affected in This Evolving Market?—Presentation and Discussion**
Rene Dupuis, PhD PE, Principal, President Structural Research, Inc.
Rene Dupuis, PhD PE, will deliver the latest industry research and realities surrounding energy-efficient roof systems in this can't-miss session. Contractors will learn practical energy-efficient design options, how to identify the dangers of high R Value designs, and membrane system limitations.
The discussion will also include:
- a presentation on the evolution of the vegetative roof market and products by Kelly Lockett, president of Green Roof Blocks and author of *Green Roof Construction and Maintenance*;
 - innovations in the solar arena that present opportunities for the roofing contractor by Mike Potts, president of Wisconsin-based Orion Energy Systems;
 - and roofing contractor's perspectives from Randy Christiansen, president of Northern Roofing and Metal and active president of the WRCA; and Terry Buss, president of E.D, Chase Roofing Co. and MRCA board member.
- 5–7 pm Networking Reception***
The reception includes dinner and cocktails on the Dew Deck. This is an excellent opportunity to network with other local contractors and manufacturers.
- 7 pm Milwaukee Brewers vs. Cincinnati Reds Baseball Game***
Stick around to watch the Milwaukee Brewers take on the Cincinnati Reds. This is the perfect ending to a full, education-packed day at the ballpark.
**Additional charge applies. Tickets are available on a first-come, first-served basis.*





Midwest Roofing Contractors Association®

Regional Conference Road Show Registration Form

Focusing on the regional issues that matter to you!

Please print clearly and complete entire form. Use a separate form for each registrant.

Full name: _____ First name for badge: _____

Company: _____ Title: _____

Address: _____

City: _____ State: _____

Primary phone: _____ Fax: _____ E-mail address: _____

Registration

Milwaukee, WI—September 22, 2010

Member \$75

Nonmember \$125

Parking

\$5

Miller Park Facility & Roof Tour

Free

Networking Reception and Baseball Game

\$55

(Includes dinner, 2 drink tickets, and a game ticket)

I am a member of *(Check all that apply):*

MRCA RCI ORCA WRCA

(Members of MRCA, RCI, WRCA, & ORCA qualify for member discount)

Total _____

Primary Business Role *(Check only one):*

Owner CFO Estimator Operator Project Manager

Supplier/Distributor Manufacturer Specifier Other (please specify) _____

Special Requests

(SA) I will require special assistance (wheelchair) (SDV) I will need vegetarian meals

4 Ways to Register

1. Mail *(must be postmarked by September 1, 2010):*

MRCA

Attn: Regional Conference Registration

PO Box 839, Glenview, IL 60025

2. Online at www.MRCA.org

3. Scan and e-mail complete form to: mrca@mrca.org

4. Fax: 847/375-6473

Payment

    Check (enclosed)

- If rebilling of a credit card charge is necessary, a \$25 processing fee will be charged.
- Make check payable to MRCA.
- I authorize MRCA to charge the above listed credit card amounts deemed.
- A charge of \$25 will apply to checks returned for by MRCA to be accurate and appropriate insufficient funds.

Credit Card Number: _____ Exp. Date: _____

Signature: _____

Cardholder's Name (please print): _____

Cancellation Policy

All cancellations must be made in writing and sent to the attention of MRCA Member Services. A \$25 processing charge will apply to all cancellations. No refunds will be made on cancellations postmarked after September 1, 2010. Please keep a copy of your registration form for your records. If MRCA must cancel the meeting, registrants will receive full credit or refunds of their paid registration fees. MRCA cannot provide refunds for lodging, airfare, or any other expenses related to attending the meeting. All refunds will be processed and issued after the meeting.