



MIDWEST ROOFER

SUMMIT
COUNTDOWN
STARTS NOW!
SCHEDULE INSIDE

Cape Coral Florida

NOV. 18-19

LEADERSHIP
SUMMIT

20  26

IN THIS EDITION

- THE DISAPPEARING TEST
- CYBER SECURITY: CMMC IS ALREADY HERE
- LEGALLY SPEAKING: THE RISE OF ACV AND ROOF PAYMENT SCHEDULES
- T&R: NEWS, NOTES & RESEARCH UPDATES
- YCC YOUR CAREER IS BIGGER THAN YOUR COMPANY





Aluminum Products, LLC

QUALITY PRODUCTS & SERVICES SINCE 2006

PREMIUM ALUMINUM ROOFING SUPPLIES

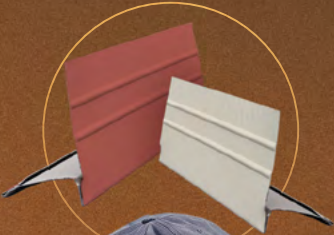
FACTORY-DIRECT | EASY ORDERING



Bulk order **Drip Edge, Flashing, Synthetic Felt, Trim Coil** & more!



Multiple gauges & sizes available for any project.



15 colors in stock year-round to match any roof.

COLORS:



We Ship

ANYWHERE IN THE
CONTINENTAL
UNITED STATES

VISIT US:

DRIPEDGEPA.COM/MIDWEST

SCAN HERE



SCAN HERE

SCAN HERE

SCAN HERE

717.445.6885

MENTION CODE **MRCA26**
FOR A FREE SAMPLE KIT

DRIPEDGEPA.COM/MIDWEST

MR

MIDWEST ROOFER

2026 Vol 69 No 3

Contents

Columns

Editor's Message: MRCA's Living History Highlight	4
Welcome Our New Members.....	5
Executive Director's Message	6-7
Business Management: The Disappearing Test.....	8-10
YCC: Your Career Is Bigger Than Your Company	14-15
Cyber Security: CMMC Is Already Here: What Firms Need to Know..	16-17

2026 MRCA Leadership Summit

What is the Summit?	20-21
Speakers.....	22
Summit Schedule of Events	23-25
Sponsors & Hotel Information	26-27
Foundation and YCC Party.....	28 & 31
Contractor Registration Form	29-30
Exhibitor Registration Form	32-33

Notes and News from Your MRCA Technical & Research Committee	34-40
Upcoming Events, Industry News from Metal Roofing Alliance and Roofing Alliance ..	43-46

Ad Index

CL Aluminum Products	Inside Cover
AzkoNobel.....	7
BITEC.	10
RK Hyrdovac..	11
Roofing Contractor Magazine.....	12
Beeline Purchasing	12
MRCA HAWT	13
UFG	17
Hanover Architectural Products	18
Roofers Coffee Shop.....	19
Ameriprise Financial	19
ACT Metal Deck Supply.....	39
Auman Mahan + Furry.....	40
Best of Success	41
POSH	42
Certified Roof Torch Applicator.	46
Apollo Health Insurance.	Inside Back Cover
Malarkey Roofing Products.	Back Cover

Disclaimer: The opinions and positions stated in articles published herein are those of the authors and not, by the fact of publication, necessarily those of MRCA. MRCA does not endorse roofing products or systems and shall not be deemed by anything herein to have recommended the use or non-use of any particular roofing system.



Midwest
Roofing
Contractors
Association

2026 MRCA Leadership Directory

Officers/Executive Committee

President
Bill Seibert
Fisher Roofing of Kearney

First Vice President
Chris Daly
Kaw Roofing & Sheet Metal Inc.

Second Vice President/Treasurer
Ryan Petrick
Ridgeworth Roofing Co Inc

Secretary
Casey Sneed
MRB Contractors

Immediate Past President
Laurie Moore
Krelling Roofing Co

Directors

HAWT Taskforce Chair
Fred Horner
Advanced Industrial Roofing

Bryan Bossard
AW Farrell Roofing

Luke Haines
Roofmasters Roofing & Sheet Metal Co.

Tyler Lea
MRB Contractors

Chris Huntington
AAA Roofing

Michael Katrosh
Queen City Roofing & Contracting

Daniel Knickelbein
Langer Roofing & Sheet Metal

Dennis Wilkie
Diamond Roofing

Larry Marshall III
L. Marshall Roofing & Sheet Metal

Michael Miller
Empire Roofing Co., Inc.

Gil Morales
CIM Roofing, Inc.

Kevin Petersen
Carlson Racine Roofing and Sheet Metal, Inc.

Kellie Paasch
Independent Roofing Co., Inc.

Ken Sage
Midland Engineering

Brett Tesson
Tesson Roofing & Exteriors

Matt Smith
Fat Matt Roofing

Council / Committee Chairs

Advisory Council Chair
Greg Bloom
QXO

Signatory Contractors Council Chair
Mark Langer
Langer Roofing and Sheet Metal, Inc..

T&R Chairman
Randy Adams
R Adams Roofing, Inc.

Reserve Investment Chair
Kurt Steinkuhler
Wray Roofing

CERTA Taskforce Chair
James Ramser
Highland Roofing Company, Inc.

YCC Chair
Rachel Garcia
Malarkey Roofing Products

Legal Counsel
Gary Auman
Auman, Mahan & Furry

Staff

Megan Pope
Executive Director & Foundation
mpope@mrca.org

Bob Pope
HAWT Advisor
bpope@mrca.org

Rachel Pinkus
Managing Director & MR Editor
rpinkus@mrca.org

Chrystal Beavers
Account Manager
cbeavers@mrca.org

Morgan Arwood
Membership Director
marwood@mrca.org

Joe Williams
Graphic Designer
jwilliams@mrca.org

MRCA Headquarters

7250 Poe Ave. Ste. 410 | Dayton, OH 45414
Phone: 800.497.6722 | Fax: 937.278.0317
www.mrca.org

Find us on



MRCA'S LIVING HISTORY HIGHLIGHT: THE ANNUAL CONFERENCE TRADITION



Rachel Pinkus, MR Magazine Editor

When you look back at the history of the Midwest Roofing Contractors Association (MRCA), it's surprising how much - and how little - has changed over the years.

A December 1958 article in MRCA's

National Roofing magazine could easily describe an MRCA conference today. The MRCA President addressed attendees, officers were elected, speakers presented educational sessions, and members discussed important industry issues, including labor and legal matters. The association also recognized individuals who had dedicated their time and service to MRCA by presenting plaques of appreciation.

More than 65 years later, these traditions remain an important part of MRCA. While the industry continues to evolve, the association's commitment to education, leadership, advocacy, and member recognition has remained constant.

Founded in 1950, MRCA has grown into a leading voice for roofing contractors throughout the Midwest and beyond. Building on its rich history, the association continues to represent contractors' interests and work with manufacturers, consultants, regulatory agencies, and other industry partners to help shape the future of roofing.

To preserve this legacy, MRCA created its **Living History**, an interactive, continually updated digital archive documenting the people, milestones, and stories that have shaped the association and the roofing industry.

Explore MRCA's past and discover the traditions that continue to connect generations of roofing professionals by visiting the [MRCA Living History Archive](#).

Do you have historic MRCA documents, photographs, publications, or memorabilia to share? Help preserve the association's story for future generations. Contact Parker Matson at 800-497-6722 or pmatson@mrca.org to contribute to the archive.



That's Tom Egan, new Midwest president, flanked by retiring president Milt Olson and Tom Daly.



LYLOYD A. FRY, Jr.

TOM EGAN, Salina, Kans., was elected president of the Midwest Roofing Contractors' Association at the close of an action-packed convention that drew 240 contractors and guests to Wichita, Kans., November 13-15. Other officers elected included Mike Mooney, Hutchinson, Kans., vice-president, Samuel Oakford, Denver, Colo., vice-president, and Merle Euler, Leavenworth, Kans., Secretary-Treasurer.

Lloyd A. Fry, Jr., President, Lloyd A. Fry Roofing Co., Summit Illinois.



Pictured above are Mr. and Mrs. Goodyear, Mr. and Mrs. Andrews, Gerald and Jerry Land, Mrs. Merle Euler, Dick Yates, Evan T. Mathis, Jr., Dorothy Dement and Tom Quickel.



Above: Wm. Goodyear and Jerry Land, oldest and youngest members.

addressed the convention on the subject of "Distribution and Stabilization" which he characterized as "everybody's problem" whether or not they were contractors, jobbers or manufacturers.

Dr. William Alexander, Oklahoma City evangelist, spoke on things of the spirit, and punctuated his address with a variety of rib-tickling stories, in which he poked fun at the audience and also at himself.

While not a roofer, he listed himself as a purchaser of roofing products and services, the pastor of a church with a modernistic roof or rather series of roofs, in which built-

Midwesterners Alerted on CLOSED SHOP

up roofing was used with a vinyl plastic topping.

Stephen W. Reynolds, Kansas City attorney, and former National Labor Relations' Board Counsel, addressed the convention on the subject of "The Hiring Hall" and related problems.

He noted that while the Taft-Hartley Act outlawed the closed shop and limited compulsory unionism to the union shop under certain conditions, closed shop practices continued to flourish in the building industry "like speakeasies after Prohibition."

When Congress outlawed the closed shop, it was inconsistent in not outlawing the hiring hall, the device by which the closed shop is maintained. Two and a half years ago, the National Labor Relations Board took cognizance of the situation by charging a union with a violation of the T-H law by refusing a work referral to a non-union workman, although there were two openings available.

The Board, according to Mr. Reynolds, enjoined the union from enforcing an illegal closed shop agreement, and required the union to disgorge all dues and assessments collected from employees for a period of a year.

All of the past presidents of the Midwest Association were awarded plaques as marks of appreciation by the members. These included Carl Forbes, R. B. Stevenson, Paul Watkins, A. B. Hambrick, Orville Duff, J. Ed. Daly, Wm. Buckley and M. Olson, for the years 1951 to 1958 inclusive.

Included in the sessions were an Insurance Seminar, and a series of forums on built-up roofing, steep roofing and siding, sheet metal application, and a general session on "The Roofer, the Architect and the General Contractor."

DECEMBER 1958

11

Welcome

OUR NEW MEMBERS

**Amigo Roofing and
Contracting, LLC.**

Saint Peters, MO

Anchor Products

Haltom City, TX

Coated Metals Group

Verona, WI

HoppeRoofing

Valley Springs, SD

JustClaims

Denver, CO

Modern Builders Supply

Toledo, OH

Premier Roofing Company

Glendale, CO

Renaissance Roofing, Inc.

Belvidere, IL

Renaissance Roofing, Inc.

Fenton, MO

Renaissance Roofing, Inc.

Raleigh, NC

Roof Technology Partners

Forest Hill, TX

Schwickerts Tecta America

Mankato, MN



WE'RE HERE FOR YOU

BEYOND THE DAILY GRIND: CONNECTING, LEADING, AND LOOKING AHEAD



Megan Pope, MRCA Executive Director

As we approach the final months of 2026, it's a good time to look beyond the demands of today's projects and consider where we want to take our businesses in the year ahead. That is exactly the thinking behind MRCA's upcoming Leadership Summit.

We know roofing contractors have plenty of opportunities to attend conferences, walk trade show floors, and participate in educational sessions. But the Leadership Summit is designed to be an intentional opportunity to step away from the daily grind, connect with fellow business leaders who understand your challenges, and focus on the decisions that will shape your company's future.

One of MRCA's greatest strengths has always been the relationships among our members. At the Summit, you'll connect with non-competing peers who face many of the same challenges you do. The smaller, more personal setting allows for genuine conversations, meaningful connections, and the exchange of ideas that simply doesn't happen in a crowded convention hall.

We'll tackle timely issues including the risks and liabilities associated with artificial intelligence, practical approaches to mental health and workplace leadership, and strategies for building stronger business systems that support sustainable growth. We'll also hear from nationally recognized construction economist Richard Branch, who will provide valuable perspective on the economic forces shaping our industry.

Our goal is simple: You should leave the Summit with fresh ideas, valuable relationships, and a renewed sense of direction for 2027.

Speaking of looking ahead, MRCA's Board of Directors and Committees gathered in July at the beautiful Coeur d'Alene Resort in Idaho for our

summer meetings. Our volunteer leaders were busy advancing several exciting initiatives.

Our Technical & Research Committee introduced a new "Problem Profile" form, providing members a direct path to seek assistance with issues encountered in the field. The Safety Committee is developing a new Safety Summit, while Membership and Marketing finalized plans for the new MRCA Marketplace, where members can buy and sell equipment and tools.

The Business Management Committee is collaborating with the Past Presidents Council and Young Contractors Council on a new Leadership Connection program, pairing members seeking advice with experienced industry mentors.

These initiatives represent just a portion of the work being done by MRCA's dedicated volunteer leadership. They also reinforce something fundamental to our association: **MRCA is built on contractors helping contractors.**

The Leadership Summit brings that philosophy to life. I encourage you to take a couple of days in sunny Florida to invest some time in yourself and the relationships that can help you succeed. Join us, and let's get ready for a successful 2027 together!

Sincerely,

Megan Pope
MRCA Executive Director



CERAM-A-STAR[®] SELECT

The industry's best silicone-modified polyester coil coating system

Proven Performance

The strongest, most durable SMP coating technology offers best in class gloss and color retention for long lasting performance, proven through AkzoNobel's Global Weathering Program.

Made Easy

CERAM-A-STAR[®] 1050 SELECT makes color complexity a thing of the past, increasing operational efficiencies to improve availability, resulting in quicker turns on projects.

Transferable Warranty

Limited lifetime transferable warranty on CERAM-A-STAR[®] 1050 SELECT allows a one-time transfer, available for up to ten years.



Discover proven performance you can rely on with **CERAM-A-STAR[®] SELECT**

coilcoatings.akzonobel.com



MRCA summer meetings at
Coeur d'Alene Resort in Idaho



THE DISAPPEARING TEST



By: Ray Gage

Here's a question that will expose everything wrong with how you've built your construction business:

Could your company thrive if you disappeared for three months with zero communication?

Not just survive. Thrive.

Before you dismiss this as hypothetical, consider: Heart attack. Stroke. Serious car accident requiring surgery and rehab. Burnout so severe you can't function. These aren't far-fetched scenarios—they're realities that hit construction leaders every year, often without warning.

No texts. No emails. No "quick calls" to check in. No emergency contact number. Three full months where your business has to function as if you don't exist.

If your immediate response is panic, you haven't built a business. You've built yourself a

very expensive job with your name on the sign.

The Bottleneck Reality

Most construction leaders know they're the bottleneck. They joke about it. They complain about it. They wear it like a badge of honor.

"Nobody can make decisions like I can."

"My clients expect to deal with me directly."

"My team needs me to keep things running smoothly."

These aren't strengths. They're structural flaws.

Every time you say "I'm the only one who can handle this," you're admitting you've built a business model that depends on your personal heroics to function. And heroics don't scale. They don't create sustainable value. They don't even create businesses—they create dependencies.

What Actually Breaks

Try this exercise. Imagine you're gone tomorrow. Not on vacation where you're

“available if needed.” Actually gone.

What breaks first?

Be specific:

- Which decisions stall immediately?
- Which client relationships fall apart?
- Which projects lose direction?
- Which team conflicts explode?
- Which quality issues go unnoticed?

Now ask yourself: Why?

The answer isn't “because I'm exceptional.”

The answer is “because I've built systems that require me to be exceptional.”

The Hero Dependency Pattern

Here's how it happens. You start a business. You're good at what you do. Clients want you. Projects need you. Problems require your expertise.

So you handle it. All of it.

Your team learns that you'll step in when things get tough. Clients learn that the owner is always accessible. You learn that nobody does it quite as well as you do.

And suddenly, you're not building a business anymore. You're performing a one-person show where every scene requires the star.

The problem isn't that you're capable. The problem is that you've made your capability a requirement for basic operations.

The Real Cost

Let's do some math.

If you're working 60-70 hours a week, you're giving your business 20-30 hours beyond a standard work week. Every single week.

That's 1,000-1,500 hours per year of your life feeding a system that can't function without you.

Now multiply your hourly value by those hours. If your expertise is worth \$200/hour, that's \$200,000 to \$300,000 annually that you're pouring into keeping a dependency system alive.

But here's the real question: What's the opportunity cost?

What could you build if you weren't constantly

maintaining what already exists? What strategic moves could you make if you weren't buried in operational details? What would your business be worth if it didn't require you to sacrifice your life to run it?

What Thriving Actually Looks Like

The construction companies that pass the disappearing test aren't lucky. They're not smaller or simpler. They're architected differently.

They have project managers who make decisions without approval.

They have superintendents who solve problems without escalation.

They have estimators who bid jobs without owner review.

They have communication systems that function without the owner as the hub.

Most importantly, they have job descriptions that don't require hero leadership to succeed.

These companies don't just survive when the owner steps back. They prove they were actually businesses all along, not just founder-dependent operations pretending to be companies.

The Test You're Probably Failing

Be honest. Right now, could you:

Take a three-week vacation with zero contact?

Most construction leaders can't even do this, let alone three months.

Let your project manager handle a demanding client completely?

Or do you always end up getting pulled in?

Allow your team to make \$5,000 decisions without your approval?

Or do they still ask permission for everything?

Trust your superintendent to handle quality issues independently?

Or do you feel like you have to check everything personally?

If you answered no to any of these, you're not running a business. You're running a high-stakes performance where you're the only

Continued on page 10

BUSINESS MANAGEMENT

qualified actor.

The Shift That Changes Everything

The goal isn't to become unnecessary. The goal is to make your necessity optional.

Stop building systems that require your constant involvement. Start building systems that function best when you're focused on strategy, not operations.

Stop hiring people who need you. Start developing people who are capable of leading without you.

Stop measuring your value by how much everyone depends on you. Start measuring it by how well the business performs when you're not there.

Your Move

The disappearing test isn't about abandoning your business. It's about building one that's actually worth something beyond your personal labor.

A business you can sell has value.

A business you can scale has value.

A business that runs without requiring your life has value.

A business that falls apart the moment you step away? That's not a business. That's an expensive hobby that's destroying your health, your relationships, and your future.

So ask yourself again: Could your company thrive if you disappeared for three months?

If the answer is no, you've got work to do. And that work isn't harder—it's just different than what you've been doing.

It's not about working more. It's about architecting better.

The question isn't whether you can afford to build a business that doesn't need you. The question is whether you can afford to keep building one that does.

Ray Gage is a leadership coach, speaker, and author of "Start with Stop." He helps construction leaders build companies that create success without requiring personal sacrifice.



CELEBRATING 40 YEARS OF ROOFING INNOVATION

We are a full systems manufacturer and we stand on our 4 Pillars of Roofing.

ADVANCED
BITUMEN TECHNOLOGY
Premium APP & SBS
Membranes

Advanced Bitumen
Technology Systems


STRONGHOLD™

StrongHold Single Ply
Systems

**STORM
BREAKER™**

Storm Breaker Roof
Coating Systems


REPAIR BOSS®

RepairBOSS - Full
line of service and
maintenance products
for roofing contractors.

We value our contractors, and we strive to bring irreplaceable value to them - from our team.



Find a Rep bitec.com

800-535-8597



NATIONAL LEADER

OVER 40 YEARS OF EXPERIENCE

SERVICES PROVIDED



Dry-Vac
Wet-Vac



Ballast
Removal



Pneumatic
Ballasting

NATIONWIDE SERVICE

322 Wyndham Way
Piqua, OH 45356



PO Box 616
Pittston, PA, 18640



PO Box 669052
Charlotte, NC, 28266

1 - 8 8 8 - 4 9 3 - 7 6 8 2

www.RKHydroVac.com



MIDWEST
ROOFING
CONTRACTORS
ASSOCIATION

MEMBERS

LEGAL SERVICES PLAN

**Auman
Mahan + Furry**
ATTORNEYS

Call today for your **FREE** monthly 30 minute consultation!

(937) 223-6003

www.amfd Dayton.com



The Midwest Roofing Contractors Association is partnered with the law firm of Auman, Mahan, and Furry to provide the MRCA membership with this unique service.



Auman, Mahan, and Furry specializes in

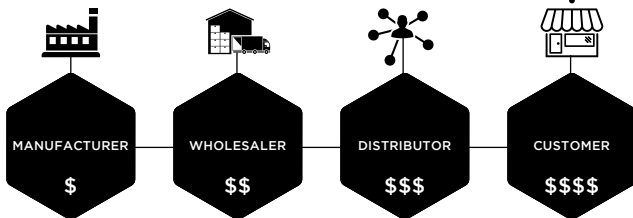
- labor and employment law
- wage-hour, prevailing wage
- workers' compensation
- unemployment compensation
- construction law
- government contract disputes
- occupational safety and health
- collective bargaining litigation



The purpose of this service is to provide MRCA members the opportunity to discuss and identify legal problems, and to resolve general questions and concerns quickly through convenient access to specialized and qualified legal counsel. Each MRCA member is entitled to one 30 minute consultation per month.

beeline
Specialized Purchasing Brokers

You're buying from HERE!



Wouldn't you want to order from HERE?

We specialize in purchasing safety supplies directly from the manufacturer. Beeline will assist you, the customers, in this **NEW** ordering process which reduces the middleman and provides a cost savings.

Member Benefits

- No Cost to Join/Participate
- Cost Savings 15-30%
- Free **One-on-One** Consultation

Which side of the **supply chain** do you want to buy from?

Kevin Holden | Managing Partner | Beeline Purchasing LLC | kevin@beelinepurchasing.com | Cell 513-607-5955

SUBSCRIBE TODAY TO **ROOFING CONTRACTOR**



CONTENT IS KING

Don't miss any of our GREAT CONTENT!

- eMagazine • eNewsletter • Podcasts
- Webinars • LinkedIn, Twitter, Facebook

RoofingContractor.com



HAWT

HOT AIR & INDUCTION WELDING SAFETY TRAINING



IN DEPTH
TRAINING



HAZARD
RECOGNITION



ELECTRICAL
AND FIRE



PPE
REQUIREMENTS



CLASSES AVAILABLE NOW!
REGISTER AT MRCA.ORG



2023 YCC in Omaha Nebraska,
Yellowstone Themed Welcome Party



YOUR CAREER IS BIGGER THAN YOUR COMPANY



By: Rachel Garcia, Director of Contractor Services at Malarkey Roofing Products

If you had asked me in my early twenties where I thought my career would take me, roofing would have been one of the last answers I gave.

I wasn't raised in a roofing family. At the time, I was managing bars and bartending, and while I loved the people and fast-paced environment, I was burnt out. Looking for something with more stability, I started applying for administrative positions and came across a Craigslist posting for a marketing and sales support role with a local roofing manufacturer.

I got the job, and the rest is history.

Like many people who enter roofing from outside

the industry, I experienced my fair share of imposter syndrome. I remember attending my first trade show and feeling completely out of place. I didn't know anyone, and I certainly didn't know much about roofing. Everywhere I looked, people were having conversations filled with technical knowledge and years of experience. I wondered if I would ever know enough to truly belong.

Eventually, I realized I had two choices: stay comfortable or start introducing myself to people. So, I stepped outside my comfort zone. One of those first conversations happened because I needed to borrow a tool, but what I remember most isn't the screwdriver, it's the conversation that followed. Having one familiar face at future events made all the difference. I had someone to walk the trade show floor with, someone to introduce me to

people, and someone I could ask questions without feeling like I should already know the answers.

14 years later, he's still one of my closest friends. We've attended countless roofing events together, explored new cities, and found hiking trails wherever work took us. What began with borrowing a simple tool turned into a friendship that changed the course of my career, and, in many ways, my life.

“That experience taught me something important: your career is bigger than your company.”

That experience taught me something important: your career is bigger than your company.

Of course, we should all work hard to support the organizations we represent. But our careers are also shaped by the relationships we build, the mentors who invest in us, and the communities we choose to be part of.

That's one of the things I love most about this industry. While we may compete in business, we also share ideas, support one another, and genuinely want to see the next generation succeed. Some of the most valuable lessons I've learned didn't come from a presentation, they came from conversations with people willing to share their experiences and perspectives.

As Chair of the Young Roofing Contractors Council (YCC), I've seen firsthand how industry involvement can impact careers. That's why events like the Midwest Roofing Contractors Association Leadership Summit are so valuable. The education is important, but the real opportunity is in the connections you make along the way.

Some of the best conversations happen between sessions, over a meal, or at networking events. This year, the YCC is excited to host our Miami Dice-themed Farewell Party on the final night of the Summit. A chance to relax, have some fun, and



continue building relationships with peers from across the industry.

My challenge to every young professional attending is simple: introduce yourself to someone new. Ask questions. Stay curious. Step outside your comfort zone. You never know where a single conversation might lead.

After all, mine started with borrowing a screwdriver.

Invest in your company. Invest in your career. And most importantly, invest in the relationships that make our industry stronger.

You never know how one conversation might change your life.



CMMC IS ALREADY HERE: WHAT CONSTRUCTION FIRMS NEED TO KNOW

The next certification phase was suspended. The cybersecurity obligation was not.



By: Nick Espinosa, Security Fanatics

For many construction companies, cybersecurity still feels like an information technology issue. CMMC turns it into an eligibility issue. If your company works on a Department of Defense project, supports a prime contractor, or receives protected project information, your ability to win or keep that work may depend on meeting the required cybersecurity level.

What is CMMC?

The Cybersecurity Maturity Model Certification program is the government's method for checking whether companies in the defense supply chain are protecting federal information. It does not apply only to defense manufacturers. Architects, engineers, general contractors, specialty trades, technology providers and other partners can be included when their systems handle covered information.

Does it apply to every construction company?

No. The key questions are whether a solicitation, contract or subcontract contains a CMMC requirement and whether your company will process, store or transmit Federal Contract Information, known as FCI, or Controlled Unclassified

Information, known as CUI. Examples may include nonpublic project records, technical drawings, specifications, security details or other protected information. Company size does not create an exemption.

What are the levels?

- Level 1 generally applies to FCI and uses 15 basic safeguarding requirements with an annual self-assessment.
- Level 2 applies to CUI and follows the 110 security requirements in NIST SP 800-171 Revision 2 (soon to be Revision 3). Depending on the contract, Level 2 may require either a self-assessment or an independent C3PAO (Certified Third-Party Assessment Organization) assessment. Many will require the C3PAO assessment.
- Level 3 is reserved for the most sensitive programs and adds government-led assessment requirements.

What is required right now?

Phase 1 began on November 10, 2025 and remains active. CMMC requirements can appear in current solicitations and contracts. When required, a company needs the correct current status in

the Supplier Performance Risk System (SPRS) before award, must maintain that status during the contract and must complete annual affirmations. Prime contractors (usually the General Contractor in construction) also has flow-down requirement when subcontractors (MEP etc) will handle FCI or CUI.

IMPORTANT UPDATE: On July 13, 2026, the Department suspended the transition to Phase 2, which had been scheduled for November 10, 2026, and paused later milestones while it reviews the program. It explicitly kept Phase 1 self-assessment requirements in place. As of August 30, 2026, no replacement Phase 2 date has been announced.

Why not wait for the review to end?

Because the underlying duty to protect covered defense information remains. A pause in the certification rollout is not permission to ignore DFARS cybersecurity clauses or NIST SP 800-171. Readiness can also take months. Companies may need to identify where protected information travels, narrow the systems in scope, change technology, document procedures, train employees and collect evidence that the controls actually work.

What should leadership do now?

- Review current contracts, solicitations and subcontract flow-down clauses.
- Determine whether the company receives FCI, CUI or both.
- Map where that information is stored, shared and accessed, including cloud services and mobile devices.
- Confirm the company's assessment, SPRS entry and annual affirmation status.
- Build a realistic remediation plan before a bid, option year or prime contractor request creates a deadline.

CMMC is not solved by purchasing one product or downloading a policy template. It requires a clear scope, working safeguards and evidence. The smartest first step is understanding what applies to your company and what does not.

LEARN MORE: Learn from Nick Espinosa in person at the MRCA Leadership Summit, November 18–19, 2026, in Cape Coral, Florida! Don't miss this opportunity to hear Nick speak, gain valuable insights, and connect with roofing industry leaders. Secure your spot today and join us in Cape Coral! Register now: <https://www.mrca.org/aws/MRCA/pt/sp/conference>

THINK UFG

for construction insurance

When it comes to protecting your construction business, UFG Insurance checks all the boxes:

- ✓ Deep expertise from a seasoned construction team
- ✓ Specialized risk control and claims capabilities
- ✓ Personalized and responsive service you can count on

Think UFG: the expertise you need, the service you deserve.

Scan the QR code to learn more about construction insurance from UFG.



Proud sponsor of the 2026 MRCA Safety Awards



ufginsurance.com



TAP. SET. TURN.

Scan to see the NEW
system in action!

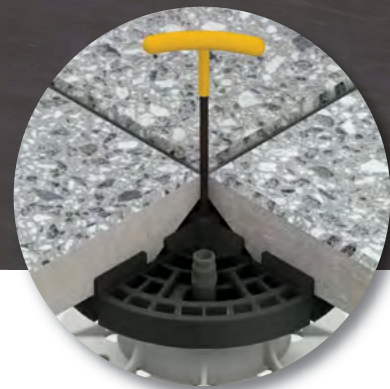
**HIGH-WIND PERFORMANCE.
SEAMLESS DESIGN.**

NEW PAVERLOC™ SYSTEM

Hanover's NEW PaverLoc™ System features a concealed locking mechanism that delivers a smooth, continuous paver surface appearance.

- Provides wind uplift resistance of -165 psf with no factor of safety
- Withstands winds up to 250 mph
- Patented, user-friendly design is simple and intuitive
- Quick installation - no specialized tools required
- Easy paver removal for roof repairs or replacements
- Paver strength is not compromised or altered

HANOVERPAVERS.COM >>



US & Foreign
Patents Apply

BECOME PART OF THE COMMUNITY



SCAN AND USE CODE **MRCARCLUB**
FOR FREE FIRST MONTH OF R-CLUB
RoofersCoffeeShop.com



Tracy L. Edwards, CFP®, APMA®

Financial Advisor

CERTIFIED FINANCIAL PLANNER™ practitioner

Platinum Financial Solutions

A financial advisory practice of
Ameriprise Financial Services, LLC

620.343.7937

702 Commercial St, Suite 1B, Emporia, KS 66801

tracy.l.edwards@ampf.com

ameripriseadvisors.com/tracy.l.edwards

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with plaque design) in the U.S.
Ameriprise Financial Services, LLC. Member FINRA and SIPC.

Ameriprise 
Financial



NOV.





18-19



LEADERSHIP
SUMMIT

20  26

Cape Coral

FLORIDA

**PLAN
YOUR
TRIP
NOW!**



SCAN TO REGISTER

**RECHARGE
RECONNECT**



MIDWEST ROOFING CONTRACTORS ASSOCIATION LEADERSHIP SUMMIT

NOV. 18-19 • CAPE CORAL, FLORIDA • 2026

MRCA

LEARN MORE

For more than **75 years**, the MRCA Annual Conference & Expo served as the premier gathering for the Midwest roofing industry—bringing together contractors, manufacturers, distributors, fabricators, service providers, architects, consultants, and other industry professionals from across the region.

We are excited to introduce the **all-new MRCA Leadership Summit**, taking place November 18–19, 2026, at the **Westin Cape Coral Resort in Cape Coral, Florida**—a dynamic conference experience designed to connect roofing leaders in a more innovative, collaborative, and relationship-focused environment.

This is not a traditional trade show.

The MRCA Leadership Summit was intentionally designed to bring together **the right people—not just a lot of people**. In an intimate setting, roofing contractor leaders and key decision-makers from across the Midwest will spend **two full days together** engaging in strategic education, peer-to-peer networking, leadership development, and meaningful business conversations.

For manufacturers, distributors, fabricators, and service providers, this creates a unique opportunity to build deeper relationships and strengthen connections with current and prospective customers in ways that traditional expo environments often cannot.

Instead of investing in carpet, booth furnishings, shipping cumbersome displays, electrical services, elaborate customer dinners, and travel costs for large booth personnel teams, the Leadership Summit offers a smarter, more impactful way to engage. **Invite your customers—or future customers—to the full Leadership Summit experience** and spend quality time together in an environment built for conversation and collaboration.

As a Summit sponsor, your company also receives valuable brand visibility and recognition, including:

- Logo placement on event signage
- Recognition in the Sponsor Section of the Summit Program Book and Mobile App
- Inclusion in promotional email campaigns
- Visibility on the MRCA website and social media

channels

- Recognition in MR Magazine
- An advertisement in the onsite program book

In addition to education and exhibits, the Summit features outstanding networking opportunities designed to build lasting industry relationships, including:

- **MRCA Foundation Auction**
- **Young Contractors Council (YCC) Farewell Dinner & Casino Night**
- **Annual Awards Luncheon**
- **NEW in 2026 – Golf Outing Sponsorship Opportunities**

Not a golfer? Sponsor a hole and spend the day networking with every participant as they pass through.

With **limited availability**, exhibitor and sponsorship opportunities are expected to fill quickly.

And while you're there, bring the family and extend your stay. Cape Coral provides the perfect backdrop to combine business, networking, and a little well-earned time away.

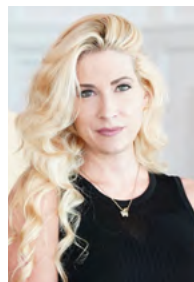
We invite you to join us for this exciting new chapter of MRCA and secure your place at one of the roofing industry's most valuable leadership events.

For exhibitor and sponsorship information, visit mrca.org/aws/MRCA/pt/sp/conference_exhibitors.

For Contractor information, visit mrca.org/aws/MRCA/pt/sp/conference_register

or contact me, Rachel Pinkus at rpinkus@mrca.org.

We look forward to seeing you in Cape Coral this November!



Rachel Pinkus
MRCA Managing Director





MIDWEST ROOFING CONTRACTORS LEADERSHIP SUMMIT

888-497-6722

**BOOK YOUR
SEAT NOW!**

**REGISTER
TODAY!**



NOVEMBER 2026 | Cape Coral Florida

We are excited to introduce the all-new MRCA Leadership Summit, taking place November 18-19, 2026, at the Westin Cape Coral Resort in Florida—a dynamic conference experience designed to connect roofing leaders in a more innovative, collaborative, and relationship-focused environment.

OUR SPEAKERS



Greg Bolt
10x Roofing



Richard Branch
AIA Chief Economist



Dr. Richard Griff
CEO and President of Griff Psychological Associates



Nick Espinosa
Security Fanatics, Host of "The Deep Dive" radio show

MAIN TOPICS

- 01** From Roofer to Founder: Scaling Smart in a Consolidating Industry
- 02** Beyond Physical Safety: Leadership and Mental Health on the Jobsite
- 03** Economic Update for Construction
- 04** Balancing the Real-Life Risks of Artificial Intelligence

CONTACT US

7250 Poe Ave. STE 410, Dayton, Ohio, USA, 45414

email: sfrier@mrca.org

visit: www.mrca.org



MIDWEST ROOFING CONTRACTORS LEADERSHIP SUMMIT

TUESDAY NOV 17

2:00 - 5:00 **MRCA BOARD MEETING**

6:00 - 8:00 **Vendor SET-UP**

WEDNESDAY NOV 18

8:00 - 11:30 **REGISTRATION**

8:00 - 11:30 **Vendor SET-UP**

8:00 - 9:30 **Past President's and Board BREAKFAST**

10:30 - 4:00 **MRCA GOLF OUTING**

Cape Royal Golf Club - You are welcome to make your own travel arrangement BUT transportation has been arranged on your behalf.

10:30 Charter Bus Departs from Hotel
11:00 Golfer's Lunch
12:00 Shotgun Start
5:00 Charter Bus Departs from Course



PROUD SPONSORS



6:00 - 8:00 **REGISTRATION**

6:30 - 9:00 **Foundation AUCTION AND DINNER**

Join your colleagues for a Luau-Themed Dinner & Auction in support of the MRCA Foundation! Enjoy an evening filled with island-inspired cuisine, tropical ambiance, and exciting silent and live auction opportunities—all while making a meaningful impact. The MRCA Foundation is dedicated to strengthening our industry by supporting educational programming, advancing industry research and providing academic scholarships for future leaders.

Paradise
WITH A
Purpose





MIDWEST ROOFING CONTRACTORS LEADERSHIP SUMMIT

888-497-6722

**BOOK YOUR
SEAT NOW!**

**REGISTER
TODAY!**



THURSDAY NOV 19

7:30 - 4:30

REGISTRATION

7:00 - 8:30

Breakfast and **VENDOR TABLETOPS OPEN**

8:30 - 9:30

From Roofer to Founder: **SCALING SMART IN A CONSOLIDATING INDUSTRY**



GREG BOLT *10x Roofing*

Whether you run a crew of 5 or a company doing \$10M+, this session delivers practical, immediately applicable insights to help you build a business that works for you - not the other way around.

The roofing industry is consolidating fast - and the contractors who understand both the technical and business sides of their operation will be the ones who come out ahead.

In this session, Greg Bolt, President of 10X Roofing, shares the frameworks and mindset shifts that separate roofing owners who stay stuck from those who scale.

9:30 - 10:00

VENDOR TABLETOPS OPEN

10:00 - 11:00

Beyond Physical Safety: LEADERSHIP AND MENTAL HEALTH ON THE JOBSITE



DR. RICHARD GRIFF *CEO and President of Griff Psychological Associates*

The roofing and construction industry experiences some of the highest rates of stress-related mental-health challenges and suicide, yet many leaders report feeling unprepared to recognize risk or respond effectively.

Drawing from military and sport psychology-based resilience frameworks, the workshop demonstrates how targeted, leadership-driven mental-health strategies can enhance workforce well-being while supporting organizational performance and business goals.

Reduce isolation, communicate effectively, and take practical action— without stepping outside their leadership role or assuming therapeutic responsibilities.

11:00 - 11:30

VENDOR TABLETOPS OPEN

11:30 - 12:00

The Benefits of MRCA MEMBERSHIP

a comprehensive overview of the benefits available through MRCA membership. Attendees will learn how membership supports professional growth, enhances industry knowledge, and provides access to valuable resources and networking opportunities.

CONTACT US

7250 Poe Ave. STE 410, Dayton, Ohio, USA, 45414

email: sfrier@mrca.org

visit: www.mrca.org



MIDWEST ROOFING CONTRACTORS LEADERSHIP SUMMIT

12:00 - 1:30

Membership Meeting & **AWARDS LUNCHEON**

Join fellow MRCA members as we celebrate the people and companies making a difference in the roofing industry. MRCA members have the opportunity to nominate colleagues for excellence in industry contributions, innovation, safety, and community involvement.

The luncheon will include important MRCA updates and recognition of this year's award recipients as we celebrate their achievements.

1:30 - 2:30

Economic Update **FOR CONSTRUCTION**



RICHARD BRANCH *AIA Chief Economist and former Chief Economist at Dodge Construction Network*

This session will examine the economic outlook, the impact of tariffs on construction costs and supply chains, and whether the recent wave of manufacturing reshoring is likely to continue. Attendees will leave with a better understanding of the economic forces shaping the industry and the knowledge needed to plan confidently for the year ahead.

Join nationally recognized economist Richard Branch as he provides a practical analysis of the current economic landscape and what it means for the construction industry. Drawing on more than 30 years of experience, including 14 years as Chief Economist at Dodge Construction Network, Richard will break down complex economic data into clear, actionable insights that attendees can use to make informed business decisions.

2:30 - 3:00

VENDOR TABLETOPS OPEN

3:00 - 4:00

Balancing the Real-Life **RISKS OF ARTIFICIAL INTELLIGENCE**



NICK ESPINOSA *Security Fanatics and host of "The Deep Dive" radio show*

Everyone is talking about implementing AI strategies to improve every aspect of their operations, but planning for the inherent cyber security risks and insurance implications barely gets a mention. Join Nick Espinosa for practical overview of the key risks to consider when embedding AI into your business. Know what to ask your consultant, your sales rep, your insurance broker and your attorney BEFORE you find yourself exposed!

4:00 - 5:00

Vendor **TEAR-DOWN**

7:00 - 10:00

YCC Farewell Party MIAMI DICE



ARCA SPECIAL THANKS TO OUR SPONSORS

MIDWEST ROOFING CONTRACTORS ASSOCIATION **LEADERSHIP SUMMIT**

DIAMOND SPONSORS



PLATINUM SPONSOR

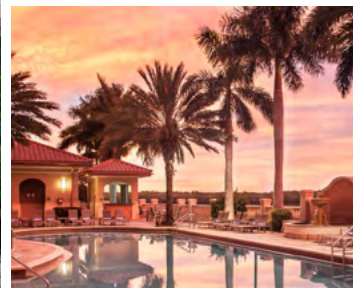
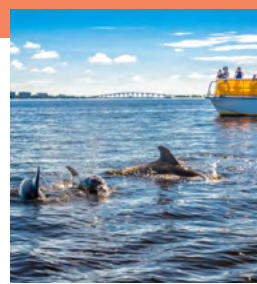


GOLD SPONSORS



SILVER SPONSORS





SUMMIT LOCATION AND HOTEL

The Westin Cape Coral Resort at Marina Village

5951 Silver King Blvd. Cape Coral, FL 33914

<https://www.marriott.com/en-us/hotels/rswwi-the-westin-cape-coral-resort-at-marina-village/overview/>

CHECK-IN: 4:00 PM CHECK-OUT: 12:00 PM

HOTEL ROOM RESERVATIONS

Reservations can be made securely online:

<https://book.passkey.com/gt/221122285?gtid=8bbddfd1aef251f0110b29796431853d>

OR by dialing (239) 541-5000 and referencing the **MRCA Room Block**.

Room Block Cut-Off Date: Tuesday, October 26, 2026

Room Rates: The MRCA Room Rate for a **Run of House** room is \$219.00 + a mandatory \$40.00 Resort Fee and applicable state and local taxes (currently 11.5%). Attendees may reserve a Suite at a discounted rate during the booking process and is based on availability. A **One Bedroom Suite** is \$269.00 + a mandatory \$40.00 Resort Fee and applicable state and local taxes (currently 11.5%). A **Two Bedroom Suite** is \$319.00 + a mandatory \$40.00 Resort Fee and applicable state and local taxes (currently 11.5%).

These rates will be available 3 days pre and post the main event, based on availability.

The \$40.00 Resort Fee includes:

- Water Taxi Service to Fort Myers Beach
- Sunset Dolphin Watching Cruise
- Private Clubhouse Facilities: lagoon-style pool, bocce ball. Hot tub, sauna & steam room.
- Morning Waterfront Yoga
- Guest Room Internet
- Bicycle Rentals

Onsite Amenities Kayak Rentals; Fishing Pole Rental; Tiki Boat Experience; Eco Excursions; Dolphin Watching Tours; Fishing charters; Boutique Shopping; 6 food outlets; Full service Spa

PARKING

On-Site Parking: \$25/day

Valet Parking: \$32/day

AIRPORTS

Southwest Florida International Airport (RSW) is 18.5 miles from the resort. Approximately 30-35 minute commute.

HOW DO I REGISTER?

Fill out and return with payment the Contractor Registration Form.

Register Online: https://www.mrca.org/aws/MRCA/pt/sp/conference_register

Phone 888-497-6722 Get personalized support to register all company employees at one time.



SCAN TO REGISTER

WED
18
NOV

ARCA
★ FOUNDATION ★
PRESENTS

14TH ANNUAL FOUNDATION DINNER & AUCTION



Paradise WITH A Purpose

Enjoy an evening filled with island-inspired cuisine, tropical ambiance, and exciting silent and live auction opportunities—all while making a meaningful impact. The MRCA Foundation is dedicated to strengthening our industry by supporting educational programming, advancing industry research and providing academic scholarships for future leaders.

LEI'D BACK & BEST DRESSED CONTEST

Think you've got the ultimate luau look? Put your island style on display! At the end of the evening, we'll crown one Best Dressed Man and one Best Dressed Woman, with each winner receiving a complimentary registration to the 2027 Leadership Summit!



FREE TO ALL REGISTERED ATTENDEES
SILENT AUCTION 6:30 - 9PM
LIVE AUCTION 7:45 PM



TARPON POINT BALLROOM
THE WESTIN CAPE CORAL RESORT
CAPE CORAL, FLORIDA

Note: The MRCA Foundation is a 501(c)(3) and Your Contributions at the Auction are Tax Deductible

CONTRACTOR REGISTRATION FORM

LEADERSHIP SUMMIT



November 17-19, 2026

The Westin Cape Coral Resort at Marina Village and Cape Royal Golf Club
Cape Coral, Florida

CONTRACTOR REGISTRATION FORM (Online Registration Available at www.mrca.org)

Company Name _____

Contractor Badge Name _____ Email (required) _____

Company Address _____

City _____ State _____ Zip _____ Phone _____

☐ Contractor Registration Fee = \$995.00 per person ☐ Couple Registration Fee = \$1990 per couple

Registration includes: high caliber Educational Sessions and Keynote Address; Foundation Auction Event & Dinner; Thursday Meals, YCC Event & Farewell Dinner; Networking Opportunities and interaction with Vendors. Spouse/Guest Badge Name _____

☐ Non-Industry Guest Evening Events ONLY (21 and older) Registration Fee = \$500.00 per person

Registration includes: Foundation Auction Event & Dinner AND YCC Event & Farewell Dinner ONLY.

Guest Badge Name _____ Guest Badge Name _____

☐ Non-Industry Guest Evening Events ONLY (13-20 years of age) Registration Fee = \$350.00 per person

Registration includes: Foundation Auction Event & Dinner AND YCC Event & Farewell Dinner ONLY.

Guest Badge Name _____ Guest Badge Name _____

☐ Non-Industry Guest Evening Events ONLY (12 years of age and under) Registration Fee = FREE

Registration includes: Foundation Auction Event & Dinner AND YCC Event & Farewell Dinner ONLY.

Guest Badge Name _____ Guest Badge Name _____

SUMMIT GOLF OUTING REGISTRATION:

Golf Registration includes: greens fees, carts, use of driving range, buffet lunch, drink tickets, transportation to and from the course, an MRCA branded golf shirt and MRCA branded golf balls. **Registration must be received by Sept. 25th to receive an MRCA golf shirt!**

☐ Golfer Registration Fee = \$295.00 per person ☐ Team Registration Fee = \$1000 per foursome

Golfer #1 _____

Rental Clubs for \$65 (circle) YES/NO MENS/WOMENS LEFT/RIGHT-HANDED

☐ No, I do not require a shirt.

☐ Yes, I would like a (Mens or Womens) Polo Sport Shirt in Size (S, M, L, XL, 2XL, 3XL, 4XL) (circle choices)

Golfer #2 _____

Rental Clubs for \$65 (circle) YES/NO MENS/WOMENS LEFT/RIGHT-HANDED

☐ No, I do not require a shirt.

☐ Yes, I would like a (Mens or Womens) Polo Sport Shirt in Size (S, M, L, XL, 2XL, 3XL, 4XL) (circle choices)

Golfer #3 _____

Rental Clubs for \$65 (circle) YES/NO MENS/WOMENS LEFT/RIGHT-HANDED

☐ No, I do not require a shirt.

☐ Yes, I would like a (Mens or Womens) Polo Sport Shirt in Size (S, M, L, XL, 2XL, 3XL, 4XL) (circle choices)

Golfer #4 _____

Rental Clubs for \$65 (circle) YES/NO MENS/WOMENS LEFT/RIGHT-HANDED

☐ No, I do not require a shirt.

☐ Yes, I would like a (Mens or Womens) Polo Sport Shirt in Size (S, M, L, XL, 2XL, 3XL, 4XL) (circle choices)

TURN OVER

CONTRACTOR REGISTRATION FORM

GOLF SPONSORSHIP OPPORTUNITIES :

All sponsorships include Logo recognition on signage, in Sponsor Section of the Program Book and Mobile App, Logo recognition on E-mail Blasts sent promoting the Summit, and Logo recognition on the MRCA website on all MRCA Social Media Outlets and in MR Magazine.

☐ **LIVE Hole Sponsorship = \$495**

Includes exclusive personal networking at your own designated hole for the entire outing along with lunch, beverage tickets, hole sponsorship signage, and a golf cart for you! Additional attendee on hole will be charged \$75.00 to cover food and beverages.

☐ **An Individual Hole Sponsor - \$200**

☐ **Longest Drive Contest Sponsor - \$250**

☐ **Closest to the Pin Contest Sponsor - \$250**

☐ **Longest Putt - \$250**

☐ **Driving Range Sponsor - \$500**

☐ **Golf Giveaway Sponsor - \$500**

☐ **Putting Green Sponsor - \$500**

☐ **Golf Cart Sponsor - \$1000**

☐ **Bloody Mary / Screw Driver Bar - \$1000**

☐ **Golf Beverage Cart Sponsor - \$1000**

☐ **Golf Lunch Sponsor - \$2500**

Logoed items provided by Sponsor placed on carts.

(ie. Sunscreen, tees, balls, ball marker, towel, hats, lip balm, etc.)

PAYMENT INFORMATION:

COMPANY: _____

CONTACT: _____

ADDRESS: _____

CITY / ST / ZIP: _____

PH: _____

E-MAIL: _____

TOTAL DUE: _____

____ CHECK PAYABLE TO MRCA OR CREDIT CARD

MC: _____ AX: _____ VISA: _____ Discover: _____

CC#: _____ CVV: _____

EXP: _____ BILLING ZIP: _____

SIGNATURE: _____

Please Register online at www.mrca.org OR send completed Registration Form to: Sherry Freier at sfreier@mrca.org



ABOUT YCC

YOUNG CONTRACTORS COUNCIL PRESENTS

FAREWELL PARTY

MIAMI

DICE

Casino Night



DRESS 80s
MIAMI
STYLE!



THE WESTIN CAPE CORAL RESORT AT MARINA VILLAGE CAPE CORAL, FLORIDA TARPON POINT BALLROOM

PRIZES • OPEN BAR • FOOD

19
NOV

Deal yourself a night to remember with casino-style gaming, a DJ, photo booth, cocktails, and plenty of 80s Miami flair! Test your luck and your networking skills with Networking Bingo, where one lucky winner will take home a \$1,000 prize! Plus, attendees can give back by participating in the YCC Service Project, benefiting the Children's Advocacy Center of Southwest Florida. Help us assemble snack bags for children participating in their after-school programs. Come ready to play, connect, give back, and **PARTY LIKE IT'S THE '80S!**

7-
10
PM

EXHIBITOR REGISTRATION FORM



LEADERSHIP SUMMIT

November 17-19, 2026

The Westin Cape Coral Resort at Marina Village and Cape Royal Golf Club
Cape Coral, Florida

EXHIBITOR REGISTRATION FORM (Online Registration Available at www.mrca.org)

Company Name _____
Exhibitor Badge Name #1 _____ Email (required) _____
Exhibitor Badge Name #2 _____ Email (required) _____
Company Address _____
City _____ State _____ Zip _____ Phone _____

Summit Vendor Tabletop Sponsorships Opportunities include: One 6' Draped Vendor Table INSIDE Education Room; high caliber Educational Sessions and Keynote Address; Foundation Auction Event & Dinner; Thursday Meals, YCC Event & Farewell Dinner; Networking Opportunities and interaction with Contractors. Logo recognition on signage, in Sponsor Section of the Summit Program Book and Mobile App, on E-mail Blasts sent promoting the Summit, on the MRCA website, on all MRCA Social Media Outlets and in MR Magazine.

☐ **\$10,000 Diamond** (additional items included)
\$2,500 Vendor Table in Room and 1 Representative's Registration Fee
3 Contractor Summit Registrations to invite Customers to attend
5 Minutes to address the audience
Full Page Ad in Summit Program Book

Contractor Guest #1

NAME _____
COMPANY _____
PHONE _____
EMAIL _____

☐ **\$8,000 Platinum** (additional items included)
\$2,500 Vendor Table in Room and 1 Representative's Registration Fee
2 Contractor Summit Registrations to invite Customers to attend
5 Minutes to address the audience
1/2 Page Ad in Summit Program Book

Contractor Guest #2

NAME _____
COMPANY _____
PHONE _____
EMAIL _____

☐ **\$6,000 Gold** (additional items included)
\$2,500 Vendor Table in Room and 1 Representative's Registration Fee
1 Contractor Summit Registration to invite Customers to attend
1/4 Page Ad in Summit Program Book

Contractor Guest #3

NAME _____
COMPANY _____
PHONE _____
EMAIL _____

☐ **\$4,000 Silver** (additional items included)
\$2,000 Vendor Table in Foyer and 1 Representative's Registration Fee

☐ Exhibitor Vendor Table ONLY - INSIDE Education Room = \$2500 (Includes 1 Exhibitor Rep)

☐ Exhibitor Vendor Table ONLY - OUTSIDE Education Room = \$2000 (Includes 1 Exhibitor Rep)

Choose Your Tabletop Location <https://homebase.map-dynamics.com/mrca2026/floorplan>

Choice #1 _____ Choice #2 _____ Choice #3 _____

☐ Additional Exhibitor Rep. Fee = \$1250 per person (Can only select with any purchase of Vendor Tabletop)

☐ Non-Industry Guest Evening Events ONLY (21 and older) Registration Fee = \$500.00 per person

Registration includes: Foundation Auction Event & Dinner AND YCC Event & Farewell Dinner ONLY.

Guest Badge Name _____ Guest Badge Name _____

☐ Non-Industry Guest Evening Events ONLY (13-20 years of age) Registration Fee = \$350.00 per person

Registration includes: Foundation Auction Event & Dinner AND YCC Event & Farewell Dinner ONLY.

Guest Badge Name _____ Guest Badge Name _____

☐ Non-Industry Guest Evening Events ONLY (12 years of age and under) Registration Fee = FREE

Registration includes: Foundation Auction Event & Dinner AND YCC Event & Farewell Dinner ONLY.

Guest Badge Name _____ Guest Badge Name _____

EXHIBITOR REGISTRATION FORM

SUMMIT GOLF OUTING REGISTRATION:

Golf Registration includes: greens fees, carts, use of driving range, buffet lunch, drink tickets, transportation to and from the course, an MRCA branded golf shirt and MRCA branded golf balls. **Registration must be received by Sept. 25th to receive an MRCA golf shirt!**

☐ Golfer Registration Fee = \$295.00 per person ☐ Team Registration Fee = \$1000 per foursome

Golfer #1 _____

Rental Clubs for \$65 (circle) YES/NO MENS/WOMENS LEFT/RIGHT-HANDED

☐ No, I do not require a shirt.

☐ Yes, I would like a (Mens or Womens) Polo Sport Shirt in Size (S, M, L, XL, 2XL, 3XL, 4XL) (circle choices)

Golfer #2 _____

Rental Clubs for \$65 (circle) YES/NO MENS/WOMENS LEFT/RIGHT-HANDED

☐ No, I do not require a shirt.

☐ Yes, I would like a (Mens or Womens) Polo Sport Shirt in Size (S, M, L, XL, 2XL, 3XL, 4XL) (circle choices)

Golfer #3 _____

Rental Clubs for \$65 (circle) YES/NO MENS/WOMENS LEFT/RIGHT-HANDED

☐ No, I do not require a shirt.

☐ Yes, I would like a (Mens or Womens) Polo Sport Shirt in Size (S, M, L, XL, 2XL, 3XL, 4XL) (circle choices)

Golfer #4 _____

Rental Clubs for \$65 (circle) YES/NO MENS/WOMENS LEFT/RIGHT-HANDED

☐ No, I do not require a shirt.

☐ Yes, I would like a (Mens or Womens) Polo Sport Shirt in Size (S, M, L, XL, 2XL, 3XL, 4XL) (circle choices)

GOLF SPONSORSHIP OPPORTUNITIES :

All sponsorships include Logo recognition on signage, in Sponsor Section of the Program Book and Mobile App, Logo recognition on E-mail Blasts sent promoting the Summit, and Logo recognition on the MRCA website on all MRCA Social Media Outlets and in MR Magazine.

☐ LIVE Hole Sponsorship = \$495

Includes exclusive personal networking at your own designated hole for the entire outing along with lunch, beverage tickets, hole sponsorship signage, and a golf cart for you! Additional attendee on hole will be charged \$75.00 to cover food and beverages.

☐ An Individual Hole Sponsor - \$200

☐ Longest Drive Contest Sponsor - \$250

☐ Closest to the Pin Contest Sponsor - \$250

☐ Longest Putt - \$250

☐ Driving Range Sponsor - \$500

☐ Golf Giveaway Sponsor - \$500

☐ Putting Green Sponsor - \$500

☐ Golf Cart Sponsor - \$1000

☐ Bloody Mary / Screw Driver Bar - \$1000

☐ Golf Beverage Cart Sponsor - \$1000

☐ Golf Lunch Sponsor - \$2500

Logoed items provided by Sponsor placed on carts.

(ie. Sunscreen, tees, balls, ball marker, towel, hats, lip balm, etc.)

PAYMENT INFORMATION:

COMPANY: _____

CONTACT: _____

ADDRESS: _____

CITY / ST / ZIP: _____

PH: _____

E-MAIL: _____

TOTAL DUE: _____

____ CHECK PAYABLE TO MRCA OR CREDIT CARD

MC: _____ AX: _____ VISA: _____ Discover: _____

CC#: _____ CVV: _____

EXP: _____ BILLING ZIP: _____

SIGNATURE: _____

Full Payment must be made at the time of Registering in order to hold your spot as a Vendor. No refunds will be issued after October 1st.

Please Register online at www.mrca.org OR send completed Registration Form to:

Sherry Freier | MRCA Leadership Summit | p: 800.497.6722 | f: 937.278.0317 | e: sfreier@mrca.org



NOTES AND NEWS

FROM YOUR MRCA TECHNICAL
& RESEARCH COMMITTEE

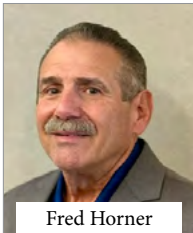
By: Chris Daly, T&R Member and MRCA First Vice President



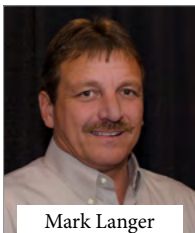
Chris Daly



Randy Adams



Fred Horner



Mark Langer



Jim Ramser



Steve Kramer



Kurt Steinkuhler

For decades, the T&R committee has worked to protect contractors' interests by evaluating emerging roofing technologies, conducting independent research, and providing practical guidance on the performance of both new and established roofing systems. The T&R Committee has addressed industry challenges through research, technical reporting, and careful responses to member questions and issues. While those duties remain vital, our role is evolving within the roofing industry. Our responsibilities as contractors have expanded with new challenges and products that require a different approach. Today, we recognize that one of our greatest strengths is the collective experience of the professionals who serve on the committee, and the experiences of MRCA member professionals working on jobsites every day in different regions. Our most valuable lessons come from the field. By collecting and sharing those experiences, we can help contractors recognize emerging trends, avoid common pitfalls, and make better-informed decisions. To increase engagement, we are creating new ways for members to communicate directly with the committee and share their valuable field observations with one another. A new reporting form, the MRCA Problem Profile, will now allow members to submit technical concerns, unusual field conditions, material performance issues, or questions they believe may benefit the broader membership. Whether you are seeking guidance or simply sharing an experience that others should know about, your input will help strengthen the industry. The information collected from member issues and experiences will help shape future studies and publications. We encourage every MRCA member to share what they are seeing in the field.

You can find the MRCA Problem Profile form at mrca.org under the Technical & Research tab, on **pages 35-37** of this magazine or you can access the form directly by scanning this QR Code:





Midwest Roofing Contractors Association

7250 Poe Ave. Suite 410, Dayton, OH 45414

Phone: 800.497.6722 Fax: 937.278.0317 E-mail: info@mrca.org Web: www.mrca.org

MRCA Problem Profile Form - Help Strengthen Your Industry by Telling Your Story

The purpose of this form is to collect real-world data on current experiences and challenges in the roofing industry. Submissions will help inform MRCA's Technical & Research Committee about issues contractors are encountering in the field and may help guide future research and industry initiatives. *We encourage you to send related photos along with your submission to the email below.*

At your discretion, MRCA can also share submitted information that would benefit other members.

1. Company Information

Company Name (optional): _____

City / State: _____

Contact Name (optional): _____

Email (optional): _____

2. Project Information

Project City / State: _____

Project Type: ☐ New ☐ Reroof (tear-off) ☐ Reroof (recover)
☐ Repair / Service ☐ Coating Application

Building Type: ☐ Commercial ☐ Industrial ☐ Residential
☐ Institutional ☐ Agricultural Other _____

Project Size in Squares: ☐ Less than 10 SQ ☐ 10-50 SQ ☐ 50-200 SQ ☐ 200+ SQ

3. Roofing System

System Type: ☐ TPO ☐ PVC ☐ EPDM ☐ Modified Bitumen
☐ BUR ☐ Metal ☐ Shingles ☐ Coating

Manufacturer (if known): _____

Assembly: ☐ Fully Adhered ☐ Mechanically Attached ☐ Ballasted
☐ Hybrid ☐ Induction Weld Other _____

Deck: ☐ Steel ☐ Wood ☐ Concrete ☐ Gypsum

Other _____

MRCA Problem Profile Form - Help Strengthen Your Industry by Telling Your Story

4. Installation

Year Installed: _____

Season Installed: ☐ Winter ☐ Spring ☐ Summer ☐ Fall

Installed by: ☐ Your Company ☐ Subcontractor ☐ Mixed Crews

5. Issue Type

- ☐ Leaks / Water Intrusion ☐ Blow-offs / Wind Damage
☐ Membrane Failure ☐ Seam Failure ☐ Flashing Failure
☐ Fastener Issues ☐ Ponding Water ☐ Drainage Issues
☐ Shrinkage ☐ Surface Deterioration ☐ Coating Failure
☐ Installation Error ☐ Material Defect ☐ Other (*please explain*)
- _____
- _____

6. Suspected Cause

- ☐ Installation ☐ Material ☐ Design / Specification
☐ Weather Event ☐ Maintenance ☐ Other Trades
☐ Unknown Other _____
- _____

7. Severity

- ☐ Minor ☐ Moderate ☐ Major ☐ Severe

8. Extent of Damage

- ☐ <10% ☐ 10-25% ☐ 25-50% ☐ 50+%

9. Time to Failure

- ☐ During Installation ☐ <1 Year ☐ 1-5 years
☐ 5-10 Years ☐ 10+ Years

10. Resolution

- ☐ Repaired ☐ Partial Replacement ☐ Full Replacement
☐ Ongoing Issue ☐ Warranty

11. Claims

- Was this issue involved in a claim or dispute?
☐ Yes ☐ No ☐ Unknown

If Yes, who was the obligated party? _____

Email questions, supporting documents, and related images to info@mrca.org

12. Insights

Enter any additional comments or concerns you have.

This image shows a single page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, leaving small margins at the top and bottom. There are no vertical margin lines, text, or other markings on the page.

Would you like a T&R Committee Member to contact you?

Can MRCA share information about this issue and any resolutions with the Membership?

Can MRCA contact you to follow up for more information?

☐ Yes ☐ No

Email questions, supporting documents, and related images to info@mrca.org

www.mrca.org — Midwest Roofer 37



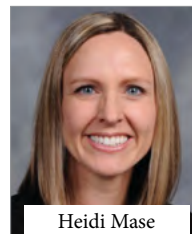
RESEARCH UPDATE: 2024 and 2025 Plywood and OSB Studies with WJE

In 2023, the T&R committee was approached by a contractor member about a potential issue. The contractor, who is in the hail belt of the Midwest, has experience contracting residential roof replacements for weather-related insurance claims. He expressed concern about multiple shingle applications and removals where he saw 4-6 replacements in a single calendar year on the same plywood or OSB roof deck. The questions were asked; does the deck lose structural integrity, and is uplift resistance jeopardized by not requiring the deck to be replaced after (x) removals and replacements?

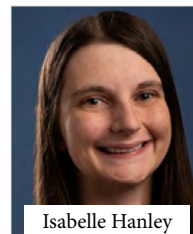
In 2024, as Phase 1 of the study progressed on deck integrity, the committee was exploring ideas for additional topics of research. A contractor member expressed concern for the way residential decking is often left exposed to the elements during new construction. The questions were asked; does the

decking lose structural integrity, and is uplift resistance jeopardized by allowing the decking to see moisture before installing a roof system? With the test frames already established in the first phase of the study, the committee agreed this was a viable question and a feasible research project that became Phase 2.

Our partners at WJE have created a well-organized, visually engaging report that combines detailed data with clear explanations of the Phase 1 and Phase 2 studies. Here is an excerpt from that report:



Heidi Mase



Isabelle Hanley



Rich Koziol

Wiss, Janney, Elstner Associates, Inc. (WJE) and the Midwest Roofing Contractors Association (MRCA) Technical and Research (T&R) Committee have a history of collaborating to develop research and testing programs that focus on expanding knowledge of

commonly used roofing materials. In 2024 and 2025, the focus of the research and testing was on oriented strand board (OSB) and plywood roof sheathing materials. The Phase 1, 2024 study evaluated whether multiple shingle applications and removals adversely affect the strength and performance of 1/2-inch-thick and 5/8-inch-thick OSB sheathing. The Phase 2, 2025 study evaluated the effects of periodic moisture exposure on the structural performance of 1/2-inch-thick plywood (3 ply) and 1/2-inch-thick OSB due to construction delays. WJE, in collaboration with the MRCA T&R Committee, developed testing programs to evaluate how roof sheathing is affected by repeated reroofing cycles and moisture exposure during construction as two separate endeavors.

Both phases of testing focused on wood sheathing in steep-slope roof applications. While Phase 1 looked at differences in thickness of one material (OSB), Phase 2 used a single thickness (1/2 inch) but allowed comparison between two materials (plywood and OSB). While it seems to be common conception within the roofing industry that OSB is an inferior

choice for roof sheathing, both studies produced results indicating that OSB performed relatively well under the tested conditions. However, it is important to note that sustained moisture was not part of either phase of the testing. Sustained moisture will have a significant impact on performance of OSB and plywood panel sheathing, and this is well documented in the construction industry and aligns with WJE and MRCA experience. If wood sheathing has the opportunity to dry, it regains some of its strength. Exposure to moisture was not a part of Phase 1, as all testing was conducted in the laboratory. Moisture was a large part of the Phase 2 testing; however, the sheathing had the opportunity to dry between rain events. Several wetting and drying cycles were experienced. Based on experience, excessive, sustained moisture during construction or in service can weaken both OSB and plywood sheathing panels.

WJE recommends that roofing contractors critically review conditions of OSB and plywood roof decks, especially pertaining to moisture and related deformations, prior to accepting them as substrates for

Continued on page 40

METALDECKSUPPLY.COM

METAL DECK REPLACEMENT? WE HAVE IT IN STOCK NOW!

OPENING
SOON IN
COLUMBIA,
SC

YOUR ONE-STOP METAL DECK SHOP™

SALES@METALDECKSUPPLY.COM

PROUD
MEMBER

630-978-7800 • METALDECKSUPPLY.COM • 800-894-7741 17 LOCATIONS TO SERVE YOU!



roofing assemblies.

We encourage our readers to check out the full report as well as the PowerPoint presentations that were presented at the 2024 and 2025 MRCA Conferences. They are available within the [Technical & Research tab of mrca.org](#).

Scan here to access the full WJE report.



It is important to recognize that OSB and sustained moisture exposure can cause significant problems. Leaks, vapor drive, and condensation from improper installation, inadequate ventilation, or incorrect or inadequate insulation can compromise the structural integrity and dimensional stability of this roof sheathing material. This often makes plywood the preferable option. It is important to review the study's findings and consider additional factors when roofing over plywood and OSB.

Perhaps the most important takeaway is that assumptions are not always supported by testing. By investigating questions raised by our members, the T&R Committee continues to provide practical information that helps contractors make informed decisions in the field. We look forward to continuing this mission and hearing from you, our fellow members, about what you're seeing and experiencing in the field each day.



follow us

f @mymrca

X @MidwestRoofer

@MidwestRoofer

in Midwest Roofing Contractors Association



Visit our website and join today!
www.mrca.org

Experienced Counsel and Determined Professionals

- OSHA Defense
- Workers' Comp Defense
- Construction Law
- Business Law
- Litigation
- Labor & Employment Law

**Auman
Mahan + Furry**
ATTORNEYS

937-223-6003
amfd Dayton.com

***Attorneys
You Can
Rely On for
Effective
Representation***

*Gary W. Auman
Richard L. Carr, Jr.
Donald B. Rineer
Douglas S. Jenks
Abigail K. White
Lucas A. Strakowski*

BEST of SUCCESS



**HYATT REGENCY
COCONUT POINT
RESORT & SPA
BONITA SPRINGS, FL**



DECEMBER 7-9, 2026

Real Conversations. Practical Solutions. Measurable Results.

At Best of Success, you'll gain direct access to industry leaders who openly share their experiences, lessons learned, and proven strategies to help you tackle today's biggest business challenges.



Why Attend?

- Learn practical tactics you can apply immediately
- Build valuable relationships with fellow contractors
- Discover solutions for workforce, leadership, and operational challenges
- Gain confidence from a community that understands your business and openly shares what works.

This is where roofing professionals come to learn, connect, and grow.

Reserve Your Seat

Brought
To You By **ROOFING
CONTRACTOR**

WWW.BESTOFSUCCESSCONFERENCE.com

P ● S H

Answer Every Call, Win Every Job

24/7 US-Based Phone Answering Built for Roofing Crews Who Can't Afford to Miss Leads

Every time you miss a call, you risk losing revenue.

Posh is here to help. We answer every call live, 24/7—
with urgency, professionalism, and real results, making
sure you never miss a lead.

- ✓ Customizable AI & Human Answering
- ✓ Available Full-Time, Part-Time, or as Overflow
- ✓ English & Spanish Service
- ✓ Roofing-Specific Lead Intake
- ✓ Real-Time Appointment Scheduling
- ✓ Integrates with Your CRM & Other Tools

"Our company recently began using Posh to handle our after-hours calls, and we've been thrilled so far with how it's been going. Not only have the callers been diligent and kind, but our rep Kelsey has been exceedingly helpful with anything we've needed. Their response times are quick and we can trust they're on our side!"

—Rocky Mountain Exteriors

Trustpilot ★★★★★



Get started today—
scan the QR code
or call **833-GET-POSH**.



New Market Survey Forecasts Strong Growth, Significant Potential for Residential Metal Roofing in U.S.

The forecast for residential metal roofing in the U.S. is in growth mode and predicted to outpace the broader economy, according to a joint market study conducted by FMI Consulting and sponsored by the [Metal Roofing Alliance \(MRA\)](#) and the [Metal Construction Association \(MCA\)](#).

That is especially true in the roof replacement category. Residential metal roofing is on track to capture an estimated 16 percent of the total U.S. roofing market within the next four years, with roof replacements predicted to drive 96 percent of that overall share, while new construction accounts for the remaining four percent.

The study shows that residential metal roofing benefits such as longer lifespan, better durability, style and appearance and strong warranties align with top homeowner priorities. Metal roofing systems including standing seam and metal trim categories that are tied to improved performance and efficiency are experiencing growing demand. In hurricane and high wind regions, metal roofing products and pre-manufactured systems that carry all necessary certifications to meet or exceed codes and testing standards will be increasingly adopted.

Other factors forecasted to drive growth for the segment are overall housing trends. Research shows more people are staying in their homes for longer. That's motivating them to select more durable/high value products that don't need to be replaced as often, like quality metal roofing.

Standing seam is the clear value leader in residential metal roofing and is expected to account for the majority of shipment value through 2030. Metal shingles represent the next largest opportunity, while through-fastened products continue to hold a meaningful position and IMPs (Insulated Metal Panels) remain a smaller but fast growing niche.

Keys to sustained growth

For all the good news in the residential metal roofing category, there are some areas for improvement. Forecasts show that consumer awareness continues to be essential, and efforts by trade groups such as the Metal Roofing Alliance are fundamental to driving familiarity and broad acceptance. As a highly-credible, nonprofit organization focused on providing robust education

and information to homeowners as they make their re-roofing decisions, MRA represents the leading metal roofing players in the industry. MRA has become a primary resource to help consumers understand the full value proposition of quality metal roofing.

Those efforts are proving to be key. Like other high quality, longer-lasting products, while cost remains a barrier to entry for some homeowners when it comes to choosing metal roofing, the study shows that continued and sustained education is nearly as important. According to forecasts, leading roof selection factors align well with metal roofing's benefits, especially lifespan, durability, appearance, and strong warranties. The opportunity for the industry is to make these benefits easier for owners, architects, and contractors to compare against lower-cost roofing options during early material selection. That includes comprehensive information, tools and resources that MRA makes available at www.metalroofing.com, which attracts thousands of homeowners every year.

"As metal gains market share against traditional industry (sub)-standard roofing material, our goal is to be the number one resource for homeowners to understand the tremendous value proposition of metal roofing and how it compares to other materials they may be more familiar with but deliver far fewer benefits," said Renee Ramey, MRA executive director. "Clearly, with forecasts looking strong, the collective efforts of our manufacturer and contractor members are needed now more than ever to drive demand for the entire segment of residential metal roofing."

For more information about MRA, how to get involved and the benefits of membership, visit www.metalroofing.com



The Roofing Alliance Announces 2026-2027 Melvin Kruger Scholarship Recipients

The Roofing Alliance proudly announces the 2026-27 Melvin Kruger Scholarship Award recipients. The program offers three scholarship opportunities, and all categories are open to employees of roofing industry companies, their spouses and dependent children. It is also open to construction management students enrolled in undergraduate level or students enrolled in CTE programs or schools—regardless of industry affiliation.

The Roofing Alliance approved thirteen new Melvin Kruger Endowed Scholarship recipients, including:

- Garrett Beckstead, studying Construction Management, Louisiana State University
- Nasheed Benjamin, studying Construction Science Management, Tuskegee University
- Jalen Diaz De Leon, studying Construction Science Management, Colorado State University
- Carter Dominique, studying Construction Management, Ohio State University
- Tanner Gawith, studying Construction Science Management, Tuskegee University
- Sascha Oliveira, studying Sports Management, Penn State York
- Rylee Raukits, studying Construction Management, University of Florida
- Yahir Reyes-Morga, studying Architectural Technology – 3D Scanning & Building Information Modeling, Forsyth Technical Community College
- Alessandro Rignanese, studying Construction Management, Florida International University
- Ashwin Varadhan, studying Architecture, Auburn University
- Norman Warcholik, studying Business Management, Arizona State University
- Austin Ziringer, studying Civil Engineering, Columbus State Community College
- Kyle Ziringer, studying Construction Systems Management and Business Administration, Ohio State University

“Scholarships are one of the most meaningful ways we can invest in the future of our industry. By supporting students pursuing careers in construction management and related fields, we’re not only helping them achieve their educational goals—we’re strengthening the workforce and ensuring the roofing industry has the talented leaders it needs for tomorrow,” said Roofing Alliance Executive Director, Alison LaValley.

A total of \$59,000 was awarded for new scholarships with an additional \$55,000 for 12 renewal scholarships. To date, a total of 186 students have received \$1,366,500 in scholarship awards.

Details for the 2027-28 Melvin Kruger Scholarship program and the application guidelines will be available in early October. For more information about the Melvin Kruger Scholarship Program and the Roofing Alliance, contact Alison L. LaValley, CAE, executive director, at alavalley@nrca.net or visit roofingalliance.net.



UPCOMING EVENTS

OCT
21ST-23RD



RCAT 51ST ANNUAL TEXAS ROOFING CONFERENCE
GAYLORD TEXAN RESORT & CONVENTION CENTER
(800) 997-6631
WWW.RCAT.NET/TRADESHOW.HTML

OCT
21ST-23RD




MRCA FREE WEBINAR
THE COMPANY THAT OWNS YOU.
800.497.6722
MRCA.ORG/AWS/MRCA/PT/SP/EVENTS

NOV
18TH-19TH



MRCA LEADERSHIP SUMMIT
CAPE CORAL FLORIDA
800.497.6722
MRCA.ORG/AWS/MRCA/PT/SP/CONFERENCE

NOV
30TH



WRCA SCHOLARSHIP APPLICATION DUE
WISCONSIN ROOFING CONTRACTORS ASSOCIATION (WRCA) IS PLEASED TO OFFER ONE OR MORE SCHOLARSHIPS
888-782-6815
WRCAONLINE.ORG/SCHOLARSHIP

DEC
7TH-9TH



BEST OF SUCCESS CONFERENCE
BONITA SPRINGS, FL
844-644-7449
WWW.ROOFINGCONTRACTOR.COM/BEST-OF-SUCCESS-CONFERENCE

APRIL
4TH-6TH



MRCA SPRING BOARD & COMMITTEE MEETINGS (CLOSED MEETINGS)
HILTON WASHINGTON DC CAPITOL HILL
800.497.6722
MRCA.ORG/AWS/MRCA/PT/SD/CALENDAR/372325/BLANK/LAYOUT/DETAILS/FALSE

CALL TO ADVERTISE YOUR EVENT: 800-497-6722

"If you want to go fast, go alone. If you want to go far, go together."



Cape Coral
FLORIDA
MRCA
MIDWEST ROOFING
CONTRACTORS ASSOCIATION

Roofing Alliance Expands Professional Training Program with New Sustainability and Resiliency Course



The Roofing Alliance—Clemson University Professional Training Program has launched its newest course, **Roofing Sustainability and Resiliency**. This fully online, self-paced training course gives roofing professionals practical knowledge of sustainability and resiliency across the roofing supply chain—and participants can now earn 8 AIA Continuing Education credits.

Topics explored during this new course include:

- Sustainability and Resiliency
- Raw Material Extraction and Procurement
- Manufacturing and Production Process
- Distribution Considerations
- Roof Construction and Installation
- Installation Quality Assurance and Quality Control

- Post Construction Performance and Maintenance
- Life Cycle Assessment
- Innovation in Roofing
- Market Drivers, Trainings and Certifications
- Challenges and Commitment to Sustainability

The new course joins three existing professional training courses:

- Roofing Fundamentals
- Roofing Management
- Roofing Business and Leadership

Take one course or all four. Participants have 60 days to complete each course and, upon successful completion of the coursework and final examination, earn a Certificate of Completion. NRCA members save \$100 per course, and Roofing Alliance members save \$300 per course. Bulk pricing also is available.

To learn more about Roofing Sustainability and Resiliency, visit [here](#).



CERTIFIED ROOFING TORCH APPLICATOR



TRAINING DELIVERED TO YOU

SCHEDULE YOUR CERTA TRAINING SESSION TODAY!

Questions? Call the **CERTA** line (937) 206-2132
or email: CERTA.Info@mrca.org

Scan with your phone ➔





BUILDING A BRIGHTER FUTURE

Get the health coverage you deserve. Discover your options with **Apollo Health Insurance**.

Apollo Health Insurance is providing MRCA members with exclusive access to a range of flexible and affordable health plans. Experience the Apollo difference by scanning the QR code or by visiting:

apollo-insurance.com/mrca-health-insurance-partner/

(816) 282-1242



MIDWEST
ROOFING
CONTRACTORS
ASSOCIATION



Apollo
Health Insurance





Midwest Roofing
Contractors Association®
7250 Poe Ave. Ste. 410
Dayton, OH 45414
www.mrca.org

PRESORT STD
US POSTAGE
PAID
PERMIT NO. 966
DAYTON, OH

WHY A MALARKEY SHINGLE?

MADE BETTER, LAST LONGER, MORE SUSTAINABLE

Unlike standard roofing shingles, Malarkey shingles are made of **Rubberized Asphalt** for superior all-weather resilience, **Upcycled Rubber & Plastics** to reduce landfill waste, and **Smog-Reducing Granules** that help clean the air.

Better Performance, & Better for the Environment -
Why not a Malarkey shingle?

WHEN IT MATTERS®

 **Malarkey**
Roofing Products®