



MIDWEST
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CONTRACTORS
ASSOCIATION

2022 RCAT/MRCA CONFERENCE SCHEDULE OF SEMINARS

Wednesday, September 28, 2022

7:30 AM – 4:30 PM Specialty Certification Training CERTA Train-the-Trainer Classroom 201B, CERTA Applicator Training Classroom 201C, HAWT Safety Training Classroom 203C (These sessions are NOT included with conference registration package. Separate registration and pre-qualification are required for these classes and space is very limited - call 512-251-7690 for more information). Classes are at the FWCC in the room indicated and the hands-on training will be in Exhibit Hall A)

7:30 AM – 10:20 AM RCAT Licensing Exam Prep. Boot Camp Classroom 200 (3 CEU) (7:30 AM Business & Safety; 8:30 AM Residential Roofing; 9:30 AM Commercial Roofing) *Preparation Course for the RCAT Licensed Roofing Contractor Program Exams. Instructors: Dan C. Pitts, CRRL, Business & Safety; AJ Huckaby, RRL, Residential Roofing; Dave Custable, CRRL, Commercial Roofing. PRE-QUALIFICATION & SEPARATE REGISTRATION REQUIRED. NO WALK-INS! This session is NOT included with Conference Registration Package.* Call 512-251-7690 for more information.)

You must be FULLY REGISTERED for the conference to gain entrance to the following seminars. Space in each room will be available on a first come, first serve basis.

7:30 AM – 10:20 AM Seminars / Educational Programs for Residential & Commercial Roofing Contractors (FW Convention Center, Level 2 rooms indicated below)

7:30 AM – 9:20 AM (Room 201 A) – C. Leanne Prybylski, Hendrick, Phillips, Salzman & Siegel, P.C.: "Managing Volatile Material Pricing" (2 CEU) *This program provides both practical and legal advice to help roofing contractors effectively manage material shortages and price volatility so that they are not left holding the liability for delays and price increases. It provides suggestions regarding: (i) how to effectively communicate these issues to customers; (ii) language to include in proposals; (iii) language to include in contracts; (iv) contract provisions to avoid; (v) proper and timely submission and approval of substitution requests and managing related warranty issues; (vi) understanding and complying with contractual requirements for providing notice of and submitting claims.*

7:30 AM – 9:20 AM (Room 203 A) – Stephane McShane, Maxim Consulting: "Managing the Lifeblood of Contracting: Cash Flow" (2 CEU) *Cash flow is one of the most important issues facing contractors today. As the market continues to stay strong, companies are faced with starting new projects, hiring staff, and investing in assets to support the business. More companies go bankrupt due to cash flow issues than due to profitability. Many things can and should be done to improve cash management practices. We will explore a range of tools and techniques, from simple to complex, that allow firms to manage and control cash flow. Examples include contractual negotiation strategies, pricing and bidding practices, development of cost and resource-loaded schedules that tie to billing activities in the schedule of values, use of 12-week cash flow forecasts, project closeout procedures, and managing the billings and collection cycle. An interactive cash flow simulation provides hands-on experience that enhances the learning outcomes.*

7:30 AM – 8:50 AM (Room 203 B) – Heidi Ellsworth, RoofersCoffeeShop: "The Power of Networking" (1.5 CEU) *Find the power of networking through an interactive seminar that will cover a variety of ways to improve professional networking in the roofing industry. This workshop style educational class will use a workbook written by Heidi J. Ellsworth and Karen L. Edwards of RoofersCoffeeShop. The class will cover company, industry and community networking opportunities along with the tools to effectively use social media including LinkedIn and Facebook along with tips for gaining network connections with industry communities, websites, media and association participation both online and in person. It will provide a step-by-step process of building your network and utilizing it in a positive way for career success. Roofing company management will learn how to empower their employees to not only grow their career but be a strong brand ambassador for the company while growing sales.*



7:30 AM – 8:50 AM (Room 204 A-B) – Gary W. Auman, Auman Mahan & Furry: "What is the General Duty Clause and How May It Be Used by OSHA and What is a Competent versus a Qualified Person and the Importance of Having a Thorough Safety Program." (1.5 CEU) *Here we will discuss the OSHA General Duty Clause and how it may be and is used in our industry. I will also discuss the application of the General Duty Clause under the Multi-Employer Worksite Doctrine and how that doctrine may affect you. Finally, if time permits, we will discuss the difference between a competent and qualified person. We will also discuss the importance of a company specific safety program and effective training.*

9:00 AM – 10:20 AM (Room 203 B) Charlie Smith, McElroy Metal: "12 Ways to Recover an Existing Sloped Roof With Metal" (1.5 CEU) *Course will explore how to use a structural standing seam roof system in recover applications on an existing building with a sloped roof. The course will cover 9 ways to do a metal over metal recover, how to put metal over sloped single ply or modified Bitumen roof as well as metal over shingle applications. We will cover the advantages and pit falls in each application, when it is best to just do a tear off and the sustainable attributes of leaving the existing roof in place.*

9:00 AM – 10:20 AM (Room 204 A-B) Ken Kooistra, Georgetown Innovations LLC: "Get A Grip On Your Business" (1.5 CEU) *Many of the most successful entrepreneurs and business leaders work longer hours and get less return on their investments of time and money. Maybe you grapple with some of these challenges: Lack of control over time, markets, or your company. People who don't listen, understand, or follow through. Profit that's inconsistent and/or there's not enough. Growth is happening, but you can't break through to the next level. Quick fixes that come and go, bringing little change with continued frustrations.*

9:30 AM – 10:20 AM (Room 201 A) Tracey Donels, Service First Solutions: "Thriving During Harsh Economic Times by Focusing on Repair and Maintenance" (1 CEU) *With today's material and labor shortages exacerbating the economic situation in the United States, the contractors that have dedicated service departments are more often the companies sustaining, succeeding, and thriving. Companies with dedicated service departments better serve their client because those client's roofs have been properly maintained, they are able to keep clients dry until materials for their project arrives, and they have their clients' trust. Trust is key because their clients believe them when they are informed that they do not need a new roof, or that material prices are escalating, and shortages abound. Dedication is the first key, and details are the second key. You need dedicated employees that prioritize service and specialize in the minute details of roofing and customer service. Learn how dedication and details can quickly turn your service department into the driving force behind your company's drive for success.*

9:30 AM – 10:20 AM (Room 203 A) Karen Ensley, Ensley Benitez Law, PC, "The Do's and Don'ts of UPPA" (1 CEU) *Learn where the line is between public insurance adjuster and contractor. What should your contracts and marketing materials say or not say? What can you discuss with an insurance adjuster? We'll be discussing these and other issues related to UPPA so that you don't get caught in a UPPA death match with TDI or a plaintiff's attorney intent on destroying the business you spent years creating.*

10:30 AM – 11:15 AM Keynote Speaker Jeff Frye (former MLB player) (Room 202 A-D)

11:30 AM – 1:00 PM RCAT Business/Membership Meeting & Awards Luncheon (FWCC Ballroom C)

11:30 AM – 1:00 PM MRCA Annual Business Meeting & Awards Luncheon (FWCC, Ballroom A)

1:00 PM – 5:00 PM Expo Open – Featuring 150+ Exhibits! (FWCC Exhibit Hall A)

- Door Prize Drawings Start at 2:00 PM! You MUST be present to win!
- Expo Happy Hour Food & Beverage Service Starts at 3:00 PM!
- \$5,000 RCAT Scholarship Fundraiser: Raffle Winner Drawn at 4:45 PM!

Thursday, September 29, 2022

8:00 AM – 12:00 PM (Room 201 C) RCAT Licensing Exam Administration PRE-QUALIFICATION & REGISTRATION ARE REQUIRED. NO WALK-INS!



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8:00 AM – 2:00 PM Seminars / Educational Programs for Residential & Commercial Roofing Contractors (FW Convention Center, Level 2 rooms indicated below)

8:00 AM- 8:50 AM (Room 202 B) Patrick Berridge, Berridge Manufacturing: "Advantages of Metal Roofing" (1 CEU) *The Designing with Metal presentation provides an understanding of the benefits of using metal over alternative materials. This course covers both wall and roofing applications and how they are used within different construction building types. The design professional will learn which characteristics should be considered when choosing metal, develop an understanding of its sustainability, performance, finishes and best practices for its installation. Case studies and project examples will be provided to help illustrate the benefits, diversity and unique properties of using metal on various projects.*

8:00 AM- 8:50 AM (Room 202 C-D) Gregg Walther & Morgan Christy, Unity Insurance Partners: "Perils of Uninsured Sub Contractors" (1 CEU) *Subcontractors who subcontract out all or a portion of their work face unique challenges in their obligations to their customer and their lower tier subcontractor(s). Gregg Walther and Morgan Christy of Unity Insurance Partners will discuss the problems lurking in the contracts you sign and how certificates of insurance your subs provide may fall short of the protection you seek when you hire a subcontractor. The seminar will include several real-life stories that will help you see how the concepts discussed apply to your exposure when you sub out work.*

8:00 AM- 8:50 AM (Room 203 A-B) Mark Graham, NRCA: "Low Slope: Update on Roofing Industry Technical Issues" (1 CEU) *Mark S. Graham, NRCA's vice president of technical services, will provide an update on roofing industry technical issues specific to low-slope roofing. Topics to be addressed include the current roofing industry market for low-slope roofing, ignition temperature research for rigid board insulation products, changes to the CERTA torch safety program, recent code developments and contractor-reported problems. Time will be allocated for questions from audience member participants.*

8:00 AM – 9:20 AM (Room 202 A) Gary W. Auman, Auman Mahan & Furry: "What May Be Missing from Key Parts of Your Safety Program" (1.5 CEU) *Over the past 20+ years I have graded applications for industry awards from the review of key portions of the safety programs in the roofing, post frame, insulation, and general construction industries. I will draw from the applications I have graded and discuss what I have found contractors omitting from these key parts of their programs. The discussion will include, but will not be limited to, such topics as fall protection, heat illness prevention, safety orientation, and accident investigation.*

8:00 AM – 9:50 AM (Room 201 A-B) Steve Patrick, LP Loss Consulting: "The Future of Roofing Insurance Claims" (2 CEU) *What is the future of the roofing industry regarding insurance claims? Is there something you should consider doing to leverage this inevitable future, to increase profits?*

8:00 AM – 9:50 AM (Room 204 A-B) Stephane McShane, Maxim Consulting: "Enabling Success: Creating Alignment Between Field & Office" (2 CEU) *For construction firms to thrive, synergy, teamwork and trust must exist between the office and the field. The proper deployment of defined processes and tools will facilitate this critical alignment. This collaboration must begin before mobilization and continue through project closeout. During this session, we will discuss the workflow that must exist in order to mitigate risk and maximize productivity. During this session, we will discuss why the processes of preconstruction planning, short interval planning, production tracking, daily project reports, exit strategy, and lessons learned are critical to the organization. We will also discuss what the benefits are for each member of the team, and how these processes can be properly implemented.*

9:00 AM – 10:20 AM (Room 203 A-B) NICB, RCAT, & NTRCA: "Don't Fraud My Texas" (1.5 CEU) *Despite the 2019 revision in Texas law which clearly prohibits waiving of deductibles, property insurance fraud continues to be an issue, ultimately hurting law-abiding roofing contractors and homeowners. Seeing the need to raise awareness and provide education and advocacy around this issue, leaders of Texas roofing associations created and funded the Don't Fraud My Texas initiative with oversight from the National Insurance Crime Bureau. This session will help you understand*

what steps are currently being taken, how to overcome the deductible payment objection from your clients and how to properly report fraudsters.

9:00 AM – 9:50 AM (Room 202 B) Michael Polizzi, A.C.T. Metal Deck: "Metal Deck 101: Metal Deck Replacement" (1 CEU) *Commercial re-roof projects often run into the need to replace structural metal deck beneath the roof system. The details may be unknown until the roof is actually torn off and then the job is on hold until this is resolved. Many of these decks are older with obsolete profiles. The course explains how to identify, match, quote and install metal deck. All roofers would agree that an open roof is not the best time for a crash course on metal deck. This presentation provides the tools roofers need...before they need them.*

9:00 AM – 9:50 AM (Room 202 C-D) Rich Koziol & Jeff Plumridge, Wiss, Janney, Elstner Associates, Inc. for MRCA Technical & Research Committee: "Part 2 - Low Slope Foam Adhesive Testing" (1 CEU) *The MRCA T&R Committee objective for this testing and research project was to determine: What effect does shelf life and application temperature have on the tensile strength of low-rise foam adhesives? A test program focused on both physical and chemical test methods was developed to answer that question. The testing program included comparison of two cartridge-dispensed adhesive materials categorized into before and after expiration dates printed on the cartridges and testing the adhesive in direct tension using aluminum pucks to measure the tensile strengths and studying and testing the foam adhesive in liquid and cured states to evaluate and measure the chemical reactions and cellular formation of the polyurethane foam adhesive.*

9:30 AM – 10:50 AM (Room 202 A) Kevin Kennedy & Joseph Bazzano, Beacon Exit Planning: "Overcoming 4 Hurdles 5-10 Years Before Your Exit" (1.5 CEU) *It is critical for owners to have an "exit strategy" five to ten years before the exit to achieve the highest value, protect the company/owner and to be sale ready. The Amazon #1 Best Selling Co-Authors will share "lessons learned" with the four major hurdles in a contractor exit/succession. Case studies will demonstrate "millions" saved using proven little known "affluent" strategies for owners and CFO's. The four hurdles: 1. Overpaying Exit Taxes that can exceed 50%. 2. Tools to Reduce Litigation Exposure 3. The Correct Valuations Formula 4. The Three Pillars of Succession*

10:00 AM – 2:00 PM Expo Open – Featuring 150+ Exhibits! (FWCC Exhibit Hall A)

10:00 AM – 10:50 AM (Room 201 A-B) Paul Reed, Storm Into The New Era: "What you need to know about MRP's and PVN's -They are here to stay" (1 CEU) *MRP's or PVNs, if done right, can benefit all parties involved including the policyholder, the carrier, the contractor, the supplier and the manufacturer. They can ensure that each party involved wins.*

10:00 AM – 10:50 AM (Room 202 B) Jason L. Conley, GAF MW Design Specialist: "TPO vs PVC" (1 CEU) *TPO and PVC roofing membranes are specified and installed on millions of square feet of buildings each year in the United States. This presentation will review the history and material composition of each membrane type; how they are installed in low-slope roofing assemblies; and look at some project examples of when and where a TPO and/or a PVC membrane should be installed.*

10:00 AM – 10:50 AM (Room 202 C-D) Larry Stock, Peak Influence/Queen City Roofing & Sheet Metal: "The Impact of Leadership on Your Bottom Line: Developing and Sharpening Your Skills" (1 CEU) *Many companies and company owners recognize, and admit, that they could use help in improving/developing leadership training and development, both personally and professionally, but often believe they don't have the time, resources or know how to go about even starting or improving that within their organizations. This session on "Developing and Sharpening You and Your Company's Leadership Skills" is targeted to address exactly that. What is leadership; difference between managing and leading and how can attention to leadership development help me personally and my company's bottom line? What does it look like to be on the other side of me? The topics and tools shared during this program are meant to assist you in your personal leadership development and are meant to be of help to you in both your personal, family, company, and community life as well. We must know ourselves, to lead ourselves, to lead others with the ultimate goal of developing and leading other leaders.*

10:00 AM – 10:50 AM (Room 204 A-B) Mario Thomas, Eagleview: "How to Get Started in Solar: Your 5 Step Playbook" (1 CEU) *Many have presented on why a contractor should consider solar, but no one has ever given the exact playbook*



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to do so. Hear from an industry expert in roofing and solar on the five steps to solar industry entry as well as an overview of the three unique paths you can take as a contractor. You'll also hear tips from the pro to make getting started easier and how to avoid common pitfalls.

10:30 AM – 11:50 AM (Room 203 A-B) Fred Lohman, Nation Insurance Crime Bureau (NICB) "Spread the Word" An update from NICB related to fighting insurance fraud including the Texas deductible law. (1.5 CEU)

11:00 AM – 1:00 PM The Roofers Challenge will feature 4 EVENTS! Each event will be scored on both speed and quality! Sign up at the Registration Desk. (FW Convention Center, Exhibit Hall A)

11:00 AM – 11:50 AM (Room 201 A-B) Mark Graham, NRCA: "Steep Slope: Update on Roofing Industry Technical Issues" (1 CEU) *Mark S. Graham, NRCA's vice president of technical services, will provide an update on roofing industry technical issues specific to low-slope roofing. Topics to be addressed include the current roofing industry market for low-slope roofing, ignition temperature research for rigid board insulation products, changes to the CERTA torch safety program, recent code developments and contractor-reported problems. Time will be allocated for questions from audience member participants.*

11:00 AM – 11:50 AM (Room 202 A) Patrick Tefft, Dvorak Law Group, LLC & Mervyn Salas, Roofer's Choice Insurance: "A Team Approach to Risk Management" (1 CEU) *The construction industry is in a complex and rapidly-changing regulatory environment. This course will cover steps for contractors to take in order to ensure that they are properly protecting their businesses, including both legal and insurance matters. On the legal side, the course will include important considerations for drafting contracts compliant with Texas law, important differences between residential and commercial contracting and expanding operations into other states. The insurance portion will cover properly structuring insurance policies to protect the work that contractors are performing and avoiding endorsements which can exclude coverage in the event of a claim.*

11:00 AM – 11:50 AM (Room 202 B) Thomas Swope, Carlisle: "ISO/EPS/XPS" (1 CEU) *I will highlight the differences between ISO, EPS, and XPS. We will discuss each insulation type's strengths and weaknesses, as well as which applications each insulation type is best suited for. I will also spend some time discussing the benefits of using different insulation types together, in the same system.*

11:00 AM – 11:50 AM (Room 202 C-D) James Jenkins, RiskWell: "How to Beat Your Insurance Audit and Lower Your Total Cost of Risk" (1 CEU) *This course will share best practices for insurance program strategy and management; specifically, how to be well prepared and ready to experience a smooth and worry-free insurance premium audit. Additionally, your speaker will provide accessible tips and tricks to help all types and sizes of roofing contractor to lower their total cost of risk and insurance.*

11:00 AM – 11:50 PM (Room 204 A-B) Jim Johnson, ContractorCoachPRO: "WHO before WHY for limitless drive" (1 CEU) *While much is accomplished by understanding our "Why", people continue to fail in achieving their purpose. Learn why knowing WHO you are and aligning that with WHY you exist will give you unstoppable drive to achieve your dreams. We will cover the 4 questions you need to answer to understand WHO before WHY to get aligned and fulfilled.*

1:00 PM – 1:50 PM (Room 202 A) Nathan Tebedo, ContractorCoachPRO: "Why Listening to the Wrong People is Hurting Your Business" (1 CEU) *A guide for navigating all the podcast, conferences, keynote speakers, gurus, coaches, consultants, and content that continually claim to hold the "secret keys" to your success and know what to pay attention to based on the stage your business is in.*

1:00 PM – 1:50 PM (Room 203 A-B) Steven Badger, Zelle LP "How To - And How Not To - Navigate the Insurance Claims World" (1 CEU) *Repairing damage after a storm event requires the involvement of three parties - the building owner, the roofing contractor, and the insurance company. Getting the building owner's damage repaired as quickly and efficiently as possible requires the cooperation of all three parties. This session will provide recommendation on how to (and how not to) make that happen.*