

# MWR

MIDWEST ROOFER

Midwest Roofing Contractors Association

FEB 2019

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## CONTRACTORS PRESERVING THE INDUSTRY

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## IRS WAVES PENALTY FOR MANY

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**MRCA FOUNDATION SCHOLARSHIP APPLICATION PG 12-14**

**DUE**  
MARCH 1ST





# ROOFING DAY IN D.C.

2019

## You are invited to Roofing Day in D.C. 2019

YOU NEED TO BE THERE!

Roofing Day in D.C. 2019

April 3-4

Hyatt Regency Washington on Capitol Hill

Washington, D.C.

On April 3-4, the roofing industry will come together in Washington, D.C., to meet with members of Congress on Capitol Hill. We will deliver our message about the most important legislative issues affecting the roofing industry and your business, including reducing regulatory burdens and addressing workforce shortages. We need you—and hundreds of fellow roofing professionals from all sectors of our industry—to participate to make sure our message is heard loud and clear. This is a unique and exciting opportunity as we will take over Capitol Hill and speak with one voice as a united industry!

### What's included

The event includes a program with speakers and advocacy training beginning at 3 p.m. Wednesday, April 3, followed by a networking reception from 5 to 6:30 p.m. The training will prepare you for how to best communicate with members of Congress and their staffs, and you will be provided with issue papers to present to your senators and representatives. Your Congressional appointments will be scheduled for you; they will start on Thursday, April 4, at 9 a.m. and continue throughout the day. We will have a reception at a Capitol Hill restaurant that evening for those interested in unwinding and sharing stories. All you need to do is show up and join your roofing industry colleagues in delivering our message with one voice!

### Who should attend

It's important for Congress not only to hear from company owners and managers but also from frontline workers. This year, we're introducing a special registration rate of only \$25 for roof system installers. We strongly encourage you to bring one or more standout crew members to help share the industry's story during Roofing Day in D.C. 2019. Congress needs to hear from all segments of the industry!

### Register now!

Registration for Roofing Day in D.C. 2019 is only \$75 for company representatives and \$25 for roof system installers. **Visit [nrca.net/roofingday](http://nrca.net/roofingday) to register, make your hotel reservations and for more details.** We encourage you to make your hotel reservations now, as we have a limited room block at the Hyatt Regency Washington, and it will sell out. If you have any questions, please call NRCA's Washington, D.C., office at (800) 338-5765.

**See you in D.C. April 3-4, 2019!**

[nrca.net/roofingday](http://nrca.net/roofingday)





February 2019

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Midwest  
Roofing  
Contractors  
Association

**MRCA Leadership Directory**

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**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.





## President's Message

# Improving Our Industry

*Kevin Gwaltney, MRCA President*

The MRCA Board of Directors recently met for the winter meeting in Palm Desert, CA. We were fortunate to enjoy three days of sun and warm temperatures, as well as the fellowship of being together and working to provide additional benefits to our membership. Personally, I value the chance to interact with my fellow contractors and industry professionals. This marks my 13th consecutive year attending these meetings. From 2007 to 2019, I have enjoyed my experience with my fellow directors, associates and staff. These people have been my mentors, teachers, people I try and emulate and friends. I would like to say thank you to these people of the past and present.

At these meetings, we mix fun with hard work. This past meeting a group of us had the chance to participate in a "BMW Performance Driving Experience." In fact, one of our own, Bob Poutre MRCA Director, received a standing ovation for his timed lap of 26.01 seconds. Later, we found that this is very rare for someone to record such a low time. I would like to thank the attendees for participating. We had a blast!



During the committee meetings, we were hard at work planning the convention in Overland Park, KS on November 20-22. Our past convention in Omaha, NE provided a recipe for success and in an effort for continuous improvement, we plan to make a few small tweaks to the schedule. At our upcoming Spring meeting in Overland Park, KS we are planning a conference promotion pre-show party highlighting the upcoming show. We will be inviting local contractors and associates to this event asking for their support of our convention and requesting their efforts in attendee recruitment.

I have challenged our committees and made it a priority to be creative and engaging to provide exceptional contractor member benefits on a daily, weekly and monthly basis. That being said, I am excited to share with you that MRCA has partnered with Naphis Mitchell-Reyes of Engineering Safety Consultants to provide safety consulting services. I think you will find many new enhancements to our Sharp+ Safety programming. One of the aspects I find most engaging is the addition of short 3 to 5 minute digital videos on safety training. For example, a short video on "how to set a ladder." I think it is important as an industry we find new innovative ways to teach safety and create a culture of safety inside our company. I believe the Operations and Safety Committee are well on the path to offering this exceptional benefit to the MRCA membership.



I am thankful of the support of our membership, directors, associates and staff. I am looking forward to the implementation of additional ideas that are taking form inside our meetings. Please stay tuned in for more to come. As always, MRCA is available to be a resource if you are struggling with a problem, need an answer or have an idea on how to improve our industry that we work in. In addition, I can be reached by telephone, text or email.

Kevin Gwaltney  
2019 MRCA President  
Diamond Roofing  
kevin@diamond-roofing.com  
620-255-3478



# DISCOVER THE BENEFITS OF MRCA Membership

The **Midwest Roofing Contractors Association® (MRCA)** is the Contractor's Advocate. With membership spanning 17 states throughout the Midwest, MRCA is dedicated to your needs as a professional contractor. By offering education, safety materials, and business tools, MRCA helps you grow your business, create a safer workplace, and save time and money.

## Join MRCA today for exclusive access to:



Electronic distribution of monthly Toolbox Talks and Monthly Meeting topics in English and Spanish, that help meet OSHA's safety training requirements



One-of-a-kind education, technical updates, and networking at MRCA's Annual Conference



A Safety Program Award that provides a detailed review of your safety program



Ready-to-use templates and forms for contracts, warranties, and more



A complimentary employee safety manual, a great template to help create a compliant safety program



*Midwest Roofer* magazine, a must-read for industry news, trends, and products



Complimentary legal advice on OSHA issues, contracts, and applicator agreements



Member-only educational scholarships for employees and their families from the MRCA Foundation



Ask the Expert: On-demand technical advice regarding roofing projects and materials



The Young Contractors Council, which provides relevant education, mentoring, and networking for contractors younger than 40.

Join your fellow professional roofing contractors and become an MRCA member today.

It's easy! Call 800.497.6722, go online to [www.mrca.org](http://www.mrca.org), or mail the application on the reverse side.





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# LEGAL SERVICES PLAN



## WHAT IS IT?

The Midwest Roofing Contractors Association has entered into an agreement with the law firm of Auman, Mahan, and Furry to provide the MRCA membership with this unique service.

## HOW DO I USE THE PLAN?

Auman, Mahan, and Furry specializes in labor and employment law, discrimination, wage-hour, prevailing wage, workers' compensation, unemployment compensation, construction law, construction claims disputes, government contract disputes, occupational safety and health, pensions, fringe benefits, collective bargaining, litigation, and business law; including taxes and securities. The firm represents numerous business clients and various associations throughout the Midwest, including MRCA.

## WHAT IF I NEED ADDITIONAL HELP?

Additional legal services will be offered to members at a preferred hourly basis. Court costs, filing fees, and miscellaneous disbursements would be paid for by the member, and itemized by the firm.

## WHAT DOES IT COVER?

The primary 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 either by telephone, email, or office conference, at no charge. It is understood that these consultations and conferences will be based on existing knowledge of the attorney without further research and analysis. When calling Dunlevey, Mahan, and Furry, please ask for Gary Auman and identify yourself as a MRCA Member calling under the Legal Services Plan.

## HOW DO I CONTACT AUMAN, MAHAN, & FURRY?

**Auman  
Mahan + Furry**  
ATTORNEYS

**Gary Auman**

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gwa@amfdayton.com

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# OSHA<sup>®</sup> UPDATE

Gary Auman, MRCA Legal Counsel

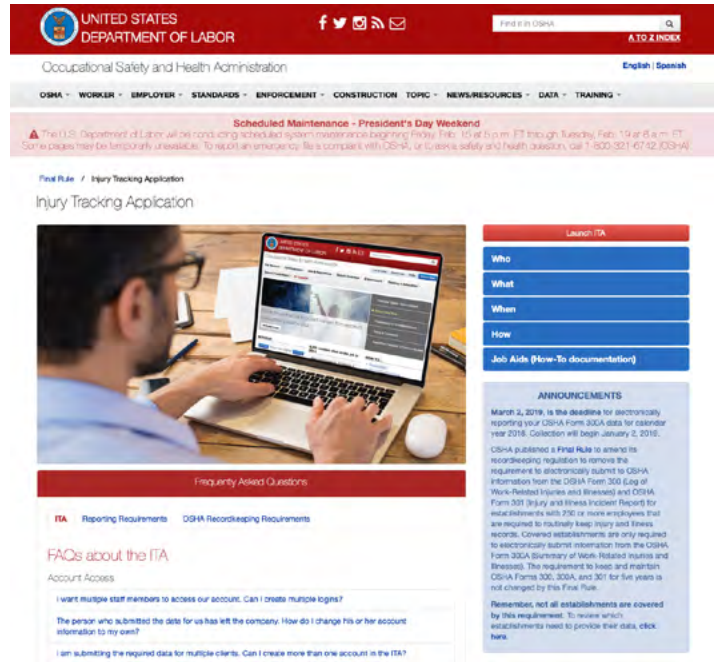
## OSHA Recording Keeping New Rule

On January 24, 2019 OSHA issued a new final rule on record keeping requirements for all employers. As you are aware, all employers who employed eleven or more employees in a calendar year are required to complete the OSHA 300 log. Moreover, if you are one of these employers and required to maintain the log, you had to also complete the OSHA 300A form for the preceding year prior to February 1st of the current year. So, if you were required to maintain the OSHA 300 log for 2018, you should have completed the OSHA 300A by February 1st of this year. You must then post the 300A in your workplace from February 1st through April 30th of the current year. To count the number of employees in 2018 you need to count all employees who worked for you during this period. The count should include part-time employees as well as temporary employees. So, if you are incorporated and employed 10 full time employees in 2018, including, of course yourself (“For businesses that are sole proprietorships or partnerships, the owners and partners would not be considered employees and would not be counted.”) you would not have an obligation to complete an OSHA 300 log for 2018, BUT if you have ten employees in 2018 and used just one temporary employee or one part-time employee in 2018 in addition to your full-time compliment of 10 employees you would have had 11 total employees in 2018 and the OSHA 300 and 300QA record keeping obligation would rise for your company.

On May 12, 2016 OSHA issued a rule regarding the electronic submission of OSHA 300A's, 300 logs, and 301 forms; however, on January 24th, 2019 OSHA published a new final rule changing the 2016 requirements. Rather than causing confusion I will cover the current requirements below. These changes were made in the interest of protecting employee privacy. In order to accomplish this purpose, the new standard (rule) no longer requires employers with 250 or more employees in the preceding calendar year to electronically file the OSHA 300 logs or 301 forms for the

**now employers, in high hazard industries (which include construction), with 250 or more employees in 2018 will ONLY have to electronically file their OSHA 300A form for 2018”**

preceding year. So now employers, in high hazard industries (which include construction), with 250 or more employees in



2018 will ONLY have to electronically file their OSHA 300A form for 2018 (which they completed by February 1, 2019) prior to March 2, 2019. In addition, all employers covered by the filing requirement are now required, under the new rule, to include your EIN (Employer Identification Number) with your filing. The OSHA 300A does not contain any employee identifying information. The new rule does not affect the obligation of employers who had 20 or more employees, but not more than 249 employees in the preceding calendar year. Those employers are still required to electronically file their OSHA 300A forms by March 2, 2019, but they are now required to also include their EIN. Employers still must complete the forms and logs so as to be available upon request, but only the 300A and the EIN must be electronically submitted.

Employee counts are made as I explained in the first paragraph of this notice. The March 2 electronic filing deadline will remain in place for all succeeding years.

Auman, Mahan & Furry is a Dayton based firm dedicated to representing the interests of businesses throughout Ohio and across the country. Our knowledgeable attorneys provide the personal attention necessary to achieve favorable outcomes in an efficient and cost-effective manner in Labor and Employment, OSHA, Workers' Compensation, Construction, Business, and Litigation matters. The firm is sized right to provide the depth of capabilities and capacity that businesses need to meet legal challenges, small and large.



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# ON DECK with Morgan



MRCA Board of Directors  
Safety Committee Chair

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Valley  
Outreach

## 6 THINGS ABOUT BOB POUTRE OF ROOF TECH, INC. STILLWATER, MN.

- Bob Poutre grew up on a small farm in SE Nebraska with 8 brothers and sisters. "I learned so much growing up in that environment. My Dad was the hardest working man I've ever known. He owned a small Plumbing and Heating business and provided everything that we ever needed."
- In high school Bob dreamed of playing football for the Nebraska Cornhuskers. "As it turned out I wasn't offered a scholarship and I decided I would enter the workforce." Not long after that, Bob found himself working for MRCA member Weathercraft in Lincoln. This was his introduction to commercial roofing. In 1984 he was sent to work on a job in Minneapolis. He went back again in 1985 and was approached by a contractor who wanted Bob to work for them. "I took them up on it. I started doing some estimating and project management, became vice president and then president." Roof Tech was founded in 1993. "When I started in the roofing business, I never thought I would do this for the rest of my life."
- Staying active within the roofing industry has been a primary focus for Bob. Besides his service with MRCA, he has come up through the Twin Cities Roofing Contractors Association twice and served as its president and he is currently on the Board of Directors. He is also active within Roofers Local 96 working towards improving their apprenticeship program. He also serves as a trustee for the jointly managed Health and Welfare Fund. "I enjoy giving back to the industry that has given me so much."
- Bob calls his wife Cindy, his best friend. "We dated in high school, then by coincidence and a little luck, we met again later in life and fell in love." Between them they have five children. Together they spend a lot of time outdoors. Bob is an avid hunter and together they enjoy fishing, golfing and snowmobiling. They are finishing up a cabin on Lake Vermilion in Northern MN this year.
- Bob has been a private pilot for over 20 year. He holds an instrument and commercial rating as well as a seaplane rating. He owns a Cessna 182 and a Cessna 175 Seaplane. He flies the 182 back and forth from the cabin and back to NE where their folks still live. He also flies it for business as he has clients that own retail buildings in 9 Midwest states. "It's nice to be able fly in the morning, do a property assessment or inspection for the client, and return home all in the same day." He and Cindy leave the seaplane up North in the summer months and fly it into Canada for fishing trips. This past August they flew it with a group of 4 other seaplanes on an adventure to Churchill, Manitoba.
- Bob and Cindy are supporters of a local food shelf in Stillwater, MN called Valley Outreach. "It's much more than a food shelf. They have the food shelf; the clothes closet, and an emergency fund that provides financial assistance to those in crisis or transition."





**TekCollect**

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TekCollect specializes in early intervention on delinquent accounts. Their persistence, professionalism and pricing are unparalleled and it is completely Web-based for the most convenient, accessible, real-time account management solution available.

They cater specifically to small and medium-sized businesses, enabling them to establish long-term relationships, provide personalized service and generate aggressive results. They successfully manage a portfolio of 30,000 clients around the country and recovery ratios are three times the national average.

## MRCA Member Benefits

All MRCA members receive key account status. A designated TekCollect Account Manager will contact you on a monthly basis to review the status of your accounts receivable, implement custom solutions, and provide ongoing personal attention and support.

### MONTHLY SERVICES INCLUDE

- Ensuring consistent account placements
- Evaluating skips and running them through databases free of charge
- Examining the monthly contact ratio to determine if additional phone campaigns are necessary

### TekCollect also offers MRCA members additional advantages:

- Account recovery specialists
- Discount pricing per account
- Secure, Web-based account placement, updates, audits and reports
- Prompt online verification of debtor payments to preserve ongoing customer relations
- Secondary Contingent Recovery Division for hard-to-collect accounts
- FREE Accounts Receivable Analysis at no cost and no obligation

**For all MRCA members**, TekCollect's custom program includes two phases of aggressive collection efforts. The Primary Phase involves a series of professional contacts beginning with an Audit/Balance Verification notice. They follow up with strategic telephone campaigns, plus up to six high-impact written contacts, the final being an Attorney Demand. All delinquent accounts are reported to the credit bureaus, and for any debtors they are unable to contact, TekCollect will conduct electronic database skip tracing. Payment is directed to the MRCA member for immediate account reconciliation to help preserve and maintain the customer relationship.

Please contact Diane Schumm directly to get started:

Diane Schumm, Vice President Corporate Services  
TekCollect Debt Collection Service

(866) 652-6500  
Diane.Schumm@tekcollect.com  
tekcollect.com

**TekCollect**





**YOU CAN ALSO APPLY ONLINE AT MRCA.ORG UNDER THE FOUNDATION TAB**

## Foundation Scholarship Application

Name of Applicant: \_\_\_\_\_  
(please print or type)

The MRCA Foundation is a non-profit organization established by the Midwest Roofing Contractors Association (MRCA). One purpose of the Foundation is to provide financial assistance to MRCA member company employees and their families pursuing higher education at an accredited university or trade school.

### ELIGIBILITY

Candidates must be an undergraduate or graduate student enrolled in a trade school, college, or university, or a high school senior provisionally accepted at an educational institution and expressing intent to pursue a degree or certified trade program with at least a 3.0 GPA or B Average Equivalent.

### APPLICATION REQUIREMENTS

Candidates must submit the following to be considered for a scholarship award:

1. A fully-completed application.
2. Proof of being associated with an active MRCA member company.
3. A written statement from the educational institution where the trade-related, undergraduate or graduate work will be undertaken, indicating provisional acceptance of the student at the institution.
4. Official transcripts from current high school or educational institution showing at least a 3.0 GPA
5. Two letters of recommendation, submitted by persons at least 18 years of age who are not related to the candidate. Only one letter of recommendation may come from a Director of MRCA, however, none may come from a Director of the MRCA Foundation.
6. A typed essay of no more than one page, explaining why the applicant is interested in pursuing a degree in the construction industry or related field and any steps that have been taken to pursue this goal including relevant honors, activities, or employment.

### SCHOLARSHIP AWARDS

The number and dollar amount of scholarships awarded by the MRCA Foundation will be determined by the MRCA Foundation Board of Directors.

### SELECTION

Scholarship recipients will be selected on the basis of academic performance, employment experience, financial need, letters of recommendation, and a demonstrated desire to pursue higher education. All applicants will be notified in writing by the Directors and the award will be mailed to the specified school.

### DEADLINE

Entries, including all required information, must be postmarked or submitted online no later than March 1, 2019 to be considered for the 2019-2020 academic year. Applications and supporting documentation shall be mailed to: MRCA Foundation, Attn: Megan Miller, 2077 Embury Park Road, Dayton, Ohio 45414 or emailed to [mmiller@mrca.org](mailto:mmiller@mrca.org). Website to apply online is [mrca.org](http://mrca.org).

**APPLICANT:** Please complete all sections of this application:  
(Please type or print clearly)

I. PERSONAL

A. Name: \_\_\_\_\_  
                    First                                    Middle                                    Last

B. Home Address: \_\_\_\_\_  
                                    Street                                    City                                    State                                    Zip Code

Home Telephone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
(Circle preferred method of communicating)

C. MRCA Member Company, City, State: \_\_\_\_\_

Relationship to employee at member-company (circle one and provide name):

Mother              Father              Aunt              Uncle              Other (provide details)

\_\_\_\_\_

D. Name and address of the educational institution you are currently attending or from which your provisional acceptance has been made:

\_\_\_\_\_

                                    Name of School                                      Student ID #

\_\_\_\_\_

Street                                      City                                      State                                      Zip Code

Indicate the highest education level you have completed at time of application:

High School Senior      Freshman      Sophomore      Junior      Senior      Graduate School

C. What is your grade point average (GPA) at the time of application? (3, 4, 5, or 6 point scale – circle one)

\_\_\_\_\_

D. In what program do you expect to get your degree? \_\_\_\_\_

E. List any extracurricular activities in which you have participated in high school and college:

(1) Student activities \_\_\_\_\_

\_\_\_\_\_

(2) Community activities \_\_\_\_\_

\_\_\_\_\_

(3) Athletics \_\_\_\_\_

\_\_\_\_\_

(4) Other \_\_\_\_\_

\_\_\_\_\_

## MRCA FOUNDATION SCHOLARSHIP

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### II. FINANCIAL INFORMATION

A. Total household annual income (including parents or spouse):

0K-50K \_\_\_\_\_ 50K-125K \_\_\_\_\_ 125K- More \_\_\_\_\_

B. Number of brothers and sisters living at home: \_\_\_\_\_

C. Including yourself, how many members of your immediate family will be enrolled in college during the upcoming school year? \_\_\_\_\_

D. Estimate of college expenses:

(1) Tuition:	\$ _____	per year
(2) Books:	\$ _____	per year
(3) Room and Board	\$ _____	per year
(4) Other (please specify)	\$ _____	per year
TOTAL	\$ _____	per year

E. What percent of your college education and living expenses do you expect scholarships to provide?  
\_\_\_\_\_ %

### III. ADDITIONAL INFORMATION

I agree that this application and all attachments may be used by the Board of Directors of the MRCA Foundation or any representatives designated by the Board of Directors, for the purpose of evaluating and selecting recipients of scholarship awards. I represent that all information submitted in conjunction with this application is true and correct to the best of my knowledge. I understand that false information is cause for disqualification.

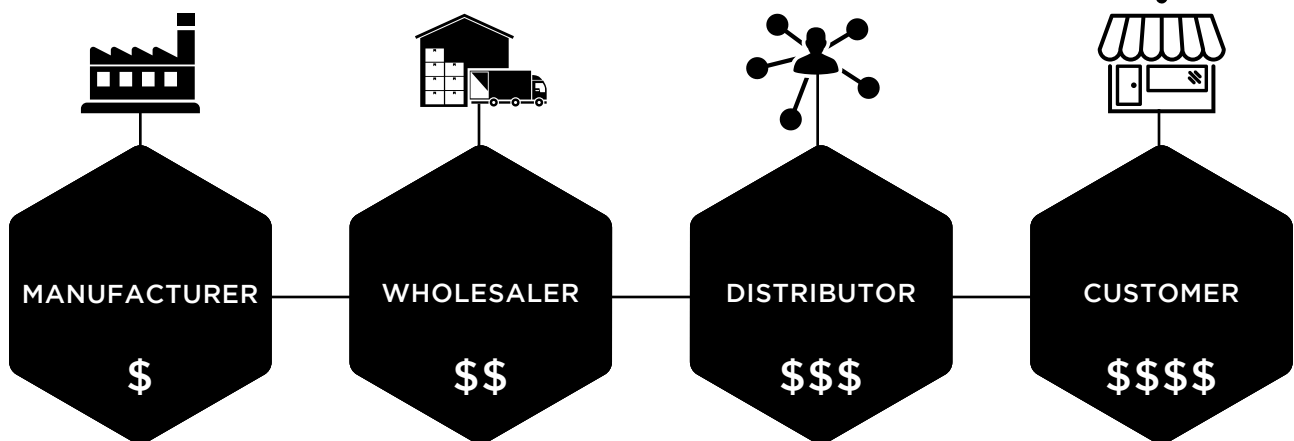
Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_



# beeline

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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?

# CONTRACTORS PRESERVING THE INDUSTRY



*Laurie Moore of Kreiling Roofing Co. Peoria, IL*

It was great to see so many of MRCA's Past Presidents gathered in Omaha at the Past Presidents' dinner whether they were there to see old friends, be recognized for their many years of giving time and treasure to the group or just to see what the MRCA is up to. A special thank you goes to Bob Swanda (Past President 2004) of Independent Roofing Co. for hosting us and encouraging so many to come together for the celebration of his Omaha-based company's 100th anniversary.

At the dinner, I shared some personal history with the group to let them know how their efforts to help the MRCA continue have been recognized by many on a personal level. My father worked in our roofing business starting in the 1950's and became an owner at the age of 59 in 1984. He was active in MRCA starting in the mid 70's and served on the board in the early 90's. It was through the support of this organization and the relationships he formed there that we were able to be the best company in our area to work with and for. The friendships he formed there were instrumental in his succession plan that may have partially failed since it wasn't really part of that plan for me to run the company, but my brother's desire to find other ways to spend his time gave me that opportunity.

After working through a buyout that spanned 2005-9, I put my nose to the grindstone and survived. In 2014, Mark Langer (Past President 2017) of Langer Roofing in Milwaukee invited me to serve on the MRCA Board of Directors. His father and my father became the closest of friends through the MRCA conferences and Mark knew of my relatively new position, my strengths and my weaknesses in the business. At the time, I assumed all the members of the Board already knew everything there was to know about the roofing business. I was concerned that I didn't know enough or the right things to be helpful in that position. Boy, was I wrong! Not only did everyone not operate perfect businesses without struggles but seemed to think my perspective was worthy of a listen (not that they were given much of a choice).

It is important to recognize and tell about the Past Presidents so that others can see that the people who became President of the association simply cared about the support of their own business and found that it was easier with the help of the group. Someone on the Board had confidence in the ability of each of these people and asked them to also serve on the Board. Finding this valuable support makes you want the MRCA to remain a strong support resource so others don't have to know how hard it is to operate a roofing company without it.

## “It gives me comfort to know I am not alone”

Previously the Chair of the Membership Committee, I took a special interest in the Past Presidents' Committee as I believed it would give the MRCA insight as to why MRCA was important to members in the past and help the association understand how we can best be supportive to contractors in the future. The MRCA is now writing book 2 of the History of MRCA. We are interested in why the presidents decided this association was worthy of the dedication of time and other resources and what changes were made during their time as President. We are also interested in what they think is important for the success of this organization moving forward.

At the Conference, Bud Padon (Past President 1978) previously an owner of Independent Roofing Co. in Omaha, volunteered to be interviewed for the MRCA history. I learned that although the threats have changed with improvements in material testing and production, many things remain true and define the essence of the MRCA. Addressing the current liabilities of the contractor attracted members. Contractor-to-contractor sessions were conducted. The group encouraged discussions of sharing tricks of the trade and promoted a culture of doing things the right way. The types of liabilities have changed, but the fact that the contractor continues to carry most of the liability in the roofing process and continues to need support remain constant.

I want this group to be here for me to make sure I am learning about the current industry concerns and talking with others to help address my struggles in this business. It gives me comfort to know I am not alone even though everything is ultimately my fault and there isn't anyone to tell me how to fix things or what to do next to improve the operations of my company. I now have a son-in-law and a son in this business and for them I want this same opportunity for support.

Despite this business being one of the most dangerous according to insurance companies and OSHA, we have made our companies good, safe places to work. Despite the reputation of being “just roofers” that should take all the liability,

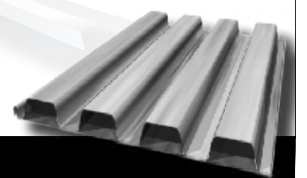
we have developed complicated and professionally operated businesses that have developed practices to help limit that liability. Against all reason we enjoy the industry but share something not many understand.

Thanks to all of you for helping to preserve this place where we can find some of the best friends we will ever have that truly understand what it is to be a roofing contractor. I hope if you are a Past President you will contact the MRCA to arrange an interview to help others learn how this was done. I know that many of you have successors that will need support and hope that even if you are on your path to not being involved in the day-to-day operations, you will support the participation of those who are following your footsteps. After all, supporting those who support your path to retirement is a win-win.

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# WinR A PLACE TO SHARE IDEAS



*Genevieve Kramer of Wm. Kramer & Son, Inc.*



## To Kick off MRCA's 69th Annual Conference in Omaha,

Women in Roofing met for lunch at The Old Mattress Factory Bar and Grill. While the luncheon was limited exclusively to women who work

for roofing contractors, the conversations were abundant! Women who work in the day to day operations of a roofing company often face many of the same challenges; challenges that are not the same as those who may work for a manufacturer or supplier to the contractor. As we went around the room to introduce ourselves, the range of talent and support each individual brought to her company was made apparent. From A/R, A/P, Payroll, and Marketing to Directors of Operations, Project Managers, and Owners - ALL WOMEN Working for roofing contractors! Not to mention, their roles went far beyond the titles these ladies have been given. The luncheon was a great segway into the WinR Panel Discussion later that same day focusing

on software, which is a tool a lot of us WinR use to keep up with the fast pace, ever changing industry needs!

Although software is often used as a tool to help streamline processes, we all have run into road blocks, finding one software often doesn't do everything we need it to do and finding ourselves needing several different softwares to complete different tasks. The panel was comprised of different software providers as well as two contractors, one representing the company who LOVES





software, and one representing the company who tries to AVOID software, each ready to answer any questions the audience had! It was a great way to share ideas, best practices, tips and tricks to your favorite (or least favorite) software!

WinR is excited to connect with more Women working for Roofing Contractors and learning from each other. No matter your role, you are a WinR!



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Visit us at [www.RoofersCoffeeShop.com/INeedHelp](http://www.RoofersCoffeeShop.com/INeedHelp)





# MIDWEST ROOFING CONTRACTORS ASSOCIATION

70<sup>th</sup> Annual Conference & Expo  
November 20-22, 2019  
Overland Park, KS

**COMPANY INFORMATION:**

This Representative will be contacted for all program details, finalizing of booth personnel and for decorator/electrical needs. Please print or type.

Company Name (Exactly as you wish it to appear in Printed Materials and on Exhibit Sign) \_\_\_\_\_

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**READ BEFORE SIGNING:** Exhibitor's signature on this contract indicates acceptance of the Rules and Regulations provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the exhibitor has the authority to do so and is responsible for employees' adherence to the Rules and Regulations.

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**PAYMENT INFORMATION:**

Applications will be accepted as long as space is available. A signed contract is considered an agreement to pay the total amount due. To qualify for the Member Rate, the exhibiting firm needs to be an active member in good standing at the time of conference. If membership dues are not current, you will be billed at the higher rate.

**Payment Schedule:** 25% of the booth fee is due with the Exhibitor Contract if submitted before January 31, 2019. 50% of the booth fee must be submitted by April 30th and 100% is due by September 15th. Booth space must be paid in full before being permitted to set-up exhibit.

**Space Cancellation:** The space cancellation deadline is September 15, 2019, after which no refund will be made.

**EXHIBIT FEES:**

	<b>Member Rate</b>	<b>Non-Member Rate</b>
10x10 Booth	\$1,850 each	\$2,350 each
4 or more booths	\$1,600 each	\$2,100 each
Number of Booths _____	x rate per booth _____	
= Total \$ _____	% Being Paid Today: _____	

Preferred Booth Numbers:

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_

3rd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_

Please list companies that you prefer not to be near:

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Please make checks payable to Midwest Roofing Contractors Association and send check along with this completed agreement to:

Attn: Rachel Pinkus  
MRCA Exhibits  
2077 Embury Park Rd.  
Dayton, Ohio 45414

You may also send your completed agreement to:  
rpinkus@mrca.org or Fax: 937-278-0317



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QUESTIONS? Contact Rachel Pinkus at 800-497-6722 or  
rpinkus@mrca.org



# North Texas Roofing Contractors Association Announces Golden Hammer Award Winners

Fort Worth, TX – January 31, 2019 – The North Texas Roofing Contractors Association (NTRCA) - a regional association for professional residential and commercial roofing contractors, distributors, manufacturers and associates who maintain the highest industry standards - announces this year's Golden Hammer Award winners. The winners will be honored at the upcoming 2019 NTRCA Awards Banquet on February 23, 2019, which will be held at the Blaine Stone Lodge in Midlothian, TX this year.

NTRCA's Annual Golden Hammer Awards recognize outstanding roofing projects completed during the prior year. Entries are judged each year on logistical challenges, quality workmanship, uniqueness, difficulty, time constraints, innovative solutions and safety challenges.

Contractors selected to win this year's Golden Hammer Award for Community Service projects are: KPost Company for its work on the 24 Hour Club Project (with support from HKS, KDC, Austin, Balfour Beatty Construction and The Beck Group); Omnipresence Construction and Roofing for its work on the St. Joseph Catholic School project; and Tarrant Roofing for its Grimes Road project (with support from RSG Dallas and CertainTeed).

Commercial Contractors winning a Golden Hammer Award this year are: Empire Roofing for its American Airlines Tulsa Warehouse Roof Replacement project (with support from Conley Group); KPost Company for The Statler Dallas project (with support from Hill & Wilkinson General Contractors); and Supreme Roofing for its Baylor Irving NICU project (with support from Beacon Roofing Supply).

Residential Contractors selected to receive a Golden Hammer Award this year are: JMAC Construction for the Samaca Slate Job project (with support from Ramon Roofing); Ramon Roofing, Inc. for its Winton Terrace West project (with support from Spec Roofing Supply and Ludowici Clay Tile); and Tice Enterprises for its Argyle New Construction project (with support from Wholesale Roofing Supply and DaVinci Roofscapes).

Contractors selected to receive a Golden Hammer Award this year in the Metal/Tile Roofing category are: Classic Superroof, LLC for the Vassar Avenue project (with support from IB Roof Systems); Omnipresence Construction

and Roofing for its Kondos & Kondos Law Group project (with support from Beacon Roofing Supply and Ramon Roofing);

and Texas Roof Management, Inc. for its Park Place on Turtle Creek project (with support from Childress Engineering and Petersen Aluminum Corporation).

Contractors selected to receive a Golden Hammer Award this year in the Green Roofing category are: Tarrant Roofing for its Greene Avenue project (with support from RSG Dallas and CertainTeed) and Arrington Roofing Co., Inc for the Arrington Roof Garden & Solar Array project (with support from Thomas Mathis Metal, Go Solar Go, C-CAP Firestone, Synthetic Grass Warehouse, Soil Building Systems and Beacon Roofing Supply).



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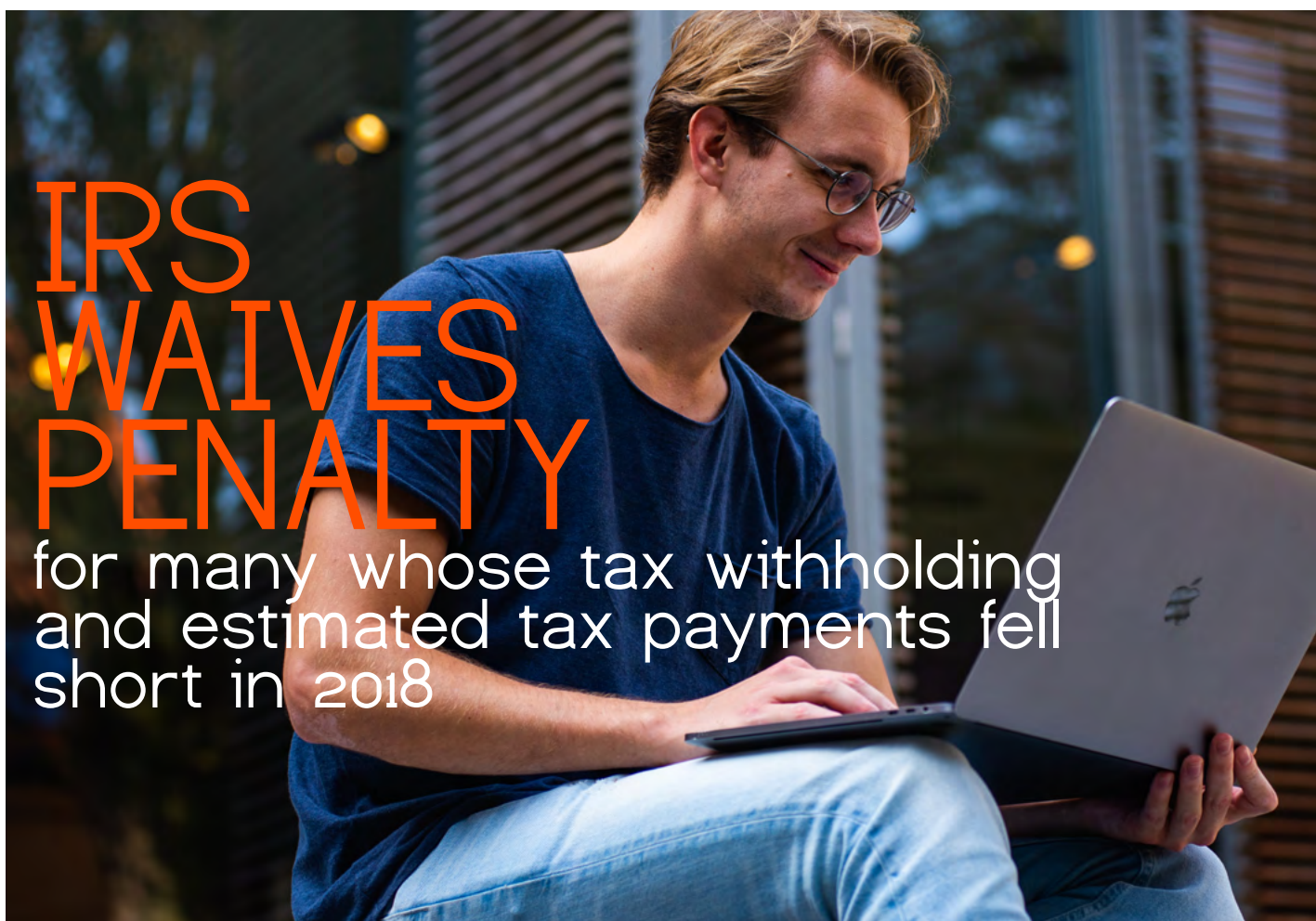
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*The Internal Revenue Service announced that it is waiving the estimated tax penalty for many taxpayers whose 2018 federal income tax withholding and estimated tax payments fell short of their total tax liability for the year..*

The IRS is generally waiving the penalty for any taxpayer who paid at least 85 percent of their total tax liability during the year through federal income tax withholding, quarterly estimated tax payments or a combination of the two. The usual percentage threshold is 90 percent to avoid a penalty.

The waiver computation announced today will be integrated into commercially-available tax software and reflected in the forthcoming revision of Form 2210 and instructions.

This relief is designed to help taxpayers who were unable to properly adjust their withholding and estimated tax payments to reflect an array of changes under the Tax Cuts and Jobs Act

(TCJA), the far-reaching tax reform law enacted in December 2017.

“We realize there were many changes that affected people last year, and this penalty waiver will help taxpayers who inadvertently didn’t have enough tax withheld,” said IRS Commissioner Chuck Rettig. “We urge people to check their withholding again this year to make sure they are having the right amount of tax withheld for 2019.”

The updated federal tax withholding tables, released in early 2018, largely reflected the lower tax rates and the increased standard deduction brought about by the new law. This generally meant taxpayers had less tax withheld in 2018 and

saw more in their paychecks.

However, the withholding tables couldn't fully factor in other changes, such as the suspension of dependency exemptions and reduced itemized deductions. As a result, some taxpayers could

 **the IRS urges everyone to check their withholding for 2019"**

have paid too little tax during the year, if they did not submit a properly-revised W-4 withholding form to their employer or increase their estimated tax payments. The IRS and partner groups conducted an extensive outreach and education campaign throughout 2018 to encourage taxpayers to do a "Paycheck Checkup" to avoid a situation where they had too much or too little tax withheld when they file their tax returns.

Although most 2018 tax filers are still expected to get refunds, some taxpayers will unexpectedly owe additional tax when they file their returns.

#### **Additional Information**

Because the U.S. tax system is pay-as-you-go, taxpayers are required, by law, to pay most of their tax obligation during the year, rather than at the end of the year. This can be done by either having tax withheld from paychecks or pension payments, or by making estimated tax payments.

Usually, a penalty applies at tax filing if too little is paid during the year. Normally, the penalty would not apply for 2018 if tax payments during the year met one of the following tests:

- The person's tax payments were at least 90 percent of the tax liability for 2018 or
- The person's tax payments were at least 100 percent of the prior year's tax liability, in this case from 2017. However, the 100 percent threshold is increased to 110 percent if a taxpayer's adjusted gross income is more than \$150,000, or \$75,000 if married and filing a separate return.

For waiver purposes only, today's relief lowers the 90 percent threshold to 85 percent. This means that a taxpayer will not owe a penalty if they paid at least 85 percent of their total 2018 tax liability. If the taxpayer paid less than 85 percent, then they

are not eligible for the waiver and the penalty will be calculated as it normally would be, using the 90 percent threshold. For further details, see Notice 2019-11, posted today on IRS.gov.

Like last year, the IRS urges everyone to check their withholding for 2019. This is especially important for anyone now facing an unexpected tax bill when they file. This is also an important step for those who made withholding adjustments in 2018 or had a major life change to ensure the right tax is still being withheld. Those most at risk of having too little tax withheld from their pay include taxpayers who itemized in the past but now take the increased standard deduction, as well as two-wage-earner households, employees with nonwage sources of income and those with complex tax situations.

To help taxpayers get their withholding right in 2019, an updated version of the agency's online Withholding Calculator is now available on IRS.gov. With tax season starting Jan. 28, the IRS reminds taxpayers it's never too early to get ready for the tax-filing season ahead. While it's a good idea any year, starting early in 2019 is particularly important as most tax filers adjust to the revised tax rates, deductions and credits.

Although the IRS won't begin processing 2018 returns until Jan. 28, software companies and tax professionals will be accepting and preparing returns before that date. Free File is also now available.

The IRS also reminds taxpayers there are two useful resources for anyone interested in learning more about tax reform. They are Publication 5307, Tax Reform: Basics for Individuals and Families, and Publication 5318, Tax Reform What's New for Your Business. For other tips and resources, visit [IRS.gov/taxreform](https://www.irs.gov/taxreform) or check out the Get Ready page on [IRS.gov](https://www.irs.gov).

**Anthony J. Palmer**  
**Stakeholder Liaison**  
**Internal Revenue Service**



# CALENDER OF EVENTS

## **ORCA Oklahoma Roofing Contractors Association Trade Show**

**March 11-12, 2019**

Embassy Suites Norman Hotel Conference Center  
Norman, OK  
[orcaroofingexpo.com](http://orcaroofingexpo.com)



## **NRCA – National Roofing Contractors Association ROOFING DAY IN DC**

**APRIL 3-4, 2019**

Hyatt Regency Washington on Capitol Hill  
Washington, DC  
[www.nrca.net/roofingday](http://www.nrca.net/roofingday)



## **ORCA Ohio Roofing Contractors Association May 14, 2019**

Deer Ridge Golf Course  
Bellville, OH  
[www.ohioroofing.com](http://www.ohioroofing.com)

## **RCI – Roofing Consultants Intitute International Convention & Trade Show**

**March 14 - 19, 2019**

Rosen Shingle Creek Resort  
Orlando, FL  
[rci-online.org](http://rci-online.org)



## **NRCA CERTA Train-the Trainer Authorization April 4, 2019**

Building & Fire Code Academy  
Elgin, ILL 43211  
[www.nrca.net/store/detail/certa-train-the-trainer-authorization/1716](http://www.nrca.net/store/detail/certa-train-the-trainer-authorization/1716)



## **NRCA CERTA Train-the Trainer Authorization May 16, 2019**

Building & Fire Code Academy  
Elgin, ILL 43211  
[www.nrca.net/store/detail/certa-train-the-trainer-authorization/1717](http://www.nrca.net/store/detail/certa-train-the-trainer-authorization/1717)

## **NERCA NORTH/EAST ROOFING CONTRACTORS ASSOC. 93<sup>RD</sup> ANNUAL CONVENTION & TRADE SHOW**

**March 19-21, 2019**

Foxwoods Resort and Casino  
Mashantucket, CT 06338  
[www.nerca.org](http://www.nerca.org)





Contractors Association

**WSRCA – Western Roofing Expo**

**June 9-11, 2019**

Paris Las Vegas Hotel & Casino

Las Vegas, NV 89109

[www.westernroofingexpo.com](http://www.westernroofingexpo.com)



**FRSA ANNUAL CONVENTION & Florida Roofing & Sheet Metal EXPO**

**July 17-19, 2019**

Gaylord Palms Resort & Convention Center

Kissimmee, FL

[www.floridarooft.com/convention](http://www.floridarooft.com/convention)



Trainer Authorization



CERTA



NRCA

**NRCA Midyear Meetings**

**July 9-13, 2019**

Chicago, IL

[www.nrca.net](http://www.nrca.net)



**MRCA Midwest Roofing Contractors Association Conference & EXPO**

**November 20-22, 2019**

Overland Park Convention Center

Overland Park, KS

[www.mrca.org](http://www.mrca.org)





# Successful CEOs Envision Their Own Exit Strategy

By Aileron

Leaders need to prepare for the future of their company. "If that company is part of your identity, why not do succession planning?", asks Beth Savage, President of PQ Systems. Beth was part of a team that built a plan for succession that was implemented when the founder of PQ Systems unexpectedly passed.

The key to the plan and process was trust and communication, says Beth. "We realized that before we could really move forward with strategic planning, we needed to know what was going to happen with the company. Once that was communicated to the company, it was like a weight lifted."

Larry Grypp, President of the Goering Center for Family & Private Business at the University of Cincinnati, agrees that trust and communication are critical for any succession or contingency planning. As a non-profit organization, the Goering Center is a leading educational and informational resource center for family and closely held businesses. **Larry says there are several factors that should be a part of the succession planning process:**

## Trust

It's never too soon to learn the strategies, techniques and ways to develop trust in an organization. "If you don't have trust, it's going to be very difficult to have a healthy, effective transition and succession."

## Effective communication and conflict resolution skills

Closely tied to trust, having proactive communication is critical throughout the entire process. "How do we learn to communicate well with one other so that we show respect, and so that we let people express what's going on in their head?" Effective communication engenders the possibility to have deep trust.


## A team to help you transition

A network of advisors and peers will be important for a business owner as he/she transitions. Having an outside board is also invaluable.

## A defined and shared purpose

The mutual vision and goals of those involved

must be articulated and understood. The goals and objectives will be different for every business owner, and can even vary by generation of business owner. Because a founder spends so much time thinking about the business, growing the business, developing the culture, the strategy, their goals may be very different from the second generation era. Different generations will have a different outlook and a different decision making process that should be accounted for.



**Everybody values their company differently than what it really is worth"**

## Valuation and development of financing options

Depending on what the owners intend, there is much work to be done to prepare and set up a company for its best possible transition. "Everybody values their company differently than what it really is worth, and the real value is: what's a buyer willing to pay?" adds Larry.

## Optimization of legal and tax structures

Another part of the process is looking at tax and legal ramifications. "That's part of why this is not done in several months or even one year. It takes an extended period of time to really develop someone that the owners, employees, the vendors, the banks, and others can all trust to move the company on after the original or the retiring or exiting owners leave."

Every entrepreneur will exit with or without a plan in place, but Larry shares the 3 main types of transitions to second or third generation owners:

- 1. Internal transaction:** *This could involve handing down a business from one generation to the next, or it could be an internal sale where control is transferred within the company among its leaders.*
- 2. External transaction:** A strategic buyer is typically a buyer in the same industry.
- 3. Private equity groups:** PE Firms (also known as PEGs) are buyers outside your industry.

It's never too soon to start planning, even if a business owner is unsure of what the exit will look like. "If owners can acknowledge that they do not





**People need to be working on their strategy, including their successors.”**

know which of those 3 options they are going to choose when they do make the eventual transition, they can at least understand what those 3 types of buyers are going to look for, and what they—the owner—needs to get ready for.” If you’re going to sell to a PE firm, it’s a whole different set of criteria and work to be done rather than if it’s an internal sale or transition, for example.

Once goals are shared and decisions start to be made, a plan of action will need to be developed, as Beth also explains. “No matter what your exit strategy is—internal, strategic buyer or PE firm—team members have to know that the strategy is going to be a winning, opportunistic strategy for the future,” says Larry. “People need to be working on their strategy, including their successors.”

LaRosa’s, Inc., a chain of pizza restaurants located in Ohio, Kentucky, Indiana and Tennessee, is an example of a company with a business owner, Buddy LaRosa, who was able to be proactive and forward-looking about his company’s succession plan.

The company, a Goering Center member, was founded in 1954 by Buddy (and partners whom he

eventually bought out).

When it came time to thinking about his eventual exit, Buddy chose a non-family member executive, T.D. Hughes, to continue to grow the company. As a LaRosa’s veteran that was trusted by Buddy, having T.D. at the helm provided Buddy’s sons and daughter the opportunity to grow and continue to learn from the business.

After 54 years in business, Buddy was able to successfully complete the leadership transition of his business to his son, Michael LaRosa, as CEO, and to T.D. Hughes as Chairman of the Board. “It was a great example of making decisions that were healthy for the business and kept the business growing and prosperous.”

“When we think about succession, and what somebody started or subsequent generations now lead, it’s so critical that they think through these issues,” says Larry. “Doing so will give them the best chance to have their company, their employees, and what they do in their communities, to all have a successful future.”





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