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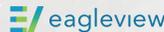
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Career Strategies: Navigating Your Own
Pathway



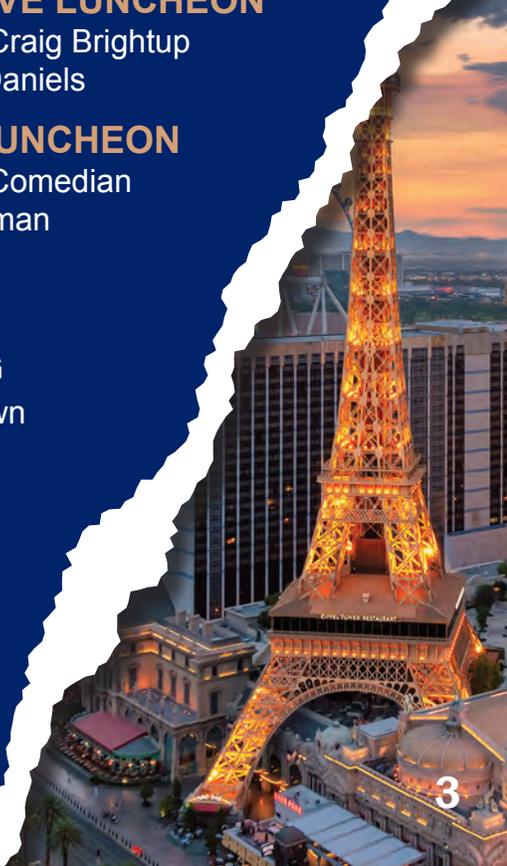
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WSRCA SAFETY COMPANION

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EXCLUSIVELY FOR WSRCA MEMBERS

SITE SAFETY PLANS

Generate safety plans for each job that can be sent to an email address as a form.

SITE SAFETY INSPECTIONS

Generate a job site inspection, including pictures and corrective actions.

TRAINING MODULES

Training topics with the ability to perform meetings on-site with a sign in sheet.

WSRCA TOOLBOX TOPICS

List of WSRCA Toolbox topics in .PDF format to access in the field through the App.

INCIDENT NEAR-MISS TEMPLATE

Generate incident reports for injuries or near misses with cause and effect, and corrective actions.

LOCAL OSHA RESOURCES

List by State of OSHA resources and specific requirements for compliance.

WSRCA NEWS FEED

Stay informed on upcoming WSRCA events, trainings, and news.



SCHEDULE AT-A-GLANCE

SATURDAY - SEPTEMBER 23rd, 2023

- 7:30am Bob Porter Memorial Golf Tournament - Revere Golf Club
- 9:00am Sporting Clays Tournament - Pro Gun Club
- 8:00am-5:00pm Exhibitor Move-In
- 8:00am-6:00pm Registration Open
- 5:30pm-7:30pm "Wild West" Welcome Event and Auction

SUNDAY - SEPTEMBER 24th, 2023

- 8:45am-10:00am • The History of Roofing 2023
- 8:45am-10:00am • WSRCA Technical Bulletin Development for 2023 and Beyond
- 8:45am-10:00am • Condensation in Roofs and Design Solutions for Mitigation (CEU: AiA)
- 8:45am-10:00am • Top 5 Immigration Issues in Roofing
- 8:45am-10:00am • Simplifying OSHA Requirements & Rooftop Fall Protection Solutions
- 8:45am-10:00am • Why Field Documentation is Absolutely Necessary for Success in Your Service Department
- 10:15am-11:30am • Low Slope Roof Drainage, Problems and Solutions for Re-Roofing and New Roofing Projects (CEU: AiA)
- 10:15am-11:30am • Comprehensive Roof Inspections
- 10:15am-11:30am • OSHA Defense for Roofing Contractors
- 10:15am-11:30am • Safety & Risk Management for Roofers
- 10:15am-11:30am • The Art of Estimating and Closing the Deal
- 10:15am-11:30am • How to Price and Sell Preventative Maintenance
- 11:30am-1:00pm Legislative Luncheon with Keynote Speakers: Craig Brightup, The Brightup Group & McKay Daniels – NRCA
- 1:00pm-6:00pm Exhibits and Trade Show + Live Demos (Below) – Day 1
- 1:30pm-2:00pm Live Demo 1 – Carlisle SynTec Systems
- 2:30pm-3:00pm Live Demo 2 – Westlake Royal Roofing Solutions
- 3:30pm-4:00pm Live Demo 3 – Polyglass U.S.A., Inc.
- 4:30pm-5:30pm Live Demo 4 – Progressive Materials

MONDAY - SEPTEMBER 25th, 2023

- 7:00am-8:30am • National Women in Roofing (NWIR): – Career Strategies: Navigating Your Own Pathway
- 8:45am-10:00am • Cool Roof Expansion Across the West: An Overview of New Code Requirements and Third-Party Resources
- 8:45am-10:00am • Electronic Leak Detection Testing, Standards, Science and Practical Applications (CEU: AiA)
- 8:45am-10:00am • Top 5 Insurance Issues in Roofing
- 8:45am-10:00am • Effective Communication Creates a Safer Work Environment
- 8:45am-10:00am • Coaching and Mentoring Employees in the Roofing Industry
- 8:45am-10:00am • Commercial Roofing Maintenance Contracts: Creating Consistent, Recurring Income
- 10:15am-11:30am • Tradeshow Floor - Panel Discussion: WSRCA Young Roofing Professionals – Well, I Guess This is Growing Up
- 10:15am-11:30am • Common Repairs for Warranty on Commercial Roofing Systems
- 10:15am-11:30am • Making a Determination of How Much Longer a TPO Roofing Membrane Will Perform (CEU: AiA)
- 10:15am-11:30am • Leak Investigations: How to Successfully Solve Leaks and Reduce Risk of Repeat Service Calls (CEU: IIBEC)
- 10:15am-11:30am • Navigating the Fine Print: Tips and Tricks for Understanding Your Insurance Coverage
- 10:15am-11:30am • Critical Contract Provisions
- 10:15am-11:30am • Creating a Playbook That Drives Operational Excellence
- 11:30am-1:30pm Annual Luncheon with Comedian: Dan Naturman
- 1:30pm-5:30pm Exhibits and Trade Show + Live Demo (Below) – Day 2
- 2:00pm-2:30pm Live Demo 5 – AccuLynx
- 3:00pm-3:30pm Roofer's Feud Game Show
- 4:30pm-5:30pm The Roofing Games™ Shingling Competition



WESTERN STATES
ROOFING CONTRACTORS ASSOCIATION

The 49th Annual Western Roofing Expo is approaching quickly. I would like to take a moment to invite everyone to come out to Las Vegas and join us. Last year's Expo was very well attended, and by all accounts a huge success. We had the opportunity to reunite with friends and colleagues, material manufacturers and distributors. With the support of our members, we have been fortunate enough to continue the long tradition of supplying timely information and the tools necessary to succeed. We look forward to building off of this momentum!

Please mark your calendars for Saturday, September 23rd through Monday, September 25th at the Paris Las Vegas Hotel & Casino. As you will see in this brochure, we have an extensive list of seminars available that are relevant to today's roofing industry.

The Expo begins on Saturday, September 23rd with two activities that help fund the Davis Memorial Foundation scholarship program. The Bob Porter Golf Tournament & the Sporting Clays Tournament will get the morning started. These events always sell out, are a fantastic time for everyone that participates. Make sure to register for the events early. The Davis Memorial Foundation will also be hosting the "Wild West" Welcome Event and Auction on Saturday evening - complete with hosted bars and tons of fantastic items to bid on.

Our educational sessions will begin on Sunday and have something for everyone including *WSRCA Technical Bulletin Development for 2023 and Beyond* by Ken Klein - WSRCA's Technical Advisor. The Legislative Luncheon will feature WSRCA Political Correspondent Craig Brightup, and McKay Daniels, CEO of NRCA. This will be very informative on the latest happenings in government and industry updates. Sunday's festivities will conclude on the trade show floor.

Monday morning, we are excited to have the National Women in Roofing (NWIR) hosting a session about career strategies in the roofing industry. We hope you'll enjoy this insightful seminar. That afternoon the Annual Luncheon will feature comedian Dan Naturman, and provide a fun and relaxed atmosphere as we conclude on the trade show floor with the very popular *The Roofing Games™* shingling competition.

WSRCA will be demonstrating our new Safety Companion App - an all new exclusive WSRCA member benefit. Please stop by the WSRCA booth #455 and learn all about it! We always enjoy meeting our members in person and receiving feedback on how we are doing.

Thank you!

Andy Clarke

ANDY CLARKE - WSRCA PRESIDENT 2022-2023
TECTA AMERICA ARIZONA – PHOENIX, ARIZONA



FLOOR PLAN

ABC Supply Co., Inc.....	417	CoatingsPro Magazine.....	200	Guardian.....	256
Able Sheet Metal, Inc.....	246	CrewTracks.....	137	Gulfeagle Supply.....	820
AccuLynx.....	243	Critical Point.....	259	Gutterglove.....	824
AcraLight Solar.....	367	Custom Bilt Metals.....	265	H.B. Fuller.....	115
Adams & Reese LLP.....	557	D.I. Roof Seamers.....	641	Hapco Inc./BAK.....	114
Aletheia Digital.....	151	Dataforma Inc.....	722	Henry, a Carlisle Company.....	214
All Seasons Equipment - Grizzly Equipment.....	368	DaVinci Roofscapes.....	321	HOVER Inc.....	104
American Flashings and Accessories.....	856	Dupont Performance Building Solutions.....	343	Hunter Panels.....	621
American Standard Coatings.....	427	Duradek US.....	656	Huntsman Building Solutions.....	739
American Weatherstar.....	863	Duravent Group.....	244	IB Roof Systems.....	237
Amped Equipment.....	765	Duro-Last Roofing.....	649	ICC-ES.....	260
Anchor Products LLC.....	749	EagleView.....	153	IKO Industries Inc.....	311
APOC/ICP.....	505	EcoStar LLC.....	100	IMPAC Group.....	141
Art Unlimited.....	222	EMSEAL.....	816	InOvate Dryer Products.....	365
Arvinyl Laminates.....	240	Epilay Inc.....	539	Integrity Insurance & Bonding Inc.....	156
ATAS International, Inc.....	734	Estimating Edge.....	754	International Leak Detection.....	128
Atlas Roofing Corporation.....	229	Everest Systems, LLC.....	826	Intertape Polymer Group.....	810
AVM Industries.....	452	EverRoof.....	445	IR Analyzers, Inc.....	721
Bay Cities Metal Products & RMS Manufacturing.....	623	E-Z Gutter Guard.....	236	Jobba Trade Technologies.....	123
Beacon Building Products.....	205	Fabral.....	250	Johns Manville.....	109
Beeline Purchasing LLC.....	803	FiberTite Roof Systems.....	854	KARNAK Corporation.....	263
Berridge Manufacturing Company.....	738	Firestone Building Products/Gaco.....	251	Kee Safety, Inc.....	655
Best Storm Leads.....	366	FlashCo.....	742	Keene Building Products The Barrett Company.....	801
Big Rock Supply.....	846	Flex Membrane International Corp.....	727	Leading Edge Safety LLC.....	719
BOSS Products.....	731	FT Synthetics Inc.....	110	Leap.....	728
Brava Roof Tile.....	369	G.M.C. Roofing & Building Papers/ GAP Roofing Products.....	360	LettrLabs.....	666
busybusy Mobile Time Tracking.....	255	GAF.....	405	Lomanco Inc.....	131
Cambridge-Lee Industries.....	764	Garlock Equipment Company.....	161	LOW-E SOUTHWEST DISTRIBUTION.....	817
Capital Sheet Metal.....	139	Garrdal Corporation.....	751	Lucas Coatings.....	145
Carlisle Construction Materials.....	213	General Coatings Manufacturing Corp.....	544	Lucas Roofing Products.....	550
Castagra Products, Inc.....	740	Geocel/Uniflex (Sherwin Williams).....	125	Malarkey Roofing Products.....	435
CertainTeed.....	701	Georgia-Pacific Gypsum.....	830	Marathon Roofing Products.....	639
Chem Link Inc.....	535	Ghemco.....	747	Marco Industries.....	157
CIDAN Machinery.....	119	Gibraltar Building Accessories.....	448	MBCI.....	839
Cleasby Manufacturing Company.....	513	Graco Inc.....	353	McElroy Metal, Inc.....	363



Metal Forming Inc.	261	Rust-Oleum	667	United Asphalts, Inc.	446
Metal Sales Manufacturing Corp.	224	Safeguard 30 LLC	523	United Union of Roofers, Waterproofers & Allied Workers	347
MFM Building Products Corp.	249	Safety Hoist Company	711	US Aluminum	154
Mosaic	858	Sales Transformation Group, Inc.	814	Vada Vented Roofs	809
Mule-Hide Products	420	Scope Assist	763	VanBoxel Building Supplies	862
National Roofing Contractors Association ..	300	Scorpion	852	VB Synthetics	267
National Women in Roofing	201	Seal Bond Inc.	130	Velux	268
New Tech Machinery	124	Service First Solutions	364	Verde Industries	164
O'Hagin	838	Sharkskin Roof Underlayments (Kirsch) ..	715	Versico Roofing Systems	613
OMG Roofing Products	356	Sheffield Metals International	451	WeatherBond Roofing Systems	720
Owens Corning	617	Shingle Blades	829	Western Colloid	440
PABCO Roofing Products	103	Sika Sarnafil	350	Western States Metal Roofing	342
PAC-CLAD Petersen	328	Siplast	732	Western States Roofing Contractors Association	455
PAVE-EL Pedestals by Envirospec	332	SNK Services	555	Westlake Royal Roofing Solutions	225
Performance Roof Systems	628	SOPREMA	529	WUKO Tools	635
Polyglass U.S.A., Inc.	329	South Coast Surety	860		
Primegrip	857	Spray Polyurethane Foam Alliance	101		
Progressive Materials	549	SRS Distribution	603		
QUARRIX Building Products	629	STINGER/National Nail	218		
R & W Training Program	252	SumoQuote	815		
RCA of California	301	TAMKO Building Products	217		
READYSLATE	866	Tarco	143		
Regions EnerBank USA	827	Taylor Metal Products	760		
Resisto, a division of SOPREMA	636	The Catch-All	138		
Robinson Oil Corporation	242	The D2D Experts	766		
Rocket Equipment LLC	733	The Roof Store	768		
Roof Hugger, LLC	662	THERMOTEK	149		
Roof Tech Inc.	121	Thunderbird Products Inc.	362		
Roofer Marketing Systems	761	Titanium/RhinoRoof	716		
Roofers in Recovery	400	Titebond	663		
RoofersCoffeeShop.com	165	Top Industrial, Inc. -RainBuster	643		
Roofing Contractor Magazine	264	TRA Snow and Sun	654		
ROOFLE	150	Triangle Fastener Corporation	248		
Roofmaster Products Co.	337	Tropical Roofing Products	634		
Roofr	759	TRUFAST	755		
RoofScope	665	Tuff Industries Inc.	757		



SATURDAY - SEPTEMBER 23RD



Davis Memorial FOUNDATION

Larry Davis was an integral part of the roofing industry for many years serving on several roofing industry association boards which included the RCA of California and WSRCA. Larry and his wife Mary perished in a 1995 airplane accident near their home in Modesto, California while returning from a WSRCA board meeting. The Davis Memorial Foundation was created to honor their support for industry education.



BOB PORTER GOLF TOURNAMENT

7:30AM START TIME • REVERE GOLF CLUB

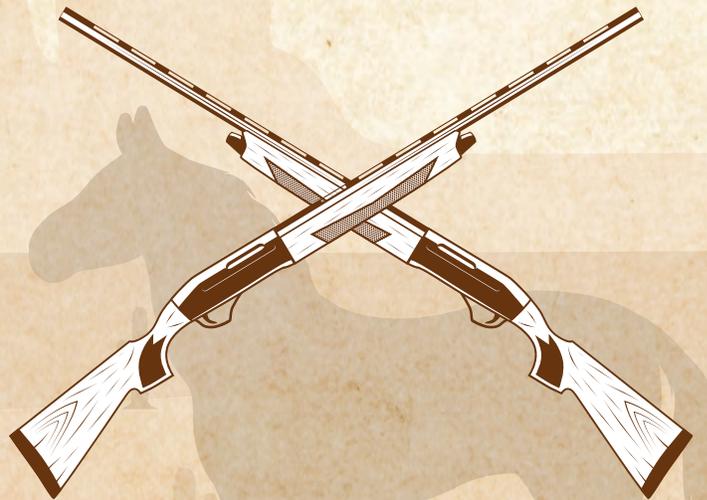
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BEACON



SPORTING CLAYS TOURNAMENT

9:00AM START TIME • PRO GUN CLUB

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Pro Gun Club offers a challenging 21-station sporting clays course, which can give the master class shooter a run for their money while the beginner shooter can go out and enjoy a day busting clays. Stations are changed frequently so shooters will never get bored at seeing the same targets over and over again. The course overlooks the El Dorado Valley and Boulder City, providing a scenic setting for the shooter's enjoyment.

All proceeds from the Tournaments and Auction benefit the Davis Memorial Foundation Scholarship Fund. These scholarships are made available to aspiring high school, undergraduate, graduate and vocational students. Since its founding in 1997, the Foundation has awarded over 160 scholarships totaling more than \$700,000 – thanks to your continued support!

WILD WEST

WELCOME EVENT & AUCTION

5:30PM - 7:30PM • PARIS LAS VEGAS

SPONSORED BY



Fun, great food, hosted bars, camaraderie and lots of great auction items to bid on... everyone walks away with a smile! All proceeds from the auction benefit the Davis Memorial Foundation scholarship fund. These scholarships are made available to aspiring high school, technical, vocational trade, undergraduate and graduate students. Since its founding in 1997, the Davis Memorial Foundation has awarded over 160 scholarships totaling more than \$700,000 – thanks to your continued support!

**\$35 for Members & Exhibitors, \$75 for Non-Members. *BADGE REQUIRED*



**LIVE
AUCTION**
WILL BE HELD 9/23
AT THE PARIS LAS VEGAS

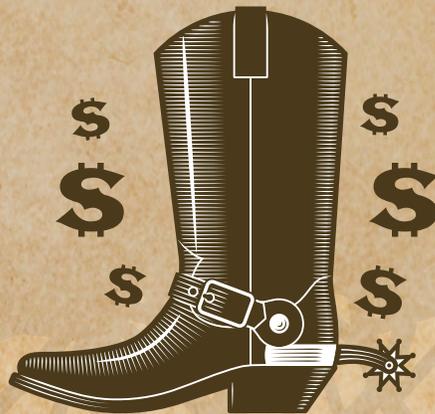


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TO
243-725**

**VIRTUAL SILENT AUCTION OPENS 9/1 @ 8:00AM
CLOSES 9/25 @ 5:30PM**

BEST DRESSED

Be sure to wear your western attire to the "Wild West" Welcome Event & Auction! Prizes will be awarded for best dressed cowboy and cowgirl!





**Keep up with the
Roofing Community
in the West!**

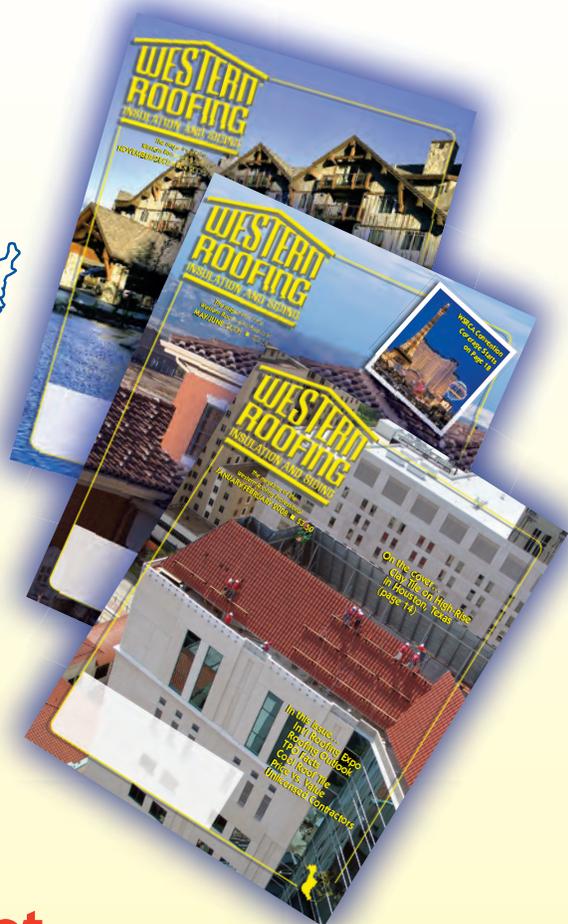
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Job Stories
Product Information
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8:45am-10:00am

The History of Roofing 2023

Speakers: Trent Cotney & John Kenney

WSRCA Legal Counsel / Adams & Reese LLP / Cotney Consulting Group



Trent Cotney is General Counsel of Western States Roofing Contractors Association (WSRCA) and National Roofing Contractors Association (NRCA). He is a well-known advocate for the roofing industry nationwide. He is licensed in 9 states and is a Partner and Construction Team Leader at one of the largest law firms in the United States – Adams and Reese, LLP.



John Kenney has over 45 years of experience in the roofing industry. John started his career by working as a roofing apprentice and progressed from roofing laborer to foreman, estimator, chief estimator, VP, and COO of various top 100 roofing companies. John Kenney is CEO of Cotney Consulting Group, LLC. Together, they have tens of thousands of roofing artifacts and a passion for preserving the history of roofing.

This seminar focuses on the history of roofing from inception to modern day. Replete with dozens of photos and examples of artifacts, Trent Cotney and John Kenney cover every aspect of roofing from thatch to liquid applied and everything in between. This is a must see seminar for any attendee and even includes trivia questions with a prize offered to the winner.

8:45am-10:00am

WSRCA Technical Bulletin Development for 2023 and Beyond

Speaker: Ken Klein

WSRCA Technical Advisor / Simpson Gumpertz & Heger



Ken Klein leads the West Coast Building Technology division of Simpson Gumpertz & Heger Inc. He is a graduate of U.C Berkeley's Civil Engineering program and is a licensed Professional Engineer in California and several western states. Ken has been with SGH for over 35 years and has gained experience in the design and investigation of roofing and waterproofing of commercial, institutional, and residential buildings. His work addresses issues related to the integrity of roofs, plaza deck, and below-grade systems on a wide-range of structures from residential and high-rise building to buildings of historic significance. Ken has consulted with architects, contractors, and



building owners to analyze and repair water intrusion problems and construction defects. Well known in the industry, he has frequently presented to groups of attorneys, contractors, architects, and other design professionals regarding building-envelope design and remediation. He serves as WSRCA Technical Advisor.

As the Technical Advisor for Western States Roofing Contractors Association, I have the honor to work with many of the members in developing technical bulletins. Each year we develop eight bulletins and present them to the membership. This seminar reviews the recent bulletins that have been prepared and discusses their ramifications and impact on the roofing and waterproofing industry. Some of the recent technical bulletins I will discuss include:

- Why water testing low slope roofs is not a good idea.
- Susceptibility of sheathing deterioration in low slope roofs especially under a cool roof (e.g., high reflective and emittance)
- Recent California code requirements, regarding exterior elevated elements, such as balconies and walkways to design new and assess existing structural and waterproofing components to help prevent future collapses.
- Ventilating and/or insulating wood framed parapets to limit moisture collection and prevent condensation and subsequent deterioration.
- First stage testing of fabric reinforced fluid applied flashing testing to assess adhesion and weathering.

This interactive presentation will allow for input and discussion on these and, time permitting, other topics.

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MADE IN CHINA

8:45am-10:00am

Condensation in Roofs and Design Solutions for Mitigation

Speaker: Edward L. Fronapfel, MSCE, PE

SBSA, LLC

CEU: AiA



Edward's education and experience includes geo-hydrology, hydrology, hydraulics, civil engineering, structural engineering, and building systems including thermal, ventilation of confined spaces, waterproofing, roofing, and cladding for residential, commercial, education, and industrial settings.

When condensation is not properly managed, it can wreak havoc on roofing systems, including damaging the underlying substrate, framing materials, and interior moisture-sensitive components. The proper selection and installation of the roofing system components play a vital role in the performance of the building's roofing and thermal systems and go a long way towards minimizing leaks and condensation. Follow along on case studies highlighting the challenges encountered and solutions proposed by forensic roofing specialists. Also presented will be the repair recommendations provided to address the issues encountered at these projects as well as recommendations for systems which cannot incorporate traditional roof ventilation.

8:45am-10:00am

Top 5 Immigration Issues in Roofing

Speaker: Benjamin S. Briggs

Adams & Reese, LLP



Benjamin Briggs, Esq., is a Partner at the law firm of Adams and Reese. Mr. Briggs dedicates his practice to assisting contractors with labor and employment matters, including wage and hour, government investigations, discrimination, and retaliation claims, a work authorization and labor management.

Unpacking the main immigration issues affecting contractors in order to protect and develop your operations and labor force.



8:45am-10:00am

Simplifying OSHA Requirements & Rooftop Fall Protection Solutions

Speaker: Daniel Huntington

Keep Safety



Daniel Huntington is an experienced sales and technical product trainer with a demonstrated history of working in the Fall Protection Industry. As a fall protection industry expert, he is formally trained in OSHA fall protection standards and risk assessment.

In this training session, we will discuss the "Risk Assessment Matrix," and how it impacts the decision-making process of those who are charged with protecting workers. The presentation will be an informative overview of common rooftop fall hazards, applicable OSHA codes, and the reasoning behind these codes. We will discuss the hazards and solutions that managers need to be aware of, demonstrate how these hazard solutions protect your workers while they perform routine maintenance, and other tasks that require them to access the rooftop.

8:45am-10:00am

Why Field Documentation is Absolutely Necessary for Success in Your Service Department

Speaker: Tracey Donels

Service First Solutions



Tracey, formerly the VP of Services at KPost Company, is utilizing the experiences he had as a contractor as the founder of Service First Solutions, a consulting company specializing in the growth of commercial roofing contractors by focusing on their service departments.

Often contractors fail to capture the same quality of field documentation for their service work as they do their project work. Our session will begin with a review of the importance of a service department in relation to the success of the company overall. We'll break down what information should be captured on the roof specifically for service crews and how that information should be examined by the office staff before being transmitted to your customer. Finally, we'll detail several methods for the successful implementation of great documenting procedures in your existing service department.

10:15am-11:30am

Low Slope Roof Drainage, Problems and Solutions for Re-Roofing and New Roofing Projects

Speaker: Robert Hemphill

Aquatech Consultancy, Inc. - **CEU: AiA**



Robert Hemphill, RRC, RWC, REWC, is a Senior Consultant with Aquatech Consultancy, Inc. Bob was a manufacturer's representative for roofing and waterproofing materials after spending 21 years as a California State Licensed Contractor.

This presentation will focus on building code requirements for roofing projects and why current codes may be inadequate for future severe rain events. Sizing roof drainage requirements based on a 60 minute-100 year storm event will not meet the drainage demands caused by climate change. Methods for Contractors to improve existing low slope roof drainage are explained in order to avoid a potential roof collapse caused by major storms.

10:15am-11:30am

Comprehensive Roof Inspections

Speaker: Paul Watrous

National Roof Certification and Inspection Association



Paul J. Watrous is president of the NRCIA. He is the fourth generation in a family of builders specializing in roof systems. He has completed more than 10,000 inspections on real estate properties values at up to \$38 million. He has helped develop educational courses, exams, and web-based reporting software. His goal is to create a standard in the roof inspection industry and be an advocate for both the property owners and roofing specialists nationwide.

So, what is a roof inspection? In the roofing industry, so much noise surrounds the roof inspection, but what exactly is a proper roof inspection? Are there different types of roof inspections or is it once size fits all? Our session will establish what our clients are looking for, how to capitalize on the service to sell it instead of offering it for free, and how to perform a roof inspection while providing common red flags and what to look for during a roof inspection.

10:15am-11:30am

OSHA Defense for Roofing Contractors

Speaker: Trent Cotney

Western States Roofing Contractors Association Legal Advisor / Adams and Reese, LLP



Trent Cotney is General Counsel of Western States Roofing Contractors Association (WSRCA) and National Roofing Contractors Association (NRCA). He is a well-known advocate for the roofing industry nationwide. He is licensed in 9 states and is a Partner and Construction Team Leader at one of the largest law firms in the United States – Adams and Reese, LLP.

Everything OSHA won't tell you. In this seminar, attendees will better understand how to defend themselves from inception of the investigation through the citation. Learn the techniques and tactics of OSHA investigators and understand how to preserve your rights and defenses.

10:15am-11:30am

Safety & Risk Management for Roofers

Speaker: Chad Watts

RCA California / Bender Insurance Solutions



Chad Watts has been an insurance broker since 2007. He works regularly with roofing contractors on insurance and risk management. Chad also helps form and run safety committees, as roofers attempt to control the risk that costs so much to insure in California.

We will discuss high level basics of risk management, including: general classes of risk, internal organizational risk, total cost of risk, and the risk management process.

This course will teach attendees simple strategies to manage safety using safety committees, injury & illness prevention programs, defensive driving, and creating a culture of accountability in the workplace.



10:15am-11:30am

The Art of Estimating and Closing the Deal

Speaker: John Kenney

Cotney Consulting Group



John Kenney has over 45 years' experience in the roofing industry. John started his career by working as a roofing apprentice and progressed from roofing laborer to foreman, estimator, chief estimator, VP, and COO of various top 100 roofing companies.

Estimating is more than just the end dollar number or putting a price together and submitting it to a potential client. The Estimating process combines different techniques and solutions to drive a high-quality result. Your estimating process needs the structure to plan the project with the correct scope, cost, earnings, resources, and deadlines. We will walk you through the critical steps of formulating your estimating structure and delivering and presenting your proposal to close the deal.

10:15am-11:30am

How to Price and Sell Preventative Maintenance

Speaker: Greg Hayne

Hayne Coaching Group



Greg helps contractors find and implement better, smarter, more innovative ways to work. His proven Creating Great Service training, support and implementation program helps commercial roofers grow their service departments. His ESE Peer Groups bring non-competing roofers together multiple times a year to share best practices, solve common problems and tip the competitive landscape in their favor in a big way! Greg also helps residential roofers make the leap into commercial roofing with his Climbing In Commercial for Residential Roofers program.

Most roofers struggle to sell preventative maintenance to their customers. It does not have to be! In this presentation we will present the proven processes, used by many of the best service organizations, to effectively sell preventative maintenance.

11:30am-1:00pm

Legislative Luncheon with Keynote Speakers:

Craig Brightup – The Brightup Group / WSRCA Political Correspondent

McKay Daniels – National Roofing Contractors Association

Presented by: National Roofing Contractors Association



Craig Brightup is Chief Executive Officer of The Brightup Group LLC. Previously, he was Vice President of Government Relations for the NRCA having opened the Chicago-based NRCA's Capitol Hill office in 1990. His program covered all federal issues for the \$30 billion commercial and residential roofing industry, with an agenda including labor relations, worker safety, health care, energy, environment, transportation, insurance, procurement, regulatory reform, taxes and immigration.



McKay started as NRCA's CEO in June 2022. He previously served as NRCA's chief operations officer from 2018-22 and came to NRCA with more than 20 years of experience in non-profits, government and the private sector. McKay has held a variety of leadership and consulting positions throughout his career, including executive director of statewide political organizations in California and Nevada, working for two U.S. senators, and other state and federal elected officials. Immediately prior to joining NRCA, McKay was chief of staff for two members of Congress.

Our favorite Washington insiders will provide the popular “Year in Review” as to what is happening that effects the roofing industry. Issues like immigration reform, workers safety, labor relations, regulatory reform, taxes and other interesting topics will be covered. Immediately following this report, the nominees for the WSRCA Board of Directors will be announced. Afterwards, the announcement of the 2023 Davis Memorial Scholarship winners will occur. ***TICKETED EVENT**

1:00pm-6:00pm

Exhibits and Trade Show – Day 1

Join the fun on Day 1 with President Andy Clarke and his wife Jody, as they open the 49th Annual trade show floor on behalf of the WSRCA. The show will highlight the latest equipment and materials used in the roofing, roof deck, urethane foam, waterproofing and allied industries. Don't miss the live demonstrations happening every hour on the exhibit floor. **There will be a raffle for a \$100 Visa Gift Card at the conclusion of each demonstration!**

Live Demo 1 – 1:30pm-2:00pm
CARLISLE SYNTEC SYSTEMS



Live Demo 2 – 2:30pm-3:00pm
WESTLAKE ROYAL ROOFING SOLUTIONS



Live Demo 3 – 3:30pm-4:00pm
POLYGLASS U.S.A., INC.



Live Demo 4 – 4:30pm-5:30pm
PROGRESSIVE MATERIALS



MONDAY - SEPTEMBER 25TH

7:00am-8:30am

**National Women in Roofing (NWiR):
Career Strategies: Navigating Your Own Pathway**



The first step to navigating your career path is to take stock of where you're at and what you want to change. Are you feeling “stuck” in your current position? Maybe unsure of where to go, what your next steps

would be, or even how to get there? Join National Women in Roofing where we will be discussing how to navigate and overcome different obstacles within the roofing industry and how you can create your own pathway to a prosperous and fulfilling career.



8:45am-10:00am

Cool Roof Expansion Across the West: An Overview of New Code Requirements and Third-Party Resources

Speaker: Sarah Schneider

Cool Roof Rating Council



Sarah Schneider is the Deputy Director of the 501(c)(3) non-profit Cool Roof Rating Council (CRRC) and oversees CRRC policy and standards development; accreditations; code advocacy; and outreach and education. Ms. Schneider has a Master's degree in Public Policy and a B.S. in Environmental Science.

It is challenging to stay up to date on changes to building codes, especially for busy contractors. For example, did you know that California, Scottsdale, and San Antonio all have new cool roof requirements? Not only is it costly to not be aware of changes, but it can be a missed opportunity to inform customers about rebates or how they can save money on their utility bills, especially in places that are getting hotter. This seminar digs into building codes and voluntary programs that specify cool roof requirements, with an emphasis on the Western U.S. It also provides basic information about cool roofs, resources on how to interpret product ratings, how to use a public database to help with code compliance, opportunities, and barriers.

8:45am-10:00am

Electronic Leak Detection Testing, Standards, Science and Practical Applications

Speaker: Shaun Katz

Detec Systems – CEU: AIA



Shaun Katz has been with Detec Systems for 6 years and has over 20 years of experience in customer service, sales and business administration. Shaun has assisted contractors, architects, engineers and consultants, manufacturers, facility managers and building owners with forensic leak investigation.

This one-hour course will cover Electronic Leak Detection (ELD) testing methods used for quality assurance of roofing and waterproofing membranes. Participants will learn about the principles outlined in the ASTM Standard Guide D7877 and ASTM Standard Practice D8231 and will be able to identify which assemblies are compatible with electronic testing and active monitoring.

8:45am-10:00am

Top 5 Insurance Issues in Roofing

Speakers: Trent Cotney and Tray Batcher

WSRCA Legal Advisor / Adams and Reese, LLP



Trent Cotney is General Counsel of Western States Roofing Contractors Association (WSRCA) and National Roofing Contractors Association (NRCA). He is a well-known advocate for the roofing industry nationwide. He is licensed in 9 states and is a Partner and Construction Team Leader at one of the largest law firms in the United States – Adams and Reese, LLP.



Tray Batcher is a board-certified construction lawyer by The Florida Bar, representing clients in all aspects of construction law, including collections, contracts, lien law, bond law, construction defect litigation, OSHA defense and licensing. Tray is recognized by his peers among Florida Super Lawyers® Rising Stars and Best Lawyers® Ones to Watch in Construction Law and Litigation: Construction.

This seminar discusses the biggest insurance issues in roofing. First, Trent will discuss commercial general liability policies – everything from understanding coverages and exclusions to dealing with insurance defense counsel. Additional topics will include subcontractor insurance requirements, additional insured status, builder's risk insurance, cyber insurance, and major issues with insurance and storm restoration.

8:45am-10:00am

Effective Communication Creates a Safer Work Environment

Speaker: Steve Zasadil

WSRCA Safety Consultant / SNK Services



Stephen spent 10 years as Safety of Flight Operator with the United States Navy before beginning his career as Safety Compliance Consultant in 2009. Certified CHST (Construction Health and Safety Technician) through the Board of Certified Safety Professionals. He currently works with companies across the U.S., through on-site and online means to provide OSHA compliance information, documentation, and training.

We will explore how effective communication is a critical component in maintaining a safe and productive workplace. Communication is more

than just exchanging information; it is the foundation for building trust and creating a positive work culture. When communication is done effectively, it promotes a healthy work environment, increases productivity, reduces errors and accidents, and ensures that everyone is on the same page. In contrast, poor communication can lead to misunderstandings, conflicts, low morale, and even safety hazards. This session will discuss various communication strategies, such as active listening, clear and concise messaging, and constructive feedback. We will also explore the impact of non-verbal communication, cultural differences, and communication barriers in the workplace.

8:45am-10:00am Coaching and Mentoring Employees in the Roofing Industry

Speaker: Ellen Thorp, M.A., CAE
National Women in Roofing (NWiR)



Ellen is a chief staff executive for associations, and serves as the Executive Director for National Women in Roofing. Ellen has grown NWiR from its founding to 2100 members, 40 major sponsors, and programs that have engaged thousands of men and women in the roofing and building enclosure industry.

The era of the controlling boss is gone. Supporting employees on the rooftop or in the office is critical to improving employee culture. Roofing professionals are often in the position of training an employee, teaching a facility manager about roof system maintenance and forensics, and explaining to a building owner or HOA board why a seemingly simple roofing issue is actually quite complex. Future leaders are entering the workforce with the expectation that coaching, mentoring, and emotional intelligence are a basic skillset among their colleagues and managers, so there is a need and a value for contractors to use these skills. Organizations without deep knowledge of coaching and mentoring risk significant employee attrition.

8:45am-10:00am Commercial Roofing Maintenance Contracts: Creating Consistent, Recurring Income

Speakers: Jef McCurdy and John Kenney
Castagra Products Inc / Cotney Consulting



Jef McCurdy is the National Training Manager for Castagra Products, where he mentors many contractors on coatings and growing their businesses.



John Kenney has over 45 years of experience in the roofing industry. John started his career by working as a roofing apprentice and progressed from roofing laborer to foreman, estimator, chief estimator, VP, and COO of various top 100 roofing companies. John Kenney is CEO of Cotney Consulting Group, LLC.

If you're a commercial roofer and not offering maintenance contracts, you are leaving money on the table. Lots of it. The commercial roofing industry can be a constant swing from feast to famine. Maintenance contracts help to level the peaks and valleys and create a consistent, steady income stream for your business. They also help build strong relationships with asset owners and property managers, which can lead to winning more projects. In this course, we will review the basics of creating, implementing, selling, and managing a commercial roofing maintenance program.



10:15am-11:30am – Tradeshow Floor

Panel Discussion: WSRCA Young Roofing Professionals – “Well, I Guess This is Growing Up”

Speakers: Jackson Johns, Shane Wakerling, Rachel Garcia
National Roofing Company, General Roofing Company, Malarkey Roofing Products



WESTERN STATES ROOFING CONTRACTORS ASSOCIATION



Jackson Johns is the President of National Roofing Company, located in Albuquerque, New Mexico. Shane Wakerling is the General

Manager of General Roofing Company, located in Oakland, California. Rachel Garcia is a Marketing Specialist for Malarkey Roofing Products, located in Portland, Oregon.

Getting ahead in this industry can be a challenge. There's no road map of where to go or what to do next. It can be confusing and frustrating, and all you're trying to do is advance your career, earn a little more, and make a better life for yourself. We've been there, and we want to help you move forward. Join us for a roundtable discussion on how to advance in the roofing industry. You'll get to participate in a conversation we don't have as often as we probably should, you'll have some questions answered, and walk away with a broader network of other young roofing professionals to draw upon as you work to better yourself. This seminar is intended for roofing professionals 40 years and under.

10:15am-11:30am

Common Repairs for Warranty on Commercial Roofing Systems

Speaker: Chad Garcia
Versico Roofing Systems



Chad Garcia grew up in Elk Grove, California and currently resides in Sacramento, California. Chad joined Versico Roofing Systems in 2005 as a Field Service Representative, and since 2009 has been in the Technical Manager role.

This seminar will review repairs that are most commonly needed to be made once a commercial roof is installed, as well as review solutions and recommendations.

10:15am-11:30am

Making a Determination of How Much Longer a TPO Roofing Membrane Will Perform

Speaker: Helene Pierce
Panelists: Severin Wolf - Wolf & Wolf Roof Services,
Hillary McPartlon - McPartlon Roofing, Brian Butler - Wayne's Roofing,
and Austin Barnhardt - Quality Roofing & Sheet Metal
CEU: AiA



Helene Hardy Pierce has been active in the roofing industry for over 40 years and is a Fellow of both ASTM International and IIBEC as well as a recipient of the NRCA J.A. Piper award. She currently is chair of ASTM Committee D08 on Roofing and Waterproofing.



TPO roofing systems have been used for well over 20 years and have gained significant use during this time. In the past 15 years, there has been an extensive amount of testing data generated on how to predict TPO polymer performance, however it can be harder to anticipate when a TPO membrane is reaching the end of its service life. Heat aging has been used as a predictor of in-service performance of TPO stabilizers as well as other artificial aging methods. This session will provide a history of TPO membranes and membrane testing and then a discussion of key indicators that roofing contractors can use as predictors of residual life in older roofing membranes. Attendees will be provided with an understanding of how to inspect older, in place membranes, where particular attention should be given and what may be more aesthetic than a functional concern.

10:15am-11:30am

Leak Investigations: How to Successfully Solve Leaks and Reduce Risk of Repeat Service Calls

Speaker: Gary Weaver

Atlas Consulting – **CEU: IIBEC**



As the vice president of Atlas Consulting, Mr. Weaver is responsible for consulting on construction quality assurance, writing specifications, reviewing projects and construction details, performing quality assurance observations, ensuring that projects are completed on time and providing expert testimony. Mr. Weaver is a RCI registered roof observer and Haag-certified roofing inspector and is a board member of RCI, Incorporated.

When rainwater starts leaking into a commercial or residential building, someone in the building will be upset, either because of the damage to property, work product or documents; and because of the potential health risk that arise mold growth in the work or living space. Whether the leaks are from the roof and something else, its a roofing contractor that often gets the first call and the proper evaluation of the cause will determine what repairs are required to solve the leaks even if you are not at fault. The presentation explores the causes of leaks, whether from roofing or from non-roof components adjacent to the roof; and then identifies the protocols applicable to conducting successful leak investigations.

10:15am-11:30am

Navigating the Fine Print: Tips and Tricks for Understanding Your Insurance Coverage

Speaker: Seth Pietsch

Integrity Insurance & Bonding Inc.



Seth Pietsch is the Owner, President, and Senior Sales Executive of Integrity Insurance & Bonding Inc, in Happy Valley, Oregon. After ending his minor league baseball career, Seth joined the insurance industry in 2007 and opened Integrity Insurance with his wife, Ashley, in 2018.

Insurance policies can be difficult to understand, and it is important for roofing contractors to know what their coverage is. Join us on an expedition to uncover 12 simple rules to help you feel confident in navigating your policies and assessing your insurance coverage.

10:15am-11:30am

Critical Contract Provisions

Speaker: Trent Cotney

WSRCA Legal Counsel / Adams & Reese LLP



Trent Cotney is General Counsel of Western States Roofing Contractors Association (WSRCA) and National Roofing Contractors Association (NRCA). He is a well-known advocate for the roofing industry nationwide. He is licensed in 9 states and is a Partner and Construction Team Leader at one of the largest law firms in the United States – Adams and Reese, LLP.

This seminar discusses the most important contract provisions in any roofing contract. It will focus on both general construction and roofing specific provisions including indemnification, pay if paid clauses, delay provisions, deck acceptance, and more. Attendees will receive more than 20 contract provisions to use in their contracts.

10:15am-11:30am

Creating a Playbook That Drives Operational Excellence

Speaker: John Kenney

Cotney Consulting Group



John Kenney has over 45 years' experience in the roofing industry. John started his career by working as a roofing apprentice and progressed from roofing laborer to foreman, estimator, chief estimator, VP, and COO of various top 100 roofing companies.

Creating an operationally superior roofing contracting business takes diligence, continuous review, and constant changes to processes and procedures. One of the biggest mistakes companies make is relying too much on boring operational manuals, rich with methods but light on depth and real solutions. Best-in-class organizations understand the definitions of production, productivity, and profitability. We will walk you through the best practices for effective operational playbooks and pre-construction, which is the foundation of operating excellence and finishes up with improving your field and job sites, the step in best-in-class operations.

MONDAY - SEPTEMBER 25TH



11:30am-1:30pm
Annual Luncheon with
Comedian: Dan Naturman

Sponsored by:
Malarkey Roofing Products



Dan Naturman began performing stand-up comedy several years ago in, believe it or not, law school. After graduation he decided to devote himself to stand-up full time. Comedy, he discovered, was his true passion. Besides, his grades were bad, and nobody would hire him. Dan's charming combination of self-deprecation and outright grouchiness has had audiences howling from coast to coast. He is one of New York City's most respected comedians, having done his own half-hour special on *Comedy Central*, as well as appearing on *The Tonight Show with Jay Leno*, *The Late Show with David Letterman* and *Late Night with Conan O'Brien*. Join us Monday, September 25th for this hysterical guest entertainer!

***TICKETED EVENT**

1:30pm-5:30pm
Exhibits and Trade Show – Day 2

WSRCA MEMBERS
ENJOY A FREE BEER!
VISIT BOOTH #455



Join the fun on Day 2 of the Western Roofing Expo 2023 trade show. Exhibitors will highlight the latest equipment and materials used in the roofing, roof deck, urethane foam, waterproofing and allied industries. The expansive show floor allows attendees to explore the latest trends, advances in technology and best practices for business growth. From top suppliers and unique resources to unbeatable networking and the best educational conference in the business – the Western Roofing Expo 2023 brings it all together for you like no other event can. Don't miss the live demonstration on the exhibit floor stage, and The Roofer's Feud game show. **There will be a raffle for a \$100 Visa Gift Card at the conclusion of the live demo!**

Live Demo 5 – 2:00pm-2:30pm
ACCULYNX



3:00pm-3:30pm
Roofer's Feud Game Show



On Monday, September 25th, hosts Trent Cotney and John Kenney of Adams & Reese / Cotney Consulting Group will host The Roofer's Feud game show on the trade show stage! Answer the "Top 100" responses highlighting questions in all aspects of roofing – including history, types of roofing, tools used in the industry, and other facts of roofing knowledge. Team participants will be drawn from the audience!

4:30pm-5:30pm
The Roofing Games™ Shingling Competition
Sponsored by: Malarkey Roofing Products



In 2023, WSRCA, Malarkey Roofing Products and WSRCA will team up to showcase the steep-slope nailing competition. Roofers will compete against one another by installing a Malarkey Roofing Products roofing system on a small deck. Participants will be judged on accuracy, aesthetics, speed, and workmanship. Don't miss this exciting event being held at the end of Day 2 on the trade show floor. If you are interested in participating in the competition, stop by Malarkey Roofing Products (Booth #435) for your chance to enter!



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FULL REGISTRATION: INCLUDES LUNCHEONS, SEMINARS, AND TRADE SHOW FOR SUNDAY & MONDAY	\$295.00 / \$450.00
EDUCATION PASS - SUNDAY: 9/24/23 INCLUDES ALL SEMINARS FOR SUNDAY, SEPTEMBER 24TH	\$75.00 / \$125.00
EDUCATION PASS - MONDAY: 9/25/23 INCLUDES ALL SEMINARS FOR MONDAY, SEPTEMBER 25TH	\$75.00 / \$125.00
"WILD WEST" WELCOME EVENT & AUCTION - SATURDAY: 9/23/23	\$35.00 / \$75.00
LEGISLATIVE LUNCHEON - SUNDAY: 9/24/23 LUNCHEON WITH KEYNOTE SPEAKERS: CRAIG BRIGHTUP & MCKAY DANIELS	\$85.00 / \$105.00
ANNUAL LUNCHEON - MONDAY: 9/25/23 LUNCHEON WITH COMEDIAN: DAN NATURMAN	\$95.00 / \$115.00
EXHIBIT FLOOR PASS (BOTH DAYS): ROOFING & WATERPROOFING CONTRACTORS & THEIR EMPLOYEES, ALL MEDIA	FREE!
ARCHITECTS, CONSULTANTS, AND ENGINEERS	FREE!
SUPPLIERS	\$75.00 / \$75.00
NON-EXHIBITING MANUFACTURERS	\$350.00 / \$350.00
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HOTEL DEADLINE: 9/1/2023

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CATEGORY E: INDUSTRIAL, EDUCATIONAL, OR SERVICE PROVIDER	\$556.00 \$695.00 /Year
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