



CRCA's 2022 Trade Show & Seminars

Session Summaries

Speaker Bios

& More

January 19-21, 2022

Drury Lane Conference Center

Oakbrook Terrace, IL

Presentations posted by Saturday, January 28, 2022

CEU Certificates – to be emailed to attendees by January 28, 2022

www.CRCA.org

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**PREFERRED
EDUCATION
PROVIDER**



CRCA's 2022 Trade Show & Seminars Education Programs

Wednesday, January 19, 2022

3:30-5:00 pm – “Bridging Generational Differences” (Crystal Room)

AIA 2022-A1 (1 LU) ~ ALA CEP12022A (1 LU) ~ ICC 31040 (0.1 CEU) ~ IIBEC 1CEH

Presented by CRCA's CWIR & Emerging Leader Committees

One of the greatest challenges to, and opportunities for, effective collaboration within organizations today is the age range of their workers.” - Katerina Kazakos-Tate, Generational Leader

For the first time in history, five generations including Traditionalists, Baby Boomers, Generation X, Millennials (Generation Y) and Generation Z are working side by side under one roof. While the benefits of generational diversity are vast, leaders and employees may face challenges in collaboration, management, and communication.

Some common challenges include:

- *Generational Stereotyping*
- *Conflict with Millennials and Generation Z employees reporting to Baby Boomer or Generation X managers*
- *Traditionalists and Baby Boomers planning to retire with knowledge loss at risk*
- *Team performance issues related to different work styles and expectations of peers*

Join CRCA to learn about the different generations in the workplace and be introduced to strategies to promote generational leadership, collaborate across generations, overcome stereotyping and microaggressions, and capitalize on diverse strengths from contributors in each generation.

Learning Objectives: Attendees will be able to:

1. Recognize the five generations in today's workplace including common characteristics and experiences benefits
2. Understand how age discrimination impacts the workplace and how to prevent
3. Build skills to increase generational connectedness including communication
4. Learn ways to collaborate across the generations and leadership development

Contact and Bio: Katerina Tate, Diversity Builder



Katerina Tate is an experienced global diversity and inclusion trainer at Diversity Builder. As a trainer for more than 20 years, she specializes in multicultural communication, generations in the workplace, excellence in leadership, resolving unconscious bias and managing conflict. Katerina is highly regarded for her visionary organizational practices that promote diversity and influence inclusive leadership.

Katerina's knowledge of the inner workings of organizations and their business needs for diversity was acquired through various positions at Fortune 500 companies and beyond. Her professional experiences include leadership positions with companies in Greece, Mexico, Israel, and the United States.

Katerina served as Director of Marketing for seven hotels in Tel Aviv and Jerusalem. She previously worked with Walt Disney World, Budget Rent a Car, and Gaylord Entertainment. Katerina recently led programs for NASA's International Space Station on Resolving Unconscious Bias and Bridging Generational Differences.

Katerina's presentation style is both engaging and motivational. Born in New York and raised in Athens, Greece, Katerina returned to the United States to pursue her higher education interests. She holds a bachelor's degree in Business Administration and a master's degree in Education. She is fluent in English, Greek, and Spanish.

Thursday, January 20, 2022

9:00-11:00 am CRCA's "Roofing Week in Chicago" Industry Breakfast & Seminar, Drury Lane Crystal Room

AIA 2022-TH-1 (2 LU/HSW) ~ ALA CEP12022b (2 LU) ~ ICC 31041 (0.2 CEU) ~ IIBEC 2CEH

The CRCA Roofing Industry Breakfast and Seminar brings speakers together in one place to provide sort introductions to CRCA's Trade Show & Seminars Educational Programming held later in the day Thursday and Friday. The 2022 CRCA Roofing Industry Breakfast panel sets the stage for two days of great education! Industry Leaders and seminar speakers will give previews to their programs. Topics to include Steep Slope Legal Protection, Fending Off Low Slope Litigation, Navigating Market Volatility, Fall Protection Revisited, Extending the Life of the Roof and Technical Issues. Speakers' synopses include:

- **Trent Cotney**, Cotney Attorneys & Consultants - legal issues associated with steep slope roofing as well as programming on navigation of the roofing industry market volatility and pricing issues.
- **Mark Graham**, NRCA – key technical issues impacting today's roofing industry
- **Chris Huettig**, Karnak and **Jim Martin**, R.M. Lucas – options to extend the life of the roof
- **Frank Marino**, Safety Check Inc. - fall protection safety information for roofing contractors, workers, building officials and others involved during the planning and installation process.
- **Leanne Prybylski**, Hendrick Phillips Salzman & Siegel – fending off low slope litigation

Learning Objectives: Attendees will be able to:

1. Summarize important OSHA Fall Protection directives to keep workers safe for both steep and low slope roofing
2. Utilize key legal information in the design, preparation, and installation of Steep and Low Slope Roofing
3. Understand the current Roofing Material and Pricing Volatility and impact on design and installation
4. Learn about Coatings as a tool to extend the life of the roof and understand advantages, preparation, and implementation
5. Summarize key roofing technical issues facing today's designers, consultants and contractors and impact of the 2021 International Energy Conservation Code and International Building Code updates

1:00-2:00 pm – "Steep Slope Legal Protection: What Contractors Need to Know," Drury Lane English Room

AIA 2022-TH-2 (1 LU/HSW) ~ ALA CEP12022C (1 LU) ~ ICC 31043 (0.1 CEU) ~ IIBEC 1CEH

Attend this important educational session to learn how to protect against steep slope litigation from leading industry legal experts, Trent Cotney and Tray Batcher. Learn the impact of such litigation and how to navigate OSHA defense and defect claims, contract provisions and homeowner negotiation.

Learning Objectives: Attendees will be able to:

1. Summarize impact of defect claims on the roofing contractors and all professionals involved in steep slope roofing projects
2. Learn key information to navigate OSHA defense
3. Summarize contract provisions to protect the contractor in steep slope roofing installation
4. Discuss best practices in homeowner negotiation

Contact and Bio: Trent Cotney, CEO, Cotney Attorneys & Consultants

E: tcotney@cotneycl.com



Trent Cotney is a construction lawyer that fights for the roofing industry. He is General Counsel of CRCA, FRSA, NRCA, NSA, WSRCA, RT3, and several other industry associations. He routinely advocates for the construction industry and is active in molding contractor-friendly statutes, rules, and regulations on the local, state, and national levels. Cotney has been recognized as one of the leading attorneys in the field by his peers and the construction industry and has received numerous honors and distinctions. He is the editor and primary author of the best-selling book *OSHA Defense for the Construction Industry*.

As a Board-Certified Construction Lawyer in Florida, who is also licensed in IL, IN, KS, MA, TN, TX and WA, Cotney focuses his practice on all aspects of construction litigation and arbitration, including OSHA defense, lien law, bond law and bid

protests, as well as construction document review and drafting and graduated with a B.S. from Vanderbilt University, summa cum laude and also a J.D. also from Vanderbilt.

Contact and Bio: Tray Batcher, Partner, Cotney Attorneys & Consultants

E: tbatcher@cotneycl.com



Tray Batcher is a Partner at Cotney Attorneys & Consultants who represent clients in all aspects of construction law, including lien law, bond law, construction defect litigation, OSHA defense, and licensing. He joined Cotney in 2012 and is Board Certified by the Florida Bar in Construction Law.

Prior to becoming a lawyer, Batcher worked in the construction industry as an estimator for a multi-million-dollar structural contracting company. While employed as an estimator, his job duties included materials scheduling, the coordination of trades and general contractors as well as the general duties of running a construction business. Batcher received a B.S. from Florida Gulf Coast University, summa cum laude and a J.D. from Stetson University College of Law.

1:00-2:00 pm – “Fending Off Low Slope Litigation,” Drury Lane Crystal Room

AIA 2022-TH-3 (1 LU/HSW) ~ ALA CEP12022D (1 LU) ~ ICC 31042 (0.1 CEU) ~ IIBEC 1CEH

Attend this important program geared for roofing contractors, the design community and others involved in low slope roofing. Led by leading construction experts C. Leanne Prybylski and Stephen M. Phillips, learn how to protect against litigation involving unreasonable contracts, building code compliance, applicability of commercial general liability insurance with roof defects and more.

Learning Objectives: Attendees will be able to:

1. Understand low slope roofing legal liabilities for both the designer, the roofing contractor and roof consultant
2. Gain knowledge from key court decisions involving unreasonable contracts
3. Learn about building code compliance, standards, and regulations to protect building owners and the public
4. Summarize applicability of commercial general liability insurance with roof defects

Contact and Bio: C. Leanne Prybylski, Associate, Hendrick Phillips Salzman Siegel

E: clp@hpsslaw.com



C. Leanne Prybylski joined HPSS Law in 2019 and focuses her practice in construction law and litigation. She represents contractors in a variety of construction-related matters including disputes involving delays, nonpayment mechanic's liens, defective work and other breach of contract and tort claims. Prybylski also works preparing, reviewing, and negotiating construction contracts on behalf of contractors and providing advice regarding claims avoidance.

Prybylski gained extensive industry experience working for a local commercial construction company in contract administration and human resources. She received a B.A. in Business Administration from Kennesaw State University, summa cum laude and a J.D. from George State University College of Law, cum laude and interned for George Supreme Court Justice, P. Harris Hines.

Contact and Bio: Stephen M. Phillips, Senior Partner, Hendrick Phillips Salzman Siegel

Email: smp@hpsf-law.com



Stephen M. Phillips is a Sr. partner at Hendrick Phillips Salzman & Siegel and focuses on legal issues pertaining to the construction industry and particularly the commercial roofing industry. He has gained national recognition concerning legal issues affecting the roofing industry and has been representing parties in commercial roofing matters for over 35 years. For the past 30 years, he has served as general counsel to the National Roofing Contractors Association (NRCA) and was one of the founders and serves as counsel to the National Roofing Legal Resource Center (NRLRC), based in Chicago, Illinois.

Phillips has written and spoken extensively regarding construction law topics and construction litigation, particularly regarding the commercial roofing industry. He was the principal author of the warranty section of the Commercial Low-Slope Roofing Materials Guide and the Residential Steep-Slope Roofing Materials Guide, published by the NRCA and the OSHA Citation Defense Manual published by the NRLRC. He has published articles on numerous construction topics such as insurance coverage applicable to construction disputes, measuring damages when there is

defective construction, construction contracts, liquidated damages, mold claims, proprietary specifications, bid mistakes, anti-indemnity statutes, building code violations, bidder responsibility and bid responsiveness and the Spearin doctrine.

He has served as chairman and member of the Board of Regents and faculty of The Roofing Industry Educational Institute (RIEI), a non-profit educational organization. He has served as a lecturer for the Georgia Tech Research Institute's asbestos courses covering legal requirements and liabilities associated with asbestos-related construction work and the RIEI course on Roofing and Asbestos. Mr. Phillips is a member of the American Arbitration Association's Commercial Panel to hear construction disputes under the Construction Industry Arbitration Rules and has served as a construction arbitrator.

He has been designated as a Georgia Super Lawyer in the field of construction law and construction litigation each year since 2004 and has been recognized and listed in such publications as "Best Lawyers in America," The International Who's Who of Construction Lawyers, and Chambers USA America's Leading Lawyers for Business. In 2003, he was awarded NRCA's J.A. Piper Award in recognition of devoted and constant outstanding service to the roofing industry and was the 2019 CRCA Award of Excellence recipient.

3:00-4:00 pm – "Navigating Market Volatility," Drury Lane Crystal Room

AIA 2022-TH-4 (1 LU/HSW) ~ ALA CEP12022E (1 LU) ~ ICC 31044 (0.1 CEU) ~ IIBEC 1CEH

This important presentation is directed to roofing contractors and the design / specification community to help understand the current state of volatility in material availability and pricing that continues to plague the roofing industry as we move into 2022. The session will discuss the latest issues surrounding this crisis including an in-depth look at key contract provisions needed and navigational tools for new and existing contracts.

Learning Objectives: Attendees will be able to:

1. Understand the key factors in the evolution of the material shortage crisis
2. Summarize key provisions needed for new contracts including the collaboration of the specifier, the installer, and the customer
3. Gain knowledge on navigation of pricing, lead times and shortages in existing contracts
4. Learn how to protect against overall industry volatility in the future

Contact and Bio: Trent Cotney, CEO, Cotney Attorneys & Consultants

E: tcotney@cotneycl.com



(See previous seminar for bio information)

Friday, January 21, 2022

7:00-9:00 am – “Fall Protection Revisited,” Drury Lane Theater

AIA 2022-F-1 (2 LU/HSW) ~ ALA CEP12022F (2 LU) ~ ICC 31045 (0.2 CEU) ~ IIBEC 2CEH

Presented by CRCA's Safety Committee including Frank Marino, CSP, Safety Check Inc., this important educational session is geared to all involved in the design and installation of roofing. Learn about accident reduction techniques to protect workers and building occupants from injury including falls through gypsum decks, skylights, and other unsecured rooftop openings. OSHA and DOL COVID updates will also be provided

Learning Objectives: Attendees will be able to:

1. Summarize the impact of jobsite traumatic injuries on families, co-workers and companies of roofing contractors, inspection, and other construction professionals
2. Gain knowledge of safety standards and standards applicable to roofing installation including with an emphasis on unsecured rooftop openings
3. Gain knowledge on fall prevention measures including equipment and pre-planning communication
4. Understand key information in the continuing COVID pandemic and the safety measures to follow to protect workers and the public.

Contact and Bio: Frank J. Marino, CSP, Vice President of Safety Check, Inc.

E: fmarino@safetycheckinc.com



Frank Marino is Vice President and co-owner of Safety Check, Inc. He received his B.S. from Illinois State University where he majored in Occupational Safety. He received his M.B.A. from the University of Phoenix – Chicago. He is an authorized OSHA 10- and 30-Hour Instructor and an authorized Industrial Powered Truck Instructor.

At Safety Check, Marino assists in the development, implementation and maintenance of safety and health programs customized to clients' needs; supervising subcontractor safety; providing consultation in areas of OSHA, EPA, MSHA and DOT compliance; performing accident investigations; and evaluating safety supplies for specific construction trades.

Some of the projects where Marino has developed and managed the safety & health programs include: Meson Detector Building Renovation – Fermi National Accelerator Lab, United States Department of Energy, Chicago Pump House Renovation – City of Chicago, BP Trader Building – BP/Bovis Global Alliance, Walter Payton Field House – Chicago Bears and the Chicago City Hall Garden Roof Project.

Marino has participated in the Department of Transportation (DOT) Federal Motor Carrier Training Program and the course for Electrical Safety for Construction. Frank has achieved the status of Qualified Person in Fall Protection, Scaffolding, and Excavation. He earned the professional designation of Certified Safety Professional (CSP) from the Board of Certified Safety Professionals by successfully passing the certification exam. He is also a Certified Asbestos Removal Supervisor. Marino is a current member of the American Society of Safety Engineers and is an expert on roofing standards and work practices. He currently provides expert testimony in litigation for various attorney firms in the Chicagoland area in the discipline of construction safety and work practices. He was recently appointed to the Occupational Environmental Safety & Health Construction Advisory Board at the University of Wisconsin, Whitewater. He is also a quarterly contributor to *CRCA Today*. Safety Check, Inc. participates and works closely with partnerships between different unions and OSHA. Marino has extensive knowledge of the OSHA standards and how each relates to specific industries and is Co-Chair of the CRCA Health & Safety committee.

7:45-8:45 am – “Options in Extending the Life of the Roof,” Drury Lane Crystal Room

AIA 2022-F-2 (1 LU/HSW) ~ ALA CEP12022G (1 LU) ~ ICC 31046 (0.1 CEU) ~ IIBEC 1CEH

Come and learn about coatings as a tool in extending the life of the roof during the important presentation by industry professionals Chris Huettig (Karnak), Jim Martin (R.M. Lucas) and Mark Graham (NRCA). Learn about coating types and the advantages of each, application optimization, life cycle and compliance with codes.

Learning Objectives: Attendees will be able to:

1. Summarize the different type of coatings and the use advantage / disadvantage of each

2. Understand the code implications of coatings as a tool in the design process and licensing requirements of the applicator
3. Understand the timeframe for application over roof membrane factors and warranties
4. Summarize the application criteria for optimum product performance

Contact and Bio: Mark S. Graham, Vice President, Technical Services, National Roofing Contractors Association
E: mgraham@nrca.net



Mark Graham holds a Bachelor of Science degree in Architectural Engineering from the Milwaukee School of Engineering. In 1984, he began his career in the roofing industry when he joined F.J.A. Christiansen Roofing Co., Inc. in Milwaukee as an estimator and project manager. In 1986, he joined Wiss, Janney, Elstner Associates, Inc., in Northbrook, Ill., as a project engineer specializing in the investigation, design and repair of roofing and waterproofing systems.

Graham joined the NRCA in 1993. His responsibilities include developing and implementing the association's technical positions, responding to inquiries for technical assistance, serving as the association's liaison with outside organizations, and developing and maintaining the association's technical publications, including *The NRCA Roofing Manual*. Graham is also a contributing editor for NRCA's *Professional Roofing* magazine.

He is a recipient of ASTM International's William C. Cullen Award for distinguished contributions and leadership to the field of roofing and waterproofing. He is also a recipient of MRCA's James Q. McCawley Award for outstanding service and dedication to the roofing industry. Also, he is a recipient of the North/East Roofing Contractor Association's Clarence J. Carr Roofing Industry Award for his service, contribution, and dedication to the roofing industry.

Graham is an active member of ASTM International and serves on the executive committee of Committee D08-Roofing and Waterproofing. He is also an active member of the American Society of Heating, Refrigerating and Air-Conditioning Engineers Inc., International Code Council and National Fire Protection Association.

Contact and Bio: Chris Huettig, National Director of Technical Services, KARNAK
E: chuettig@karnakcorp.com



Chris Huettig is the National Director of Technical Services for Karnak. He oversees all technical support roles internally and, in the field, to help ensure that contractors, designers and building owners have access to the necessary information to properly evaluate coating projects.

He joined KARNAK in 1999 as a technical sales rep and moved in the position of Technical Sales Manager for the next 13 years. He spent the next five years at Firestone in similar technical and quality roles before returning to KARNAK in 2017. Huettig holds a B.S. in Biology from Eastern Kentucky University.

Contact and Bio: Jim Martin, Natinal Sales Manager, R.M. Lucas
E: jmartin@rmlucas.com



Jim Martin has been the National Sales Manager at R.M. Lucas, since 2018 and is responsible for all aspects of sales, sales management and personnel coaching and development. Martin has extensive experience with manufacturing, distribution, architects and contractors from varied disciplines and has unique knowledge of markets and segments across the country with roofing, chemicals and private labeling.

Previously, Martin worked for Gaco Western, in a national position managing coatings and sprayfoam for ten years prior to Lucas. Martin holds a B.S. Business Administration from University of Tennessee at Chattanooga.

9:30-10:30 am – “A Little Venting about Venting and Other Elements of Thermal Dynamics”, Drury Lane Crystal Room

AIA 2022-F-3 (1 LU/HSW) ~ ALA CEP12022H (1 LU) ~ ICC 31047 (0.1 CEU) ~ IIBEC 1CEH

Listen to internationally recognized building scientist Joe Lstiburek discusses the Science of Thermodynamics as it relates to roofing, including ventilation, attic condensation, air sealing, unvented vs. vented attic space, conditioned attics / conditioned roofs, and other key information for both steep and low slope roofing installation

Learning Objectives: Attendees will be able to:

1. Understand the science of thermodynamics and the relation to construction and roofing
2. Summarize the effects of ventilation in the design and installation of roofing
3. Develop strategies when designing and installing roof systems to eliminate moisture problems including ice dams
4. Gain knowledge of the thermodynamic factors in conditioned attics / conditioned roofs and the impact to the building owner

Contact and Bio: Joe Lstiburek, Building Science Corporation

E: joe@buildingscience.com



Joe Lstiburek, B.A.Sc., M.Eng., Ph.D., P.Eng., is the founding principal of Building Science Corporation and an ASHRAE Fellow. He is a building scientist who investigates building failures. Lstiburek received an undergraduate degree in Mechanical Engineering from the University of Toronto, a master's degree in Civil Engineering from the University of Toronto and a doctorate in Building Science Engineering from the University of Toronto. He has been a licensed Professional Engineer since 1982.

The Wall Street Journal referred to him as “the dean of North American building science.” Fast Company magazine called him “the Sherlock Holmes of construction.” He is internationally recognized, and his work has influenced building codes and standards in every climate zone. He is a recipient of the Carl Cash Award from ASTM, a “Becky” from the Ontario Building Envelope Committee (OBEC) and the EEBA Legacy Award all for lifetime contributions to building science. He has also been inducted into the Building Performance Industry Hall of Fame and has received the NESEA Professional Leadership Award for “changing the way we think about building science and how we perform our work”.

Dr. Lstiburek is an acclaimed educator who has taught thousands of professionals over the past four decades and has written countless papers.

11:15 am-12:15 pm – “Roofing Technical Issues Update,” Drury Lane Crystal Room

AIA 2022-F-3 (1 LU/HSW) ~ ALA CEP12022I (1 LU) ~ ICC 31048 (1.0 CEU) ~ IIBEC 1CEH

Mark Graham, NRCA's Associate Director of Technical Services, will present important roofing technical issues including the new 2021 International Energy Conservation Code and, the requirements for roofing in the new 2021 International Building Code as well as the development of the Illinois Energy Conservation Code Process. A “must attend” seminar for the design community and roofing contractors and consultants. I-Codes.

Learning Objectives:

1. Summarize an overview of key technical issues in the design and installation of roofing
2. Summarize the Illinois Energy Conservation Code Development Process
3. Learn about the insulation requirements in the new 2021 International Energy Conservation Code
4. Summarize the roofing requirements in the new 2021 International Building Code

Contact and Bio: Mark S. Graham, Vice President, Technical Services, National Roofing Contractors Association

E: mgraham@nrca.net



(See previous seminar for bio information)

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SCHEDULE

WEDNESDAY, JANUARY 19

- 3:30 – 5:00 pm Bridging Generational Differences
- 5:00 pm CRCA's Roofing Week in Chicago: Kick-Off Cocktail Party*

THURSDAY, JANUARY 20

- 9:00 – 11:00 am Roofing Industry Breakfast & Seminar
- 11:00 am **EXHIBITS OPEN**
- 1:00 – 2:00 pm Fending Off Low Slope Litigation
- 1:00 – 2:00 pm Steep Slope Legal Protection**
- 3:00 – 4:00 pm Navigating Market Volatility
- 5:00 pm **EXHIBITS CLOSE**

FRIDAY, JANUARY 21

- 7:00 - 9:00 am Safety – Fall Protection Revisited***
- 7:45 - 8:45 am Options in Extending the Life of the Roof
- 9:00 am **EXHIBITS OPEN**
- 9:30 - 10:30 am A Little Venting about Venting
- 11:15 am - Roofing Technical Issues
- 12:15 pm
- 1:00 pm **EXHIBITS CLOSE**

SEMINAR LOCATIONS - Crystal Room, unless marked

**Hilton Suites*

***English/French*

****Theater*

Only Wednesday's Events & Thursday's Breakfast require pre-registration, all other seminars are walk-in.