



CRCA 2023 TRADE SHOW & SEMINARS PROGRAM & BIOS

JANUARY 18-20, 2023
DRURY LANE, OAKBROOK
TERRACE, IL

AIA
Continuing
Education
Provider



WWW.CRCA.ORG

SCHEDULE

WEDNESDAY, JANUARY 18

4:00 - 5:00 PM CRCA CWIR & Emerging Leaders Round Table Discussions

5:00 PM CRCA's Roofing Week in Chicago: Kick-off Cocktail Party*

THURSDAY, JANUARY 19

9:00 - 11:00 AM CRCA Keynote Breakfast

11:00 AM **EXHIBITS OPEN**

1:00 - 2:00 PM Legal Update – What Low Slope Contractors and Other Roofing Professionals Need to Know to Protect Their Companies in 2023 and Beyond

1:00 - 2:00 PM Steep Slope Technical Update**

1:00 - 2:00 PM Growing a Profitable Service Department

5:00 PM **EXHIBITS CLOSE**

FRIDAY, JANUARY 20

7:00 - 9:00 AM Material Handling - Real Danger on the Roof***

7:45 - 8:45 AM Roof Top Failures – Learning from Mistakes to Prevent in the Future

9:00 AM **EXHIBITS OPEN**

9:30 - 10:30 AM Steep Slope Shingle Panel

11:15 - 12:15 AM Low Slope Technical Update

1:00 PM **EXHIBITS CLOSE**

ALL SEMINARS IN CRYSTAL ROOM, UNLESS NOTED

**HILTON SUITES*

***ENGLISH ROOM*

****THEATER*

WEDNESDAY, JANUARY 18

4:00 - 5:00 PM CRCA CWIR & EMERGING LEADERS ROUND TABLE DISCUSSIONS (DRURY LANE CRYSTAL ROOM)

Facilitated by CRCA's Chicagoland Women in Roofing (CWIR) and Emerging Leader Committees (EL), this unique 2023 professional development session will explore topics such as mentorship, networking, multi-generational issues in the workforce, career path structuring and other topics affecting roofing industry professions in 2023 and beyond.

THURSDAY, JANUARY 19

9:00-11:00 AM - "CRCA'S ROOFING WEEK IN CHICAGO INDUSTRY BREAKFAST AND KEYNOTE" (DRURY LANE, CRYSTAL ROOM)

Brian "Bru" Brurud (Check-6 Inc)

AIA 2023C1 (1LU/HSW) ~ ALA CEP12023A (1 LU) ~ ICC 34875 (0.1 CEU) ~ IIBEC 1.5CEH

Buckle your seat belt for an action-packed 90-minute adventure from US Navy Fighter Pilot "Bru's" at the 2023 CRCA Trade Show Industry Breakfast. His presentation will highlight firsthand combat experiences through cockpit video and his life-lessons leading thousands of men and women under the most challenging circumstances imaginable. The best practices presented, when implemented, will enable the participants to accelerate improvements in human performance

Learning Objectives: Attendees will be able to:

1. Recognize the impact of poor communication and efficiency breakdown among employees, related to safety and overall business health
2. Build skills to increase operational proficiencies and safety through implementation of Human Performance Management
3. Understand how to develop leadership actions to ensure success of operational goals
4. Discuss effective communication strategies between the workers and management to strengthen efficiencies on the jobsite and in the office

1:00-2:00 PM - "LEGAL UPDATE - WHAT LOW SLOPE CONTRACTORS AND OTHER ROOFING PROFESSIONALS NEED TO KNOW TO PROTECT THEIR COMPANIES IN 2023 AND BEYOND" (DRURY LANE, CRYSTAL ROOM)

Trent Cotney (Adams & Reese LLP)

AIA 2023C2 (1LU/HSW) ~ ALA CEP12023B (1 LU) ~ ICC 34876 (0.1 CEU) ~ IIBEC 1CEH

Come learn from leading construction attorney Trent Cotney (Adams & Reese LLP) as he presents key legal information including critical construction contract provisions needed for low slope roof systems, low slope safety including OSHA best practices and key regulations affecting the industry in 2023.

Learning Objectives: Attendees will be able to:

1. Summarize key regulations impacting the low slope roofing industry for 2023 and beyond
2. Understand the impact of adverse legal determinations on the design and build of low slope roofing installation projects
3. Learn key low slope contract provisions to be implemented to protect the designer, consultant, and installer
4. Discuss importance of low slope safety and impact of best practices outlined by OSHA.

THURSDAY, JANUARY 19 *(cont.)*

1:00-2:00 PM - "STEEP SLOPE TECHNICAL UPDATE" (DRURY LANE, ENGLISH ROOM)

Mark Graham (National Roofing Contractor Association)

AIA 2023C3 (1LU/HSW) ~ ALA CEP12023C (1 LU) ~ ICC 34877 (0.1 CEU) ~ IIBEC 1CEH

Mark S. Graham, NRCA's vice president of technical services, will provide an update on roofing industry technical issues specific to steep-slope roofing. Topics to be addressed include the current roofing industry market for steep-slope roofing, concerns with synthetic underlayment, imported lumber and sheathing products. Time will be allotted for questions from audience member participants.

Learning Objectives: Attendees will be able to:

1. Summarize key technical issues in the design and installation of steep slope roofing
2. Gain knowledge on the Illinois Energy Code, International Energy Conservation and Stretch Code language for the design, installation, and manufacture of steep slope roofing
3. Understand technical design challenges for steep slope roofing and the impact on design, installation and building owners and occupants
4. Summarize technical issues presented to steep slope design and installation pertaining to synthetic underlayment, imported lumber and sheathing products

3:00-4:00 PM - "GROWING A PROFITABLE SERVICE DEPARTMENT" (DRURY LANE, ENGLISH ROOM)

Tracey Donels (Service First Solutions)

AIA 2023C4 (1LU/HSW) ~ ALA CEP12023D (1 LU) ~ ICC 34878 (0.1 CEU) ~ IIBEC 1CEH

Tracey Donels, Founder and CEO of Service First Solutions will share how to implement simple, repeatable, and trainable processes into your company's service department. The processes covered are proven to have a targeted impact on both revenue and margin. This is a must attend for all in the roofing industry so don't miss it.

Learning Objectives: Attendees will be able to:

1. Discuss the overall importance of a successful service department and the impact on the bottom line
2. Understand the specific components affecting service, including personnel, repair protocols, equipment use and others.
3. Summarize the hurdles faced with efforts to grow a commercial roofing company service department
4. Learn how to develop and implement essential training processes and tools

FRIDAY, JANUARY 20

7:00-9:00 AM - "MATERIAL HANDLING - REAL DANGER ON THE ROOF" (DRURY LANE, THEATER)

Kurt Kollwelter (CNA), Frank Marino (Safety Check, Inc)

AIA 2023C5 (2LU/HSW) ~ ALA CEP12123A (2 LU) ~ ICC 34879 (0.2 CEU) ~ IIBEC 2CEH

An important seminar for both Field, Management and Principals as well as suppliers and others involved with loading and working on the roof. Join Frank Marino (Safety Check Inc.) and Kurt Kollwelter (CNA) to discuss what types of work-related injuries are being seen, how OSHA defines, employers' responsibilities and also most important, solutions for reducing risks and improving efficiencies.

Learning Objectives: Attendees will be able to:

1. Summarize the impact of repetitive motion and material handling injuries on families, co-workers, employers and building owners
2. Gain knowledge of OSHA safety standards and employer responsibilities in regard to worker injury
3. Gain implementation knowledge of jobsite efficiencies, injury prevention and other roofing worker strategies used to reduce fatigue and increase overall productivity.
4. Discuss how technology supports the reduction of some ergonomically roofing injuries and the benefits to workers, families, employers, building owners and occupants.

7:45-8:45 AM - "ROOF TOP FAILURES - LEARNING FROM MISTAKES TO PREVENT IN THE FUTURE" (DRURY LANE CRYSTAL ROOM)

Matt Dupuis, PhD, P.E. (SRI Consultants Inc.), C. Leanne Prybylski (Hendrick Phillips Salzman & Siegel, PC)

AIA 2023C6 (1LU/HSW) ~ ALA CEP12123B (1 LU) ~ ICC 34880 (0.1 CEU) ~ IIBEC 1CEH

Join Industry Experts Matt Dupuis (SRI Consultants) and Leanne Prybylski (Hendrick Phillips Salzman & Siegel, PC) for a session that covers the past several years of rooftop failures, from a technical and legal perspective. Dupuis will cover common low slope design, installation and maintenance mistakes that happen on roofs, and why. Potential solutions are offered to prevent these issues at a design phase, or during the roof service life. Prybylski will provide a legal perspective as well for both steep and low slopes. Geared for Roofing Contractors, Consultants, Designers, Code Officials and more, learn what mistakes are costing you money on low and steep slope roof installations and how to prevent.

Learning Objectives: Attendees will be able to:

1. Gain knowledge on the impact of roofing failures from a technical perspective
2. Summarize issues from a low and steep slope legal perspective affecting designers, consultants, building officials, installers and occupants.
3. Discuss what legal steps can be implemented to prevent or reduce roofing failures in the future
4. Discuss design alternatives for successful low slope installation or during the roof service life.

FRIDAY, JANUARY 20 *(cont.)*

9:30 – 10:30 AM – “STEEP SLOPE SHINGLE PANEL” (DRURY LANE CRYSTAL ROOM)

Stanley Bastek (Atlas Roofing Corp), Tim Gelinas (CertainTeed), Alan Lopez (GAF), Clay Mattern (Atlas Roofing Corp.)

AIA 2023C7 (1LU/HSW) ~ ALA CEP12123C (1 LU) ~ ICC 34881 (0.1 CEU) ~ IIBEC 1CEH

Come hear what's new for 2023 from leading shingle manufacturers Atlas Roofing Corporation, CertainTeed Roofing Products and GAF. If you install or specify shingles, this is a “must attend” seminar!

Learn about:

- Product Trends – what's new with primers, impact resistant shingles and other products that will bring value to your steep slope customers.*
- Retail vs. Service - understand the difference between these two shingle roofing business models and learn how to develop and strengthen a sustainable service business for steep slope roofing*
- Understanding Warranties – learn common installation mistakes and best practices to follow for a successful steep slope installation*

Learning Objectives: Attendees will be able to:

1. Summarize an overview in steep slope shingle products and trends
2. Learn about the difference between retail vs. service shingle business models
3. Discuss the impact of a strong service business model and how this provides structure for a professional steep slope shingle contractor
4. Summarize common shingle installation mistakes and what design and installation practices to follow to prevent future mistakes and protect the installer and the occupants.

11:15 – 12:15 PM – “ROOFING TECHNICAL ISSUES”, (DRURY LANE CRYSTAL ROOM)

Mark Graham (National Roofing Contractor Association)

AIA 2023C8 (1LU/HSW) ~ ALA CEP12123D (1 LU) ~ ICC 34883 (0.1 CEU) ~ IIBEC 1CEH

With building and energy codes, new materials, air barriers and technical issues constantly evolving, the roofing industry is becoming more complex daily. Learn how to navigate industry minefields! Key technical updates for code officials, architects and specifiers, roof consultants and roofing contractors from NRCA's Mark Graham.

Learning Objectives: Attendees will be able to:

1. Summarize an overview of key technical issues in the design and installation of roofing
2. Summarize the Illinois Energy Conservation Code & Stretch 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

SPEAKER BIOS



STANLEY BASTEK, VP SALES & MARKETING, ATLAS ROOFING CORP.

Stanley Bastek is the Vice President of Sales & Marketing for Atlas Roofing Corporation's Shingle and Underlayment Division. In his role, Stanley leads a team of sales & marketing professionals providing all aspects of marketing support, training, and sales tools to contractors & distributor partners. Stanley holds a Bachelors degree from The University of Michigan and an MBA from Shorter

University. Stanley has more than 15 years of sales & marketing experience. He is passionate about the ever-changing and expanding possibilities within the home improvement industry as contractors and suppliers become more technologically sophisticated and homeowner needs evolve.



BRIAN "BRU" BRURUD, FOUNDER /CEO, CHECK-6 INC.

Raised as a cowboy in Oklahoma, he began his career as a geologist and later began a 21-year career as a highly decorated fighter pilot for the Navy and Air National Guard, flying F-14, F/A-18, and F-16 aircraft. "Bru" survived 436 carrier landings, 99 combat missions, 17 Surface-to-Air Missile (SAM) attacks, and one aircraft ejection before moving into the private sector.

From his military combat experience to founding Check-6, a world-wide consultancy company focused on accelerating human performance, process improvement, and leadership development, "Bru" will share best practices in communication, evolving operational and training systems and challenges faced and how to be resilient in the face of adversity.



TRENT COTNEY, PARTNER, ADAMS & REESE LLP

Trent Cotney is a board-certified construction lawyer with nationally recognized firm Anderson & Reese, an industry-focused practice group of attorneys and advisors. Cotney advocates for the construction industry and has been recognized as one of the leading attorneys by his peers and the construction industry.

Cotney focuses on all aspects of construction litigation and arbitration, defense, lien law, bond law, bid protests, and construction document review and drafting. As a frequent contributor to the CRCA Today magazine, he is licensed to practice law in FL, IL, IN, KS, MA, TN, TX, WA, WY and the District of Columbia.

SPEAKER BIOS



MATT DUPUIS, PHD, P.E., PRINCIPAL, SRI CONSULTANTS INC.

Matt Dupuis is a licensed Professional Engineer with almost 20 years of experience. His area of specialization lies within moisture movement, temperature modeling, solar reflectivity, research, and failure analysis. He has worked in the United States and internationally. His experience also includes waterproofing and steep roof assemblies. He routinely lectures at the University of Wisconsin-Madison.

He has contributed to numerous publications and articles, in addition to presenting topics on roof temperatures and hygrothermal modeling at various roofing symposia, as well as the International Roofing Expo, MRCA, SPRI and RCI.



TRACEY DONELS, CEO, SERVICE FIRST SOLUTIONS

Donels first began in the roofing industry for KPost Company, a large well known commercial roofer in Dallas. He started as a service technician but quickly moved through the ranks before ultimately serving as Vice President of Services. Over his fifteen-year career, Donels and his teammates were able to grow the service department from three dedicated trucks servicing the DFW area to

twenty-five dedicated service trucks. By focusing on high quality customer service, repeatable procedures, and a dedicated staff, his service team took yearly revenue from \$800,000 to \$8.5M with a 40% growth in GM.

Donels has worked hard to grow outside of his employment as well. Before he began roofing, he earned his B.A. from the University of Iowa. His love for learning and self-development continues in his professional life as he is a graduate of NRCA's Future Executive Institute (Class 5). He also served on the Board of Directors for the Midwest Roofing Contractors Association and co-founded the MRCA's Young Contractors' Council while serving on that board. He has previously spoken at the International Roofing Expo, Best of Success, and the MRCA Conference.



TIM GELINAS, TERRITORY MANAGER, CERTAINTEED ROOFING

Tim Gelinas has started his 19th year with Certainteed Roofing. He has spent his entire career in the Chicagoland area as a Territory Manager. Tim is looking forward to his 19th CRCA trade show and wants to continue his unbroken attendance streak well into the future.

Tim is a graduate of St Mary's College of California. He has been on the Arlington Heights Park District board for 12 years, and has 2 more years on his term. He has lived in Arlington Heights with his family for the last 14 years.

SPEAKER BIOS



MARK S. GRAHAM, VICE PRESIDENT, TECHNICAL SERVICES, NATIONAL ROOFING CONTRACTORS ASSOCIATION

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.



KURT KOLLWELTER, CNA RISK CONTROL CONSULTANT (ILLINOIS/CHICAGO BRANCHES)

Kurt Kollwelter has been with CNA as a Construction Risk Control Consultant since 2017 with over 17 years of experience in Construction Safety and Loss Control. He has a foundational background on the contractor side of safety and risk management having worked for a utility construction contractor prior to moving into insurance risk control consulting.

Kollwelter provides risk control services for a large client base of roofers in the Chicagoland Area insured by CNA and has been a part of the CRCA Safety Committee since 2018. He is a 1995 Graduate from the University of Wisconsin- Whitewater with a BA in Communications (Public Relations) and a minor in Criminal Justice.

SPEAKER BIOS



ALAN LOPEZ, MANAGER, CARE TRAINING OPERATIONS, GAF

Alan has been with GAF for 13 years. Alan is responsible for the training of both residential roofing contractors and commercial roofing contractors in Spanish and English. Alan has worked with contractors on large projects such as the San Diego Community Alliance building project in 2010, Alan has regularly presented to large groups of people at Western States Roofing Contractors Expo,

IRE (International Roofing Expo) and as a member of the NHCA National Hispanic Contractor Association, Alan has participated in the legislative submit in Washington DC attending meetings with US congressmen. Alan has been a GAF webinar innovator since 2010 offering e-learning for contractors. Alan has over 27 years of experience in sales training, process improvement, customer service in different industries, as well as extensive experience in practical application training for residential and commercial roofing products. Alan is currently responsible for the development and delivery of training curriculum for the GAF LIR (Latinos in Roofing) initiative and GAF's storm restoration training program.



CLAY MATTERN, TERRITORY SALES MANAGER, ATLAS ROOFING CORP.

Clay Mattern has been working in the Building Materials Industry throughout the Chicagoland area for over 30 years. Clay began his career with Alcoa Building Products working in the warehouse during the summer months of his college years. Throughout the remainder of Clay's current tenure in the industry, he has worked all

angles of the business – Inside Sales, Outside Sales, Management, etc. He has gone on to represent several manufacturers over the years and in 2021, he joined Atlas Roofing Corporation as one of the Chicagoland/Northwest Indiana Territory Managers.

Clay's view of his role as a manufacturer's representative has always been customer service focused. Currently with Atlas, he places an emphasis on handling issues in a timely manner, aiding in the financial success of his customer's businesses, and being an asset whenever possible. Watching his clients succeed is an end-goal and ultimately his targeted destination at the end of the fiscal year.

SPEAKER BIOS



FRANK MARINO, FRANK J. MARINO, CSP, VICE PRESIDENT OF SAFETY CHECK, INC.

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.

SPEAKER BIOS



**C. LEANNE PRYBYLSKI, ATTORNEY, HENDRICK PHILLIPS SALZMAN
& SIEGEL, PC**

C. Leanne Prybylski joined HPSS Law in 2019 and focuses her practice in construction law and litigation, primarily representing commercial roofing contractors. For over 11 years, she has been representing contractors in a variety of construction-related matters, including disputes involving claims of delay, nonpayment, defective work, and other breach of contract and tort claims. She also

prepares, reviews, and negotiates construction contracts and provides advice regarding claims avoidance.

Prybylski gained extensive industry experience working for over 15 years 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 Georgia State University College of Law, cum laude, and interned for Georgia Supreme Court Justice, P. Harris Hines.

NOTES

[illegible]