WESTERN Roofing EXPO

PARIS LAS VEGAS
JUNE 7-9, 2020
REGISTER ONLINE – EARLY BIRD 10% DISCOUNT UNTIL FEB. 29

WESTERNROOFINGEXPO.COM
New for 2020: FleeceBACK RapidLock (RL) PVC Membrane

A Revolutionary Attachment Method That Provides An Fully-Adhered System With No Adhesives

RapidLock (RL™) Technology – an adhesive-less membrane attachment system powered by VELCRO® Brand Securable Solutions. RapidLock Technology utilizes a hook and loop attachment system to create a revolutionary, productivity-boosting commercial roofing installation technique. Using an optimized fleece backing on Carlisle’s FleeceBACK® EPDM, TPO, or PVC membrane as the “hook” and coupling it with a specialized facer on the topside of Carlisle’s Polysio insulation as the “loop,” the RapidLock system offers a variety of features and benefits, including:

- Achieves FM 1-90 wind uplift, up to 225 psf
- Repeatedly consistent application
- Excellent resistance to hail and accidental punctures

No VOCs | No odors | No temperature restrictions | No flash-off times

See the full details on Carlisle’s website at www.carlislesyntec.com.
## SCHEDULE OF EVENTS

### SUNDAY | JUNE 7, 2020
- 7:30am - Davis Memorial Foundation: Golf Tournament (Revere Golf Club)
- 9:00am - Davis Memorial Foundation: Sporting Clays Tournament (Pro Gun Club)
- 8:00am - 6:00pm - Registration Open
- 2:00pm - 3:30pm - WSRCA Young Roofing Professionals (YRP) Program
- 2:00pm - 3:30pm - National Women in Roofing (NWIR) Program
- 4:30pm - 6:30pm - Welcome Event & Auction

### MONDAY | JUNE 8, 2020
- 8:00am - 4:00pm - Registration Desk Open
- 8:45am - 10:00am - Leak Investigations: Are Your Service Crews Properly Identifying the Cause of an Alleged Roof Leak
- 8:45am - 10:00am - OSHA Inspection & Citation Process
- 8:45am - 10:00am - The Top 10 Employment Law Mistakes Most Commonly Made by Roofing Contractors (and How to Avoid Them)
- 8:45am - 10:00am - A Retrospective Review of Code Changes from 2000-2018/21
- 8:45am - 10:00am - Business Succession Planning in Construction: An Essential Tool in Your Toolbox
- 8:45am - 10:00am - Leveraging Partnerships with Manufacturers to Benefit Roofing Projects and to Reduce Your Liability
- 9:15am - 11:30am - Significant Changes Between the 2015 and 2018 IRC and IIC Affecting Roof Assemblies
- 10:30am - 12:00pm - Performance Analysis of Aged TPO Membranes
- 10:30am - 12:00pm - Is it a TPO or not to TPO that is the Question
- 10:30am - 12:00pm - Three Roof Projects Gone Wrong
- 10:30am - 12:00pm - Waterproof Roof Deck Membranes - Waterproofing Options and Considerations for Decks and Balconies
- 11:30am - 1:00pm - Legislative Luncheon with Keynote Speaker: Craig Brightup - The Brightup Group LLC
- 1:00pm - 4:00pm - Exhibits & Trade Show - Day 1
- 2:00pm - 2:30pm - Trade Show Demo 1 - Polyglass USA
- 2:30pm - 3:00pm - Trade Show Demo 2 - Carlisle Synflex
- 3:00pm - 3:30pm - Trade Show Demo 3 - Boral
- 4:30pm - 5:00pm - Trade Show Demo 4 - Roof Graf

### TUESDAY | JUNE 9, 2020
- 8:00am - 6:00pm - Registration Open
- 8:45am - 10:00am - Retrofit Single-Ply Roofs Installed over Existing Metal Roofs: Wind Uplift and Industry Concerns
- 8:45am - 10:00am - Simplifying OSHA Requirements for Roof Fall Protection
- 8:45am - 10:00am - Top 5 Employment Issues in Roofing
- 8:45am - 10:00am - High Wind Uplift Requirements for Tile Roofing - What’s new for 2019 codes and ASCE 7-16?
- 9:45am - 10:30am - Proactively Address Moisture in Roof Assemblies
- 8:45am - 10:00am - Roofing, Labor Shortage and Embracing Diversity, Technology and the Next Generation
- 10:15am - 11:30am - Are Issues Currently Affecting the Roofing and Waterproofing Industry?
- 10:15am - 11:30am - Put it in Writing! Essential Policies for Every Employee Handbook
- 10:15am - 11:30am - How to Get Women on the Roof - Successful Strategies & Case Studies
- 10:15am - 11:30am - How to Find, Train, Motivate and Retain Employees
- 10:15am - 11:30am - Prepare Your Low-Slope Roofing Projects to Meet the 2021 ICC Codes
- 10:15am - 11:30am - Avoiding Legal Pitfalls When Scaling Your Company
- 11:30am - 1:00pm - Annual Luncheon with Comedian Ian Bagg
- 1:00pm - 2:30pm - Exhibits & Trade Show - Day 2
- 2:00pm - 2:30pm - Trade Show Demo 5 - Versico
- 3:00pm - 3:30pm - Trade Show Demo 6 - Hunter
- 3:30pm - 5:30pm - The Roofing Games™

### WEDNESDAY | JUNE 10, 2020
- 8:00am - 8:30am - WSRCA Region V Summer Workshop (Register Online: www.IIBEC.org)
- 9:15am - 9:30am - Reroofing: A Humbling Review of Things I’ve Learned
- 9:30am - 10:45am - Trends in Roofing Sustainability and the Lessons Learned in Denver
- 11:00am - 12:15pm - Mock-Ups: Essential to Residential Design
- 1:15pm - 2:30pm - Window Replacement and Retrofit Strategies - Options and Best Practices
- 2:30pm - 3:45pm - Repair or Reroof? Case Study Reroofing Cancha Townhouse Project
- 4:00pm - 6:30pm - Region V Business Meeting

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### MESSAGE FROM WSRCA PRESIDENT

It is hard to believe, but it is time for our 46th Annual Western Roofing Expo! I would like to take a moment and ask you all to join us for this event; the opportunities presented and relationships established here in years past have proven to be invaluable to those in the industry and we would love nothing more than to have you all here for it! It is such a blessing to be a part of this great organization and your involvement makes that possible.

Please mark your calendar for June 7th-9th; it will be held at the Paris Las Vegas Hotel & Casino in Las Vegas, NV. As you can see from this brochure, we will have an extensive selection of seminars available in addition to a wide variety of exhibitors from different roofing and tool manufacturers/suppliers.

The activities will begin on Sunday, June 7th with the Davis Memorial Foundation golf and sporting clays tournaments, followed by the Welcome Event and Auction back at the Paris Las Vegas later that evening. Registration will open Sunday morning before the eagerly anticipated seminars begin. We are especially excited for everyone to have the opportunity to see the Young Roofing Professionals and National Women in Roofing sessions. We anticipate each of these topics playing a vital role in the forward progression of the industry. Further, we are delighted to have our two keynote speakers Craig Brightup and the very talented Ian Bagg who will be joining us for this years luncheons. The Expo and seminars will continue through Tuesday and we will conclude the three-day event with The Roofing Games™ shingling competition.

I would like to thank you for your time and efforts in attending the Western Roofing Expo and, again, we hope to see you all there. While you are able to make it, please come by the WSRC booth #453 and visit, we are always excited to see you all there. If you are able to make it, please come by the WSRC booth #453 and visit, we are always excited to talk to our members and guests and love hearing feedback on how we are doing.

Thank you!
EXHIBITOR LISTINGS

SOLD OUT EXHIBIT FLOOR listings as of: January 21, 2020

ABC Supply Co., Inc. 317
Able Sheet Metal, Inc. 129
Aculair, Inc. 809
Alethea Digital 860
American Standard Connections 137
AMSCO 157
Anchor Products LLC 368
APEX 333
Art Unlimited 125
Aronlamm Industries 123
ATI International, Inc. 644
Atlas Roofing Corporation 115
AVM Industries 328
Bewley, Inc. 259
B&G Roofing 258
Boral Roofing LLC 246
BOSS Products 241
Brenco Roof Tile 647
Broady 259
Buckley’s (UVRAL) Ltd 806
Building Products of Canada Corp. 767
Burlingay & Tool Company, Inc. 446
Burkline Roofing/Burke Industries 147
Capital Sheet Metal 817
Carlsile Roof Foam & Coatings 279
Carlsile Syninge Systems 213
Carlsile WBP Products 220
cEXUR 220
Certiﬁedtain Corp. 305
Chem Link Inc 616
Chicago Metal Supply & Fabrication Inc. 150
Cidan Machinery 728
Claim Adjusters Group 263
Clancy Manufacturing Co. 603
Climatec 841
Coating/Ps 866
CompanyCam 608
Continental Materials Inc 839
Conway Supply 537
Cosworth Gear Systems 360
Cotney Construction Law 553
CraftWorks 763
Dataforma Inc 265
DuVinco Roofscapes 153
DEBBIGUM Americas, Inc. 451
Desert Brand (Fild Brothers Chemical Co.) 156
Di Roof Seamers 121
diesel Metals 210
Dupont Performance Building Solutions 731
Duraskl D 756
Duro-Last Roofing, Inc. 451
Eagle Roofing Products 454
Eagle View 252
Eminshahie 854
Eplan Inc 247
EPS—Engineered Polymer Solutions 654
Equipter 264
Estimating Edge 830
Everest Systems, LLC 260
Everroof 747
Fabral 228
Fibreﬁne Roofing Systems 766
Forestiere Building Products 128
FT Synthetics Inc. 355
G.C.M.C Roofing & Building Papers/GAF Roofing Products 662
GAF 405
Galvanized Steel Supply Inc. 822
Galvofit Equipment Company 100
GCP Applied Technologies 164
General Coatings Manufacturing Corp. 846
General Foil/Uniﬁx (Chervin Williams) 31
Gepnel 763
Georgia-Pacific Gypsum 226
Gemco 759
Grace Inc. 666
GutterMold 664
H.B. Fuller/Royal Adhesives 543
Hapco Inc./BAX 618
Hamres Software USA, Inc. 652
Hart & Cooley 365
Henry Company 820
HomerAdviser 257
HIVER Inc. 801
Hunter Panels 642
Hynold 124
IB Roof Systems, Inc. 537
ICP Building Solutions Group 543
Icynene-Lapolla 114
IHD Manufacturing 203
IMPAC Group 255
Inland Coatings Corporation 665
Insulfoam, a division of Carlisle Construction Materials, Inc. 214
International Code Council 828
International Insulation Products 741
International Leak Detection 557
Intertape Polymer Group 265
IPS Roofing Products 450
IBS Analysts, Inc. 851
iRoofing 222
JB Wholesale Roofing & Building Suppliers 142
Joba Trade Technologies 233
Joblumbers 803
Johns Manville 327
KARNAK Corporation 368
Kee Safety, Inc. 824
Keene Building Products 258
Leading Edge Safety LLC 657
Leap, LLC 818
Lomax Inc. 641
LOW-E Reflective Insulation 356
Lucas Coatings 347
Lucas Stepped Products/Lucas Granades 160
M3 Safety 557
Makita USA 835
Malakney Roofing Products 433
Marathon Roofing Products 355
Martin&West Business & Insurance Solutions 757
Mathies Safety Services 452
MBCI/American Building Components 721
MBTechnology 760
McElroy Metal, Inc. 127
MetalTech Products 856
Metalstory (IPS Corporation) 732
Metal Sales Manufacturing Corp. 753
MM Roof Building Products Corp. 448
Mid-States Asphalt & Cant Strip 815
Midwest Enterprises 366
Mosaic 169
Mule-Hide Products 518
National Coatings Corporation 859
National Roofing Contractors Association 859
National Women in Roofing 161
New Tech Machinery 768
Novagard Solutions 361
O’Riain 661
OMG Roofing Products 524
On Top Safety Inc. 266
Owens Corning 230
PABCO Roofing Products 703
Pannicci 362
Perennial Roofing by Dalble 634
Petersen Aluminum Corp 341
Polycoat Products 648
Polyglass U.S.A., Inc. 425
Progressive Materials 619
QUARRIER BUILDING PRODUCTS 235
Real Life Roofing Inc. 269
Resina, a division of SORPEMA 519
RGE (Remmey & Geogor Corp.) 735
Rmsa - A Ska Company 508
Roof Hugger 769
Roof Tech Inc. 165
RoofersGolfshop.com 167
ROOFGRAP 667
Roofing Contractor Magazine 154
Roofing Marketing Pros 437
Roofmaster Products Co. 523
RoofDek 724
S-S 261
Safeguard 50 LLC 445
Safety Hizd Company 460
Sales Transformation Group, Inc. 551
Sanilux Inc. 764
Selena/Surewex 394
Sentry Building Innovations - Roofhdo 862
Sharkskin Roof Underlayments (Kirsch) 715
Sheffield Metals International 283
Sika Corporation - Liquid Applied Roofing & Waterproofing Division 356
Sika Samuali 352
Siplast Inc. 419
SNAP Z 762
SORPEMA 515
SRS Distribution 103
Stinger/National Nail 110
Storm-Lock Tie Fasteners 152
Sunoptics Skylights & Daylighting Systems 864
SWD Urethane Company 262
Swenson Shear 225
System Components 734
TAMKO Building Products 709
Tanco 646
THERMITEK 256
Titanium RoheRoof 213
Tinebrod/Franklin International 143
Top Industrial – RainBuster 242
TRA Snow and Sun 150
Zonda Tools 227, 829

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DISCOVER

WESTERN ROOFING EXPO
SUNDAY – JUNE 7TH, 2020

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 while returning from a WSRCA Committee meeting. The Foundation was established to honor their support for industry education.

7:30am
Davis Memorial Foundation - Golf Tournament: Revere Golf Club
Sponsored by: Beacon
Enjoy a day of golf, fun, great prizes and networking. The Revere Golf Club offers unending, awe-inspiring views of the Las Vegas Skyline and mountains beyond. Our group will be playing the Lexington Course, a stunning 7,143-yard, par-72 layout that will test your shot making capabilities with classic risk/reward scenario.

9:00am
Davis Memorial Foundation - Sporting Clays Tournament: Pro Gun Club
Sponsored by: Beacon
Pro Gun Club offers a challenging 21-station sporting clays course, which can give the master class shooter a run for his money while the beginner shooter can go out and enjoy a day busting clays. Strap your shotgun in to one of their golf carts and set off into the rolling desert terrain of El Dorado Valley and Boulder City.

2:00pm-3:30pm
National Women in Roofing (NWIR) Program

2:00pm-3:30pm
WSRCA Young Roofing Professionals (YRP) Program
How to Attract and Retain Young Roofing Professionals to Your Business
Given the current shortage of people in the roofing industry and so much chatter about “Millennials” — this program will give us the opportunity to hear from young successful people in the business, see what makes them tick, and discuss suggestions on how to attract and retain people like themselves.

4:30pm-6:30pm
Welcome Event & Auction
Sponsored by: GAF
Fun, great food, hosted bars, camaraderie and lots of great auction items... everyone walks away with a smile! All proceeds from the tournaments and auction benefit the Davis Memorial Foundation’s Scholarship Fund. These scholarships are made available to aspiring high school, technical, vocational trade, undergraduate and graduate students. Since its founding in 1997, the Foundation has awarded over 125 scholarships totaling more than $525,000 – thanks to your continued support! Visit www.davisfoundation.org to apply.

*DID YOU KNOW? $50 per reservation will be donated back to the Foundation when you reserve with our room block at Paris, Bally’s or Planet Hollywood!

*Badge Required **$35 for Members & Exhibitors, $75 for Non-Members.
In John’s 50 year history in roofing (25 as a roofer/contractor & 25 as a consultant) he has conducted 1000’s of leak investigations. While an alleged roof leak was typically the reason for the service call, & some minor roof issues are often a minor contributing cause, about 70% of the time the primary source of water intrusion was from a non-roof condition. This program will assist the contractor in properly identifying sources of water intrusion, reduce return service calls, & lower costs.

8:45am-10:00am

OSHA Inspection & Citation Process

Speaker: Trent Cotney – Cotney Construction Law, LLP | WSRCA Legal Advisor

Philip Siegel is a partner with the construction law firm of Hendrick, Phillips, Salzman & Siegel. Philip graduated from the University of Michigan and received his law degree from Emory University School of Law. His practice focus is labor/employment law.

This course is designed to inform & teach contractors & subcontractors how to improve workplace safety & workplace safety programs; how to document employee safety training; what to expect during an OSHA compliance officer inspection; OSHA citations & what actions must be taken by the contractor & subcontractor.

8:45am-10:00am

The Top 10 Employment Law Mistakes Most Commonly Made by Roofing Contractors (and How to Avoid Them)

Speaker: Philip Siegel – Hendrick Phillips Salzman & Siegel PC

Philip Siegel is a partner with the construction law firm of Hendrick, Phillips, Salzman & Siegel. Philip graduated from the University of Michigan and received his law degree from Emory University School of Law. His practice focus is labor/employment law.

This presentation will address the top employment law mistakes made by roofing contractors in the construction industry. Attendees will learn steps they can take to minimize potential liability for employment law matters. Attendees will learn how best to ensure a former employee is prohibited from bringing claims against the company, and how to avoid other common traps in the employment law arena. Issues to be addressed include, but are not limited to, proper classification of independent contractors, severance pay, documenting disciplinary actions, the importance of written job descriptions, the importance of a discrimination and harassment policy, and common wage and hour mistakes such as those made regarding travel pay.
**Significant Changes Between the 2015 and 2018 IBC and IRC Affecting Roof Assemblies**  
*Speaker: Chris Allen, P.E. – ICC Evaluation Service, LLC*

Chris Allen, P.E., Senior Staff Engineer, for the past fifteen years with ICC Evaluation Service, LLC (ICC-ES), has over thirty years of experience as a product evaluation engineer of building materials including roof covering products. Prior to ICC-ES, Chris Allen worked for UL for eighteen years.

Review changes to IBC Chapter 15 and IRC Chapter 9 from the 2015 editions to the 2018 editions of the International Building Code® (IBC) and the International Residential Code® (IRC). These changes affect roofing contractors, architects, manufacturers and those that design roofs in accordance with the latest 2018 editions of the IBC and IRC including state and local codes based on the 2018 IBC and 2018 IRC.
SUPERIOR PROTECTION
SAFEGUARD 30 advanced hybrid technology combines asphaltic polymer & synthetic fabrics for superior underlayment performance, combining superior performance while addressing the critical safety concerns, faced by everyday roofers. When given the choice, real everyday roofers consistently choose SAFEGUARD 30 Hybrid underlayment to work with.
10:15am-11:30am
Construction Contract Provisions
Trent Cotney – Cotney Construction Law, LLP | WSRCA Legal Advisor
As a Board Certified Construction Lawyer in Florida who is also licensed in Illinois, Kansas, Tennessee, and Texas, Trent focuses his practice on all aspects of construction litigation and arbitration, including OSHA defense, lien law, bond law, bid protests, and more. Trent also serves as WSRCA General Counsel.

This course is designed to provide contractors and subcontractors with an overview of construction contracts. The seminar will focus on contract formation and pertinent construction contract provisions that contractors & subcontractors should include in their contracts.

10:15am-11:30am
To Bid, or Not to Bid: That is the Question
Speaker: Ryan Groth – Sales Transformation Group, Inc.

Ryan Groth, Founder of Sales Transformation Group, Inc. is a family man, former professional baseball player, and sales trainer helping contractors move from reactive to proactive and build winning teams. His high energy and authentic approach has helped him partner with hundreds of roofing teams.

Join Ryan Groth, CEO of Sales Transformation Group as he teaches contractors why it’s critical to know when to say no to an opportunity and the importance of knowing if an opportunity is the best fit for your company through qualifying.

10:15am-11:30am
Three Roof Projects Gone Wrong
Speaker: Philip D Dregger – TRS, a Salas O’Brien Company

Phil Dregger, PE, RRC, investigates problems in a wide range of roofing and waterproofing systems. Phil has special expertise in codes, wind, drainage; and condensation. Phil lectures often to industry groups, has authored many articles, and is a recent recipient of the William C Cullen Award.

A sure fire recipe for disaster. Mix together one cup novel but unproven solutions with 6 ounces of inexperienced workers, and bake for one hour in an oven of fast paced construction. This presentation will examine how this all too familiar recipe led to three roof projects going wrong. And, hopefully by the end of the presentation, attendees will be equipped to change the recipe and avoid similar problems on their own projects.

10:15am-11:30am
Walkable Roof Deck Membranes – Waterproofing Options and Considerations for Decks and Balconies
(CEU: AIA)
Speaker: Kevin MacMillan – Duradek Canada Ltd.

Kevin MacMillan – PVC Roof Deck waterproofing expert specializing in installation, training & education. Background combines carpentry, masonry, flooring, roofing & railings – the ideal combination of skills to excel with roof deck membranes & provide architectural education & applicator training.

Provides an overview of walkable roof deck membranes and roofing systems, including a discussion of the key principles of deck design, design considerations, and how to install and specify roof deck membrane systems. This program will be extremely beneficial to building professionals involved in single and multiple family homes.

10:15am-11:30am
Performance Analysis of Aged TPO Membranes (CEU: AIA, IIBEC)
Speaker: Jennifer Keegan – GAF

Jennifer has over 20 years of experience as a building enclosure consultant. She provides technical leadership within the industry as the ASTM Subcommittee Chair, & as an advocate for women within the industry as the educational chair for National Women in Roofing (NWIR).

New TPO roof membranes have been extensively analyzed in laboratories, roof farm fields and under accelerated weathering conditions. Today, there are TPO roofs in the United States that have been in service for nearly 20 years. This paper will review the long term performance of a large sampling of field-aged TPO roof membranes installed throughout the US and evaluate 1) field-aged TPO roof membrane performance and 2) the ability to repair field-aged TPO roof membranes.

10:15am-11:30am
Legislative Luncheon with Keynote Speaker: Craig Brightup – The Brightup Group
WSRC A Political Correspondent | Author of ‘A View From the Hill’
Presented by: NRCA

Craig Brightup is Chief Executive Officer of The Brightup Group LLC. Previously, he was Vice President of Government Relations for the National Roofing Contractors Association.

Craig Brightup, Western States’ favorite Washington insider, will provide the popular “Year in Review” as to what is happening that effects the roofing industry. As CEO if the Brightup Group LLC and former NRCA staff member, Craig brings an enlightening version of the “story behind the story” and how it will affect us, here in the western United States. 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. Also, the announcement of the 2020 Davis Memorial Scholarship winners will occur. All in all, a great way to kick off the trade show floor opening at Western Roofing Expo 2020! **TICKETED EVENT**
10:00am-11:30am

Top 5 Employment Issues in Roofing

Speakers: Trent Cotney & Marci Britt – Cotney Construction Law, LLP

As a Board Certified Construction Lawyer in Florida who is also licensed in Illinois, Kansas, Tennessee and Texas, Trent Cotney focuses his practice on all aspects of construction litigation and arbitration, including OSHA defense, lien law, bond law, and bid protests. Trent also serves as WSRCA General Counsel.

Marci Britt is an attorney at Cotney Construction Law that practices primarily in the area of labor and employment law. She has significant litigation experience in a wide array of employment disputes, including discrimination, harassment, and retaliation claims, wage and hour compliance, whistleblower claims, OSHA defense, family and medical leave issues, terminations and reductions-in-force, and restrictive covenant enforcement and defense.

This course is designed to educate on the legalities of the hiring process as well as the most applicable employment laws for contractors. Topics include wage & hour issues, employment documentation, I-9 issues, hiring & firing, and worker’s compensation insurance.

8:45am-10:00am

High Wind Uplift Requirements for Tile Roofing – What’s new for 2019 I-codes and ASCE 7-16?

Speaker: Wade Shepherd – Boral Roofing LLC

19 years at Boral Roofing, leading tile manufacturer in North America. 10 years Technical Management. 10 years Product Development. B.S. Chemical Engineering, U.C. Berkeley. Memberships: Tile Roofing Industry Tech. & Govt. Relations Committees CRRC, Tech. Committee NRCA, WSRCA, SoCARCA.

Find out what’s changed from previous high wind code requirements for tile roofing in the latest IBC, IRC, FBC codes and ASCE 7. How to properly determine design pressures for roof cladding and overturning moments for tile roofing to determine code approved fastening methods. A lot has changed with the latest code changes.
Proactively Address Moisture in Roof Assemblies (CEU: AIA)

Speaker: Dean E. Craft – ISE Logik Industries, Inc.

Dean E. Craft, Lt Col USAF (Ret) is the principal author of ASTM F3191, completed his doctoral work in 2017 with a dissertation entitled "Fallout of Current Industry Approach to Assessing Concrete Moisture Before Flooring Installation", and member of: ASTM Committee F06, ASTM Committee D0.

Moisture within roof assemblies has become a major focus of discussion. Despite the disruption to projects this issue causes, there remains significant misunderstandings regarding concrete, field moisture tests, and just how long it takes concrete to "dry". This presentation discusses common terms associated with concrete that are often misused, identifies the various sources of roof system moisture, and gives recommendations as to how the various sources can be proactively addressed.

Roofing, Labor Shortage and Embracing Diversity, Technology and the Next Generation

Speakers: Heidi J. Ellsworth, Alison LaValley – HJE Consulting, National Roofing Contractors Association (NRCA)

An industry update on what industry organizations are doing to help solve the growing labor shortage in roofing with diversity, technology and research initiatives. It will explore how these trends are helping roofing contractors create higher levels of professionalism and inclusion to

Speakers: Heidi J. Ellsworth, Alison LaValley – HJE Consulting, National Roofing Contractors Association (NRCA)

Roofing, Labor Shortage and Embracing Diversity, Technology and the Next Generation

8:45am-10:00am

Issues Currently Affecting the Roofing and Waterproofing Industry (CEU: AIA)

Speaker: Kenneth Klein – Simpson Gumpertz & Heger

Ken leads the West Coast Building Technology division of Simpson Gumpertz & Heger Inc, and is experienced in the design and investigation of waterproofing of commercial, institutional, and residential buildings. His work addresses issues related to the integrity of curtain walls, roofs, plaza deck, and below-grade waterproofing systems. 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.

As the new Technical Advisor for WSRCA, Ken will provide an overview of recent concerns and resolutions on issues related to the current generation of roofing and waterproofing systems. He will explore those issues, so as to help Western States and all industry professionals gain a better understanding of these concerns, so as to develop appropriate responses to each. These issues will include:

- Roof assemblies in relation to the current Title 24 prescriptive cool roof requirements
- Roof vapor retarders and their adhesion to concrete decks
- The continuing trend towards single ply and modified bituminous roofing systems
- Blind side below grade waterproofing systems and how their performance is influenced by concrete placement
- The trend towards cold fluid applied podium deck waterproofing systems

10:15am-11:30am

Put it in Writing! Essential Policies for Every Employee Handbook

Speaker: Philip Siegel – Hendrick Phillips Saltzman & Siegel PC

Philip Siegel is a partner with the construction law firm of Hendrick, Phillips, Saltzman & Siegel. Philip graduated from the University of Michigan and received his law degree from Emory University School of Law. His practice focus is labor/employment law within the construction industry.

Employee handbooks are an important tool in establishing company culture through the use and implementation of various company policies. During this session, we will discuss what are considered the essential employment policies for any employee handbook. Essential employment policies which will be covered including the EEO policy, attendance policy, vacation policy, cell phone use policies, and harassment and discrimination policies among others. We will also discuss common employment policies which may serve as the basis for an unfair labor practice claim under the federal National Labor Relations Act if not drafted properly.

10:15am-11:30am

How to Get Women on the Roof – Successful Strategies & Case Studies

Speaker: Jennifer Keegan – National Women in Roofing (NWIR)

Jennifer has over 20 years of experience as a building enclosure consultant. She provides technical leadership within the industry as the ASTM Subcommittee Chair, & as an advocate for women within the industry as the educational chair for National Women in Roofing & a board member of Women in Construction.

Through attention to detail, to enhancing professionalism on the roof, to a fresh perspective on operations, women on the roof can be a tremendous asset to a crew and the bottom line. This panel will discuss successful strategies to incorporate women into roof crews by reimagining operations through the lens of the female structure. We will also discuss policy & procedure adaptations needed to recruit & retain women, & how these changes will improve creativity, productivity, & profits.

10:15am-11:30am

How to Find, Train, Motivate and Retain Employees

Speaker: Monroe P Porter – c/o PROOF Management

Monroe Porter has been lecturing to subcontractors for over 35 years and has done presentations throughout the US, Canada, Australia and New Zealand. His humorous but practical style makes him a convention favorite. He also roofing contractors on retainer in his PROSULT Networking Groups.

This seminar is designed to help you with today’s employee shortage utilizing proven methods. Attendees will learn how to do a better job at recruiting and how to on-board new employees. Attendees will learn how to communicate and deal with common production issues. Also included is how to deal with difficult employees and determine the true nature of field problems. Determine the cause of poor performance and how to correct it.

10:15am-11:30am

Prepare Your Low-Slope Roofing Projects to Meet the 2021 ICC Codes

Speaker: Bob LeClare – ATAS International

Bob LeClare is Director of Perimeter Edge Business for ATAS International. He holds a Bachelor’s degree from Purdue University and has over 30 years of experience in architectural metals and the roofing industry. His areas of responsibility have included engineering.

This course will provide a summary of the code development process and revisions to the International Building, Energy Conservation and Existing Building Codes that will be effective in 2021 that impact low-slope roofing systems.
**WSRCA MEMBER EXPO PERKS!**

- **FREE BEER AT WSRCABooth #453**
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- **$1000’S OF $$$ WORTH OF MEMBER-ONLY PRIZES**
- **VISIT BOOTH #453 TO DISCOVER MORE!**

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**10:15am-11:30am**

**Avoiding Legal Pitfalls When Scaling Your Company**

**Speaker:** Trent Cotney – Cotney Construction Law, LLP | WSRCA Legal Advisor

As a Board Certified Construction Lawyer in Florida who is also licensed in Illinois, Kansas, Tennessee and Texas, Trent Cotney focuses his practice on all aspects of construction litigation and arbitration, including OSHA defense, lien law, bond law, and bid protests, and more. Trent also serves as WSRCA General Counsel.

Understanding and avoiding the legal pitfalls that accompany growth are critical for any business. This seminar will discuss how key business components such as cash flow, standardized processes and supply chain logistics can make or break your business. Learn ways to grow strategically and avoid legal pitfalls from firsthand experience.

**11:30am-1:30pm**

**Annual Luncheon with Comedian: Ian Bagg**

Sponsored by: Malarkey Roofing Products

Ian Bagg has been featured on television shows like “Late Night with Conan O’Brien,” “The Late Late show with Craig Ferguson” and “Tonight Show with Jay Leno.” He’s also been featured on Tim Robbins’ “The Cradle will Rock,” “MVP 2,” and “MXP.” Life has been amazing for Bagg being on such diverse networks as the History Channel, the Food Network, and the Biography Channel. He has had 2 half-hour specials, “Comedy Central Presents” and HBO’s “A Comics Climb” and has been featured in 2 seasons of “Gabriel Iglesias Presents Stand-Up Revolution” on Comedy Central. He recently wrapped a 75 date national tour with the Top 5 Last Comic Standing finalists and is currently headlining his own tour around the country.

* TICKETED EVENT

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**4:30pm-5:30pm**

**The Roofing Games™**

Sponsored by: Malarkey Roofing Products

In 2020, WSRCA and Malarkey Roofing Products will again 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 at Booth #433 for your chance to enter!

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**VERSICO**

2:00pm - 2:30pm

**HUNTER PANELS**

3:00pm - 3:30pm

*$100 Visa Gift Cards will be raffled off at the end of each live product demonstration.
Wednesday – June 10th, 2020

International Institute of Building Enclosure Consultants (IIBEC) Region V Program
In Conjunction with the Western Roofing Expo 2020
Register Online: www.iibec.org

IIBEC Region V invites you to join us for an all-day technical program at the Paris Las Vegas in conjunction with the Western Roofing Expo 2020. This program, designed specifically for consultants, contractors and industry members will attempt to bring a greater understanding of existing (E) buildings, focusing on maintenance, reroofing and reconstruction. IIBEC Region V Program registrants will receive a complimentary Trade Show Pass (trade show only) to the Western Roofing Expo 2020.

- IIBEC & WSRCA Members - $175.00, Non-members - $195.00, Tabletop Exhibit - $500

6.25 IIBEC educational hours and AIA learning units will be available to each registrant. Breakfast and lunch are included with each registration. For specific meeting questions, please contact Szymon Zienkiewicz, IIBEC Region V Director at 626.773.8118 | szymon@enclosureconsulting.com

8:15am-9:30am
Reroofing: A Humbling Review of Things I’ve Learned
Speaker: Rick Ziegler, PE, RRC – Morrison Hershfield
This presentation will focus on case studies from reroofing projects, highlighting a technical aspect of the project that can be helpful to anyone working on their next reroofing project. The projects reviewed are extensive and range from sloped shingle roofs to low-slope membrane roofs to flat lock copper.

9:30am-10:45am
Trends in Roofing Sustainability and the Lessons Learned in Denver
Speakers: Kade Gromowski, PE, RRC, RWC, Dustin T. Smoot, RRC, RRO, CDT, Legacy LEED – Terracon
The lessons learned in the continuing evolution of Denver’s Green Buildings Ordinance provide numerous examples of how general trends affect our industry, and ways that well-intentioned “sustainability” provisions can have unintended consequences. A clear understanding of these concepts will enable us to provide the best service to our communities, and to become proactively involved in shaping the future of our industry.

11:00am-12:15pm
Mock-Ups: Essential to Remedial Design
This session will present the case that mock-ups, surveys, and investigations are essential for any remedial work. With the increasing need to renovate and convert existing buildings, mock-ups become more and more necessary. Spending time and money upfront will help to save time and money in the future.

1:15pm-2:30pm
Window Replacement and Retrofit Strategies – Options and Best Practices
Speaker: Joe Piñon, M.S., PE – RDH Building Science Inc.
This presentation will cover this evaluation, design, and installation process and explain several key energy efficiency upgrades that can be considered at the time of window replacements for low incremental cost. This presentation will also show example case studies of what can go wrong when these steps are not followed.

2:30pm-3:45pm
Repair or Reroof? Case Study Reroofing Concha Townhome Project
Speaker: Gary Manlove, RRO, CSRP – JBA Consulting
The Concha Townhomes were built in 1987, and concrete roofing tiles were installed. After 32 years of exposure to harsh climate conditions, there were numerous leaks. This presentation will discuss the existing conditions, repair history, roof tile and system components, and current issues within the system to assess replacement options. Attendees will gain understanding regarding the system evolution with respect to life cycle expectations, including third-party inspections and field issue resolution.
PARIS LAS VEGAS
JUNE 7-9, 2020

EXHIBIT FLOOR PASS

ROOFING & WATERPROOFING CONTRACTORS, ARCHITECTS, CONSULTANTS, ENGINEERS AND ALL MEDIA (& THEIR EMPLOYEES) CAN ATTEND THE WESTERN ROOFING EXPO FOR FREE! PICK UP YOUR BADGE AT WILL CALL BY REGISTERING ONLINE OR FILL OUT THIS FORM, BRING IT WITH YOU TO THE PARIS LAS VEGAS, AND REGISTER ON-SITE. ALL INFO MUST BE COMPLETE.

NAME: ____________________________ E-MAIL: ____________________________
COMPANY: ________________________ PHONE: _______________________
ADDRESS: _________________________ REFERRED BY: _______________________

[ ] CONTRACTOR [ ] CONSULTANT [ ] ARCHITECT [ ] ENGINEER [ ] MEDIA/OFFICE [ ] MEMBER [ ] NON-MEMBER

REGISTER ONLINE
WESTERNROOFINGEXPO.COM

EVENT PRICING & INFORMATION

*Event Pricing Increases Onsite

FULL REGISTRATION:
INCLUDES LUNCHEONS, SEMINARS, AND TRADE SHOW FOR MONDAY & TUESDAY ONLY
- $295.00 / $450.00

EDUCATION PASS - MONDAY: 6/8/20
INCLUDES ALL SEMINARS FOR MONDAY, JUNE 8TH
- $75.00 / $125.00

EDUCATION PASS - TUESDAY: 6/9/20
INCLUDES ALL SEMINARS FOR TUESDAY, JUNE 9TH
- $75.00 / $125.00

WELCOME EVENT & AUCTION - SUNDAY: 6/7/20
- $35.00 / $75.00

LEGISLATIVE LUNCHEON - MONDAY: 6/8/20
LUNCHEON WITH KEYNOTE SPEAKER: CRAIG BRIGHTUP
- $85.00 / $105.00

ANNUAL LUNCHEON - TUESDAY: 6/9/20
LUNCHEON WITH COMEDIAN: IAN BAGG
- $95.00 / $115.00

EXHIBIT FLOOR PASS (BOTH DAYS):
FREE - ROOFING & WATERPROOFING CONTRACTORS & THEIR EMPLOYEES, ALL MEDIA
SUPPLIERS
- $125.00 / $150.00
SERVICE PROVIDERS
- $350.00 / $350.00

DAVIS MEMORIAL FOUNDATION EVENTS:
GOLF & SPORTING CLAYS TOURNAMENTS:
REGISTER ONLINE: WWW.DAVISFOUNDATIONGOLF.COM, WWW.DAVISFOUNDATIONCLAYS.COM
IBEC REGION V SUMMER WORKSHOP:
REGISTER ONLINE: WWW.IBEC.ORG

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CONTRACTOR MEMBER: ROOFING AND OR WATERPROOFING CONTRACTOR
- $476.00 / $595.00/Year

CATEGORY A: MAJOR MANUFACTURER OF ROOFING, WATERPROOFING, OR ROOFING INSULATION
- $980.00 / $1,235.00/Year

CATEGORY B: ROOFING EQUIPMENT, ACCESSORIES, OR SPECIALTY MANUFACTURER
- $620.00 / $755.00/Year

CATEGORY C: AREA DISTRIBUTOR, SUPPLIER, OR SALES REPRESENTATIVE
- $476.00 / $595.00/Year

CATEGORY D: ROOFING CONSULTANTS
- $476.00 / $595.00/Year

CATEGORY E: INDUSTRIAL, EDUCATIONAL, OR SERVICE PROVIDER
- $476.00 / $595.00/Year

CATEGORY F: ARCHITECTS & ENGINEERS
- $192.00 / $240.00/Year

CATEGORY G: INSURANCE
- $868.00 / $1,055.00/Year

All convention registrations MUST be made online at WesternRoofingExpo.com - Have Questions or Need Assistance? Call WSRCA at 1-800-725-0333
- All hotel reservations MUST be through the hotel of choice, or via the online hotel reservations page on WesternRoofingExpo.com
- DID YOU KNOW? $50 PER REGISTRATION WILL BE DONATED BACK TO THE DAVIS MEMORIAL FOUNDATION WHEN YOU BOOK WITH OUR ROOM BLOCK AT PARIS LAS VEGAS, BALLY'S, OR PLANET HOLLYWOOD.

NEED A HOTEL? CALL DIRECT - USE CALL-IN PROMO CODES - HOTEL DEADLINE: MAY 7, 2020

CALL DIRECT
PROMO CODE:
PARIS LAS VEGAS, BALL Y'S, OR PLANET HOLL YWOOD.

• \$81.00 per night
PROMO CODE: SBWSR0
(800)588-8777 CALL DIRECT

• \$111.00 per night
PROMO CODE: SPWSR0
(877)603-4389 CALL DIRECT

• \$111.00 per night
PROMO CODE: SMWSR0
(886)317-1829 CALL DIRECT

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— Mike Suarez, George Keller & Sons*

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