



## 2023 CRCA TRADE SHOW PROGRAMMING

Drury Lane Conference Center, 100 Drury Lane, Oakbrook Terrace, IL

### **WEDNESDAY, JANUARY 18**

**4:00-5:00 pm** (*pre-registration required*)

#### **CWIR/EL Roofing Industry 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.

**5:00-6:00 pm** (*pre-registration required*)

#### **Roofing Week in Chicago Kickoff Cocktail Reception (Drury Lane Hilton Suites Atrium)**

Sponsored by CRCA's CWIR, EL and Trade Show committees, join CRCA as we kick off the 39<sup>th</sup> Annual CRCA Trade Show & Seminars! Enjoy complimentary cocktails and appetizers!

### **THURSDAY, JANUARY 19** (*pre-registration required*)

#### **9:00-11:00 am – "CRCA's Roofing Week in Chicago Industry Breakfast and Keynote", (Drury Lane, Crystal Room)**

Attend CRCA's annual Roofing Industry Breakfast and hear from well-known Keynote speaker, Brian "Bru" Brurud share his experiences in "The Briefing and Debriefing Routine...Lessons Learned while Traveling in the Most Dangerous Real Estate on Earth". Free to architects, roof consultants and building officials. Nominal charge for contractors, manufacturers, suppliers, and others.



#### **Keynote: Brian "Bru" Brurud, Founder /CEO, Check-6 Inc.**

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.

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.

#### **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, Partner, Adams & Reese LLP, E: [trent.cotney@arlaw.com](mailto:trent.cotney@arlaw.com)**

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.

**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, including OSHA 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.

**1:00-2:00 pm – “Steep Slope Technical Update” (Drury Lane, English Room)**

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



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 imported lumber and sheathing products and synthetic underlayment. Time will be allotted for questions from audience member participants.

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.

**3:00-4:00 pm - “Growing a Profitable Service Department” (Drury Lane, Crystal Room)**

**Tracey Donels, Service First Solutions, E: Tracey@servicefirstsolutionsusa.com**



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.

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.

## **FRIDAY, JANUARY 20**

**7:00-9:00 am - "Material Handling – Real Danger on the Roof", (Drury Lane Theater)**

**Kurt Kollwelter (CNA) and Frank Marino (Safety Check Inc.)**

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.



**Kurt J. Kollwelter, CNA Risk Control Consultant (Illinois/Chicago Branches), E: Kurt.Kollwelter@cna.com.** 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.



**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 – “RoofTop Failures – Learning From Mistakes to Prevent in the Future” (Drury Lane Crystal Room)**

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 slope. 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.



**Matt Dupuis, PhD, P.E., Principal, SRI Consultants Inc., E: mdupuis@sri-engineering.com**

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.

**C. Leanne Prybylski, Attorney, Hendrick Phillips Salzman & Siegel, PC, E: clp@hpsslaw.com**



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.



**9:30 – 10:30 am – “Steep Slope Shingle Panel”, (Drury Lane Crystal Room)**

Come hear what’s new for 2023 from leading shingle manufacturers Atlas Roofing Corporation and CertainTeed Roofing Products. 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

**11:15 – 12:15 pm – “Roofing Technical Issues”, (Drury Lane Crystal Room)**

**Mark S. Graham, Vice President, Technical Services, National Roofing Contractors Association, E: [mgraham@nrca.net](mailto:mgraham@nrca.net)**



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. (See Thursday session for bio)