

Moving
forward
with



North/East Roofing Contractors Association
95th Annual Convention and Trade Show

February 7-9, 2023

Mohegan Sun, Uncasville, Connecticut

Dedicated to Thomas J. Gunning

Join us and experience one of the largest regional roofing tradeshow in the country. This year's show continues to deliver quality education and will feature many booths displaying products and services designed for you – the roofing professional!

Register online at www.nerca.org

NERCA's Annual Business Meeting and Breakfast

Sponsors:

ABC Supply Company Inc.

Beacon

Thursday – February 9, 2023

9:30 a.m. to 11:00 a.m.

Ticketed Event - \$50.00

Scott Zolak joined the New England Patriots in 1991 as a fourth-round pick out of the University of Maryland. During his days as a quarterback at Maryland, he was a captain for the Terrapins and would take this mentality to the NFL when he joined the Patriots. From 1991 to 1998 Zolak was a solid backup that showcased both arm strength and accuracy when he was called upon to perform on football's greatest stage. Despite seeing limited time, he was always prepared to come in and lead his team to victory. In 1999 he saw time with both the New York Jets and Miami Dolphins before retiring and pursuing a career in sports broadcasting.



Guest Speaker:

Scott Zolak

Current radio and television analyst for the New England Patriots; retired NFL quarterback

He got his start as a football analyst for the CBS College Sports Network and has since become one of the top reporters on the New England Sports Network, providing analysis and commentary on all things sports in the New England area.

In 2012 Zolak rejoined the Patriots organization serving as the color commentator on their radio broadcasts. He is also the host of the hit sport radio show Zolak and Bertrand on 98.5 the Sports Hub. Scott still uses the same leadership principles he learned as a college captain which served him as an NFL starting quarterback and beyond.

Presentation of the Clarence J. Carr Roofing Industry Annual Award to NERCA's 2022 Outstanding Member

Election of Executive Committee & Board of Directors

Greetings and Updates from NRCA

Kyle Thomas, NRCA President

Welcome Reception

Tuesday – February 7, 2023

5:30 p.m. – 7:30 p.m.

Convention Registration Area

Join us to kick off the start of the Convention. Enjoy complimentary beverages and some appetizers as you chat and reconnect with your colleagues and friends. Visit the Silent Auction and start your bidding early.

Happy Hour Reception

Wednesday – February 8, 2023

4:00 p.m. – 6:00 p.m.

Exhibit Hall Floor

Join us for complimentary beer, wine & soft drinks. Enjoy a light snack as you visit with the exhibitors on the show floor.

EDUCATIONAL SEMINAR – 4 Hour Program

Change Order Management, With a Negotiation Exercise

Speaker: Stephane McShane

Director, Maxim Consulting Group

Tuesday – February 7, 2023

2:00 p.m. – 6:00 p.m.

Effective change order management can dramatically reduce a subcontractor's risk and increase profitability.

This four-hour interactive course explores the change order process from a subcontractor's viewpoint and provides participants with hands on training in recognizing, scoping, pricing, and negotiating change orders.

This course culminates in a mock negotiation where participants can immediately practice the skills that they have learned.

- How to notify owners and general contractors of changed conditions to reserve your rights
- How to scope, price and sell a change order
- Negotiation strategies to maximize outcomes

Stephane McShane is a Director at Maxim Consulting Group responsible for the evaluation and implementation processes with our clients. Stephane works with construction related firms of all sizes to evaluate business practices and assist with management challenges. With a large depth of experience working in the construction industry, Stephane is keenly aware of the business and, most specifically, operational challenges that firms face.

She is an internationally recognized speaker, mentor, author, and teacher. Her ability to motivate, inspire, and create confidence among your work groups is effective and highly sought after.

Member : \$50.00

Non- Member: \$75.00

Accommodations

Mohegan Sun will be this year's headquarters hotel.

To take advantage of the special convention rates, your reservations must be made directly to Mohegan Sun by 1/16/23. To reserve your room online, log onto <https://book.passkey.com/go/NERCA23>

You may also reserve your room by calling 888/226-7711. Please reference Group Code: **NERCA23**

MOHEGAN SUN SPECIAL CONVENTION RATES, until 1/16/23

Monday, Feb. 6	Single/Double	\$179.00
Tuesday, Feb. 7	Single/Double	\$179.00
Wednesday, Feb. 8	Single/Double	\$179.00
Thursday, Feb. 9	Single/Double	\$179.00

Register online at www.nerca.org

How to Know What to Work on and When to Take Your Contracting Business to the Next Level

Speaker: Jim Johnson – Head Coach, Contractor Coach Pro
Tuesday – February 7, 2022, 12:00 p.m. to 2:00 p.m.

Goal of Seminar: To Provide an Easy-to-Follow Recipe for Making the Best Decisions for Your Business

Description: As contractors we are constantly bombarded by problems and issues from inside our business as well as information and “Shiny Objects” outside of our business. From employee drama to loyalty and retention, to customer dissatisfaction, training gaps, economic fears, the latest new technology, industry consolidation, and even the constant barrage of “Influencers” we have gone from making on average 6000 decisions daily to 33,000 decisions daily in just the last 5 years!

How are we supposed to know what to work on and when? Instead of treating a symptom, we need to heal the root of the problem for our business to flourish and grow. By using the simple “Decision Tree Recipe” you will be able to tune out the noise, identify the root cause and then solve the problem holding you and your business back from the growth they both deserve. No more reactive decisions that cause even more problems down the road. Just simple proactive decisions to Lead your business better so it can Grow and you can achieve the Freedom you were looking for when you decided to start your business.

Take on Challenges with the “Decision Tree Recipe” and you will solve them and take action with confidence knowing you will be doing the right thing at the right time for you and your business!

Assets Included in the Seminar:

- The Leadership Wheel
- The Decision Tree Recipe
- The Action Matrix

Trending Safety Issues in the Roofing Industry

Speakers:

Peter Shackford – Director of Safety & Risk Control Services, Hettrick, Cyr & Associates, Inc.

Jack Padden – Managing Partner, Sales Solutions

Tuesday – February 7, 2023, 2:00 p.m. to 4:00 p.m.

This seminar will focus on two current safety issues affecting the roofing industry.

1. Radiation from Radio Frequency – Roofing’s Silent Safety Hazard

With the massive escalation of telecommunications and broadcast services over the past 20+ years, Radio Frequency (RF) antennas, and similar devices, are now becoming increasingly commonplace atop roofs and structures. This exposes roofers to potentially harmful radiation hazards. These hazards are silent, invisible to the naked eye, and odorless. To make matters worse, the devices used to create these radio frequency waves are being made to blend into the surrounding structures, making it more challenging for employees to recognize them. This presentation will discuss what RF is, the hazards it presents to our employees, how to identify its presence and steps to take should they be found on a roofing project.

2. Upcoming Fall Protection Changes Regarding the Testing and Use of Self-Retracting Lifelines

Revisions are coming to ANSI’s Z359.14-2021 fall protection standard that will change how self-retracting lanyards are tested, classified, and used in the field. This presentation will review these revisions and will showcase the differences between the current and new standard. Participants will have a better understanding of the reasons for these changes, how they will promote clarity in the use of self-retracting lifelines, and how to identify equipment that is compliant with the new standard.

(This educational offering is recognized by MA & RI as satisfying educational credits towards renewal of the Construction Supervisors License (CSL) requirement).

NRCA Technical Issues Update

Speaker: Mark Graham – Associate Executive Director of Technical Services, National Roofing Contractors Association

Tuesday – February 7, 2023, 4:00 p.m. to 6:00 p.m.

In this presentation, Mark S. Graham, Vice President, Technical Services, National Roofing Contractors Association will present on the current technical issues of interest to roofing contractors including:

1. Roofing-related changes incorporated into the 2024 I-codes

2. Concerns with lumber and plywood and OSB roof deck sheathing
 3. Condensation development under synthetic underlayments
 4. Ignition temperatures of insulation products
- (This educational offering is recognized by MA & RI as satisfying educational credits towards renewal of the Construction Supervisors License (CSL) requirement).*

Escalation Clauses and How to Get Paid

Speaker: C. Leanne Prybylski Esq. – Hendrick, Phillips, Salzman and Siegel P.C.

Wednesday– February 8, 2023, 9:00 a.m. to 11:00 a.m.

This presentation provides both practical and legal advice to help roofing contractors effectively manage price volatility and shortages of materials so they can get paid for price escalation and are not liable under the contract for price increases or delays. Roofing contractors who establish relationships with and educate their customers about shortages, delays, and price volatility of roofing materials are the contractors who are having the most success negotiating contract provisions that provide relief from both delays in delivery and price increases. This presentation provides suggestions regarding: (i) how to effectively communicate these issues to customers; (ii) language to include in proposals; (iii) language to include in contracts; (iv) contract provisions to avoid, including certain payment provisions and language in change orders; (v) compliance with contractual requirements for submitting claims; (vi) preserving rights to lien and bond claims. Because no one knows when supply and demand will be in better balance, roofing contractors have to assume the problem with material shortages, supply chain disruptions, and price volatility will continue indefinitely when communicating with customers, making proposals, and executing contracts

(This educational offering is recognized by MA & RI as satisfying educational credits towards renewal of the Construction Supervisors License (CSL) requirement).

Technical Issues in the Roofing Industry Panel

Panelists:

Mark Graham – Associate Executive Director of Technical Services, National Roofing Contractors Association

C. Leanne Prybylski Esq. – Hendrick, Phillips, Salzman and Siegel P.C.

Louis Silver – Silver Roofing, Inc.

Wednesday – February 8, 2023, 11:00 a.m. to 1:00 p.m.

There’s no easier way to keep abreast of technical developments and updates in the roofing industry! Tradition dictates that NERCA offers employers the opportunity to discuss and deliberate on the technical issues found within the roofing industry. NERCA is proud to have panelists, Mark S. Graham, NRCA’s associate executive director of technical services, who will provide information about current technical issues in the roofing industry and provide answers to your questions. C. Leanne Prybylski, Esq., who has the pulse of the legal issues facing the roofing industry, will cover the spectrum of issues that protect roofing contractors in today’s litigious world. Lou Silver, President of Silver Roofing, Inc., past President of NERCA will give practical advice as seen through the eyes of a roofing contractor.

We encourage contractors, manufacturers, and roofing partners to debate the issues that are affecting the roofing industry with our experts.

Branding for Leads

Speaker: Greta Barjrami – Chief Executive Director Golden Group Construction Corporation

Thursday – February 9, 2023, 8:00 a.m. to 10:00 a.m.

Is getting more leads for your business a constant challenge for you? You’re not alone, 61% of business owners cite “leads” as the number one challenge for their business.

Brand building is the key to a successful lead generation journey. Why? Because brand building helps to build trust between you and your potential customers or leads.

Brand building can significantly increase your conversion rates. The best part? Brand building can make customers want to do business with you over your competitors before hearing your sales pitch.

In this seminar, we will dive into my personal success and secret formula of how nearly 90% of my leads are branded leads.

Exhibit Hall Open – Wednesday, 1:00 p.m. – 6:00 p.m.
Thursday, 11:00 a.m. – 3:00 p.m.