



North/East Roofing Contractors Association 97th Annual Convention and Trade Show

March 18-20, 2025

The Hard Rock Hotel & Casino
Atlantic City, New Jersey

Register online at www.nerca.org

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!

NERCA's Annual Business Meeting and Breakfast

Sponsors:



Thursday – March 20, 2025

9:30 a.m. – 11:00 a.m.

**Ticketed Event -
\$50.00**

David Tyree is a purpose driven, transformational leader, driven by faith, family and his hunger for being phenomenal. He is a husband and father of seven beautiful children.



**Guest Speaker:
David Tyree**

*Former New York Giants
Special Teams Player*

Drafted to the New York Giants as a special teams player, David was the 2003 Special Teams Rookie of the Year, and 2005 NFL All-Pro as a Special Teams player.

On February 3, 2008, David was immortalized in NFL history as the New York Giants defeated the undefeated New England Patriots, making the greatest play in Super Bowl history. The Helmet Catch currently sits at #3 on the NFL's top 100 plays of all time.

David transitioned into front office roles in athlete development with the NFL and the New York Giants, providing leadership development, career transitions, and total wellness.

***Presentation of the Clarence J. Carr Roofing
Industry Annual Award to NERCA's 2024
Outstanding Member***

***Election of Executive Committee & Board of
Directors***

Greetings and Updates from NRCA

Welcome Reception

Tuesday – March 18, 2025

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 – March 19, 2025

4:00 p.m. – 6:00 p.m.

Exhibit Hall Floor

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

Latinos in Roofing Reception

Wednesday – March 19, 2025

6:00 p.m. – 7:00 p.m.

Join us for complimentary beer, wine & soft drinks. Enjoy some light appetizers and chat with fellow roofing colleagues and friends.

Exhibit Hall Open

Wednesday, 1:00 p.m. - 6:00 p.m.

Thursday, 11:00 a.m. - 2:00 p.m.

Accommodations

The Hard Rock Hotel & Casino will be this year's headquarters hotel.

To take advantage of the special convention rates, your reservations must be made directly to The Hard Rock Hotel & Casino by 2/24/25.

To reserve your room online, log onto
<https://book.passkey.com/go/GNER25Z>

You may also reserve your room by calling **609/449-6860**. Please reference NERCA 2025 Annual Convention and Trade Show.

**THE HARD ROCK HOTEL & CASINO
Special Convention Rates,
until 2/24/25**

Sunday, March 16 - Thursday, March 19

**King or Double
\$89.00 per night**

Register online at www.nerca.org

Data-Driven Sales & Customer Trust: Optimizing Your Leads and Leveraging Reviews for Business

Speaker: Greta Bajrami – CEO & Founder, Golden Group Roofing & Greta Bajrami Consulting

Tuesday – March 18, 2025, 12:00 p.m. – 2:00 p.m.

In this combined seminar, we'll cover the essentials of data-driven sales strategies alongside the power of customer reviews and referrals to maximize your roofing business's growth. First, learn how to use data to identify your most effective lead sources, track customer lifetime value, and measure cost per lead, empowering you to make smarter marketing choices that boost profitability. Then, discover proven techniques for building trust and loyalty by encouraging reviews, implementing referral programs, and showcasing testimonials and before-and-after visuals. Together, these strategies will give you the tools to attract high-quality leads and create a loyal customer base that drives sustainable growth.

NRCA Update on Current Roofing Industry Technical Issues

Speaker: Mark S. Graham – Vice President, Technical Services, National Roofing Contractors Association

Tuesday – March 18, 2025, 2:00 p.m. – 4:00 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:

- An overview of roofing-related changes in the 2024 I-codes
- Continuing concerns with FM's field wind uplift testing
- Roof deck loading considerations
- Recent Problem Reports

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

pH7 The 7 Elements of the Prosperous Human

Speaker: Jim Johnson – Head Coach, ContractorCoachPRO

Tuesday - March 18, 2025, 4:00 p.m. - 6:00 p.m.

pH7 - The Prosperous Human - Do you ever feel like you aren't doing enough to succeed or maybe that you are but it's just not happening? Have you ever wondered if all the hard work is worth it? Maybe you feel like life is good but there is still something missing, some gap or area of your life that you can't put your finger on?

I was right there with you 20 years ago. Listening to the lies of what success was. Trying to live up to everyone else's expectations. Always feeling like I was falling short even when from the outside you would have thought I had it all. That I was failing everyone including myself.

After a decade of searching and study, I found the truth. I could live a prosperous life now! Not in the future. I could design my life around the lifestyle I wanted, not my lifestyle around my work. It completely changed the way I think and approach life leaving me unburdened while still being challenged and I want to share the recipe with you!

Here is what you will learn:

- The 4 lies that keep us from living life
- The 7 Elements of the Prosperous Human
- How to think "Orbitally instead of Traditionally" to transform your life

You will also get a free Prosperous Human Workbook to take with you to access your own life and find the "The Sweet Spot" we are all looking for!

Product Demonstrations in Exhibit Hall
Wednesday During Show Hours

Re-Roofing Contracts: Provisions to Include in Your Re-Roofing Contracts to Manage Liability

Speakers: Stephen Phillips Esq.
C. Leanne Prybylski Esq.

Hendrick, Phillips, Salzman & Siegel, PC

Wednesday – March 19, 2025, 9:00 a.m. – 11:00 a.m.

The objective of this program is to provide roofing contractors with suggestions to manage and reduce their liability exposure on re-roofing projects. Provisions that roofing contractors should consider including in their proposals and contracts when undertaking re-roofing projects will be presented. The program will focus on situations and liability when the roofing contractor is contracting directly with the property owner and no design professional has been retained by the owner. Claims that have been brought against roofing contractors on re-roofing projects and insurance coverage will also be discussed.

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

Technical Issues in the Roofing Industry Panel

Panelists: Mark Graham – Vice President, Technical Services, National Roofing Contractors Association

Stephen Phillips Esq.
C. Leanne Prybylski Esq.

Hendrick, Phillips, Salzman and Siegel P.C.

Wednesday – March 19, 2025, 11:00 a.m. – 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 vice president of technical services, who will provide information about current technical issues in the roofing industry and provide answers to your questions. Stephen Phillips Esq. & C. Leanne Prybylski Esq., who have the pulse of legal issues facing the roofing industry, will cover the spectrum of issues that protect roofing contractors in today's litigious world.

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

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Material Handling - How to Safely Hoist Materials and Equipment

Speaker: Peter Shackford – Director of Safety & Risk Control Services, Hettrick, Cyr & Associates

Thursday – March 20, 2025, 7:30 a.m. – 9:30 a.m.

As a roofing contractor there are many hazards and exposures our employee's encounter. Many hazards are experienced during the handling of materials and equipment to and from the work area. Hazards include falls from elevation, falling objects, rigging failure, struck by shifting loads, crane and equipment failure, machine guarding overhead and underground utilities, etc. This course will outline the hazards often overlooked or forgotten about. We will review required training content and safe work methods.

This two-hour presentation covers various machinery in the roofing industry used for handling materials and equipment to and from the roof. Common exposures often seen while performing these tasks will also be reviewed, along with means for preventing and protecting against these exposures. Participants will also be educated on the requirements for training and licensing as it pertains to operating some of the machinery as well.

- Increase ability to identify exposures and implement prevention measures
- Identify common exposures with hoisting equipment and practices
- Increase awareness of training and inspection requirements for equipment

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