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Midwest Roofing Contractors Association  
2025 VOL. 68 No.4

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## IN THIS EDITION

- FULL EXPO SCHEDULE
- THE EVOLUTION OF MODIFIED BITUMEN
- THE HIDDEN SCRIPTS SABOTAGING YOUR BALANCE
- HARD HATS AND HACKERS
- ARE YOU FUELING GROWTH OR CAUSING BURNOUT?



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## LOOKING AHEAD



*Laurie Moore, MRCA President*

**W**ell, it's been a year. Uncertainty in 2025 has not been too bad despite threats of tariffs and changes in insurance work. It's about time to look toward planning changes for 2026.

In 2025, the MRCA took a close look at how best to protect the contractors' legal interests. Recognizing the trend of contractors to utilize subs and the issues that can arise in that relationship, an updated subcontractor contract is being provided to the membership along with a presentation on a real-life scenario one of our own board members experienced where the subcontract saved the day.

MRCA's Technical and Research committee worked on a deeper dive of the wood roof decking study started last year and will report on findings along with the NRCA representative at conference in Schaumburg, October 20-22. The findings are surprising.

There are some great sessions planned and more social activities in the conference plans with the addition of the Top Golf event on Monday, October 20th at noon. The MRCA recognizes the value of providing environments conducive to contractors having opportunities to meet and relate to each other.

Looking ahead, the conference will change format. We will be hosting future conferences in destination locations with a format that will focus on opportunities to learn about what's new and important in the industry through expert speakers, manufacturers, distributors and consultants in addition to offering opportunities to develop relationships with fellow contractors. The 2026 conference will be held at the Westin Cape Coral Resort November 18-19, 2026.

I am grateful and honored to have been chosen by my peers to serve as President and have appreciated the opportunity to serve on the MRCA Board since 2014. The relationships built during time on this board are invaluable and irreplaceable. Relationships through MRCA have been instrumental in helping my company move forward through challenges and transitions since the early 50's. Not only has this association been important to our company, but also to me personally. I take what I learn here and apply from top to bottom of my company. I believe this is why our company has the culture it has. The essence of our company took decades to build and adjust. It is something of value and worth protecting. For this reason, I believe the MRCA is worth support and protection as well so others and future generations may benefit as I have.

I hope you will find value in what the MRCA offers for your company wherever you are on your path. If you are new to the MRCA or to the industry, I hope you will feel a warm welcome. If you are ready for transition, I hope you will find strong support. If you have ideas for improvement of your experience, we appreciate any feedback provided. And if you have interest in impacting the industry through the MRCA, we welcome new participation through committees and board member positions.

A stylized, handwritten signature in black ink that reads "Laurie".

Laurie Moore

MRCA President  
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# ARE YOU FUELING GROWTH OR CAUSING BURNOUT?



By: Jevon Wooden, IMBA, ACC  
BrightMind Consulting Group

Imagine entering a workplace where every voice is heard, and ideas flow freely. Now imagine the opposite - a tense environment where innovation stalls. Which culture do you want to lead?

Empathy has evolved from being viewed as a “soft skill” to becoming one of the most vital leadership traits in today’s workplaces. Leaders who leverage empathy effectively inspire trust, improve collaboration, and drive business performance. This blog explores how empathy creates tangible results and actionable steps for integrating empathy into leadership.

## Empathy Builds Trust and Loyalty

Trust is the foundation of every successful workplace. Employees want to feel valued, heard and understood. Most (**86% of employees**) believe empathetic leadership boosts morale, while **87% say empathy is essential to fostering an inclusive environment** ([EY](#)). When leaders actively show empathy, they create a sense of belonging and

emotional security, which translates into higher retention rates and increased job satisfaction.

Consider this scenario: A high-performing employee suddenly starts missing deadlines. Instead of reprimanding them immediately, an empathetic leader schedules a private check-in. During the conversation, they discover the employee is dealing with a personal crisis. By offering support and flexibility, the leader helps the employee navigate their challenge and fosters long-term loyalty and commitment.

**Action Step:** Practice active listening during team check-ins. Ask open-ended questions and validate emotions to show genuine care.

## Improves Communication and Collaboration

Effective communication is essential for teamwork, and empathy enhances this process by encouraging openness and reducing misunderstandings. Research from Catalyst found that **61% of employees** with highly empathetic leaders report being

more innovative at work ([Catalyst, 2021](#)). Leaders who listen actively and acknowledge different perspectives create a culture where employees feel safe to share ideas and concerns.

Techniques such as **paraphrasing employees' statements, asking clarifying questions, and providing thoughtful responses** can transform conversations.

When leaders approach communication with empathy, they reduce the risk of conflict and build stronger connections.

**Action Step:** Host regular team meetings focused on idea-sharing and problem-solving. Model active listening behaviors and encourage feedback.

### Fuels Creativity and Innovation

Empathy fosters an environment of psychological safety where employees feel comfortable expressing new ideas without fear of judgment. This sense of safety is critical for driving creativity and innovation. In fact, a **Google study on team effectiveness revealed that psychological safety was the number one factor for high-performing**

**teams** ([Google's Project Aristotle](#)).

When leaders show empathy, they empower their teams to take risks, experiment, and think outside the box. A culture of innovation thrives when employees know their contributions are valued and their failures are viewed as opportunities for learning.

**Example:** Google's "20% time" policy encourages employees to spend part of their workweek exploring new ideas. This approach has led to major products like Gmail and Google Maps.

**Action Step:** Encourage brainstorming sessions where all ideas are welcomed. Recognize and celebrate creativity, even if ideas aren't implemented immediately.

### Integrating Empathy into Leadership

Empathy is a skill that can be cultivated. Leaders can develop empathy through intentional practices like:

#### 1. Active Listening

Active listening requires leaders to be fully present in conversations, resisting the urge to interrupt or formulate responses before

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the speaker has finished. It involves hearing the words and interpreting the emotions and intentions behind them. **By summarizing key points and asking clarifying questions, leaders can demonstrate that they value the speaker's input and are committed to understanding their perspective.** Practicing this skill consistently builds trust and ensures employees feel genuinely heard and respected.

### 2. Perspective-Taking

Perspective-taking involves putting yourself in someone else's shoes to gain insight into their experiences and challenges. **This practice allows leaders to understand better team members' motivations, frustrations, and needs.** Leaders who regularly practice perspective-taking foster stronger connections and reduce misunderstandings. This approach is particularly helpful during **conflict resolution or performance reviews**, where recognizing an employee's perspective can lead to more effective solutions.

### 3. Feedback and Recognition

Constructive feedback delivered with empathy focuses on **growth and encouragement rather than criticism.** Leaders should highlight strengths, acknowledge accomplishments, and provide specific suggestions for improvement. **Recognition of big and small achievements helps employees feel valued and motivated.** This approach creates a positive feedback loop in which employees are inspired to perform at their best. Additionally, regular recognition can **boost morale and drive long-term engagement.**

### 4. Emotional Intelligence Training

Emotional intelligence training is structured to enhance **self-awareness, self-regulation, and social skills.** By participating in workshops, coaching, and courses focused on emotional intelligence, leaders can develop tools to manage their emotions better and respond thoughtfully to others.

Higher emotional intelligence directly correlates with **better decision-making and relationship-building.** Investing in such training benefits individual leaders and sets a tone for **emotional intelligence as a core organizational value.**

### 5. Empathy Mapping

Empathy mapping is a **visual tool that helps leaders analyze employees' thoughts, feelings, and behaviors.** Leaders can uncover unmet needs and frustrations by creating a detailed map of an employee's experiences. This tool can be especially useful during **team-building exercises or organizational change**, providing insights that inform strategic planning and decision-making. Teams that embrace empathy mapping often experience **improved collaboration and problem-solving.**

### 6. Mindfulness Practices

Mindfulness practices such as **meditation, deep breathing, and guided visualization** can help leaders stay grounded and emotionally regulated. These practices **improve focus, reduce stress, and increase emotional resilience.** Leaders who practice mindfulness are **better equipped to handle high-pressure situations** and respond empathetically, even during conflicts. Incorporating mindfulness into **team activities can enhance group cohesion and reduce burnout.**

### 7. Consistent Check-Ins

Regular **one-on-one meetings provide an opportunity to build trust, address challenges, and celebrate successes.** These check-ins go beyond task management to **focus on personal growth and emotional well-being.** Leaders who make time for **consistent check-ins demonstrate their commitment to supporting their team members holistically,** leading to stronger relationships and improved performance.

**Action Step:** Consider taking Emotional Intelligence (EQ) assessments to evaluate strengths and areas for improvement—pair assessments with training workshops to create a structured development plan.

### Conclusion

Empathetic leadership is a critical driver of **growth, innovation, and employee engagement.** Leaders who cultivate empathy **build trust, improve communication, and create workplaces where employees feel valued and motivated to perform at their best.**

By integrating empathy into **daily leadership**

practices, leaders can transform organizational culture, increase retention rates, and foster long-term success. Empathy is the key to unlocking human potential and driving meaningful change in the workplace.

### Join the Conversation

How do you incorporate empathy into your leadership style?

Are you ready to enhance your leadership with empathy? Let's start by assessing your team's emotional intelligence and designing a custom leadership development plan. **Explore our coaching programs, workshops, and EQ assessments designed to help you unlock your team's full potential.**

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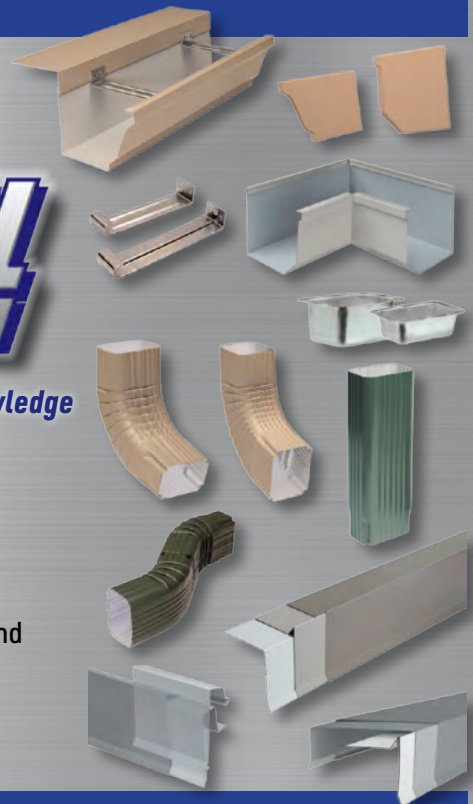
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# HARD HATS AND HACKERS:

## THE GROWING CYBER THREATS IN CONSTRUCTION



*By Greg Chambers - Underwriting Manager, Cyber & Technology, AXA XL*

**T**he construction industry, long associated with hard hats, blueprints, and heavy machinery, is undergoing a digital transformation. Like many other industries, construction companies are becoming increasingly reliant

on technology to streamline operations, improve efficiency, and maintain competitiveness. This digital shift, however, comes with an array of cyber risks that, if not addressed, could have devastating consequences for construction firms.

### The Digital Evolution of Construction

In recent years, the construction industry has embraced digital solutions at an accelerating pace. Building Information Modeling (BIM), cloud-based project management platforms, drones, IoT (Internet of Things) sensors, and other advanced technologies are becoming integral to how construction companies operate. These tools offer tremendous benefits: they enhance collaboration, reduce project delays, and optimize resource management.

However, as construction companies become more digitally connected, they also become

more vulnerable to cyberattacks. The integration of technology with physical operations—such as automated machinery or IoT-enabled construction sites—creates new attack surfaces for hackers to exploit.

### Common Cyber Threats in Construction

While cyber risks in the construction industry mirror those faced by other sectors, certain threats can be particularly pronounced due to the nature of the industry. Here are some of the most common cyber risks construction companies face:

**Ransomware Attacks:** In the construction industry, a ransomware attack can halt operations entirely, leading to project delays and significant financial losses. Construction companies rely on access to digital project management systems, design files, and other critical data. If these resources are locked or compromised, the impact can be immediate and costly.

**Phishing and Social Engineering:** Phishing attacks, where cybercriminals trick employees into revealing sensitive information or

downloading malicious software, are rampant across all industries. In construction, the scattered nature of the workforce, with workers spread across various project sites, can contribute to the effectiveness of phishing attacks. A harmless-looking email could lead to the breach of a company's internal systems, allowing attackers to steal data, install malware, or siphon off funds. Social engineering attacks also pose a threat, as attackers may impersonate executives, clients, or partners to deceive employees into sharing confidential information or authorizing fraudulent payments.

**Supply Chain Vulnerabilities:** Construction projects often involve numerous stakeholders, including subcontractors, vendors, and suppliers. This extended supply chain introduces additional cyber vulnerabilities. An attacker targeting a less secure subcontractor could use that breach as a gateway into the larger company's systems. The more parties involved in a project, the more opportunities there are for hackers to exploit weak links in the supply chain. In some cases, attackers may compromise vendors who provide software or hardware to construction firms, inserting malicious code or backdoors into systems that are then passed on to the construction company.

**IoT and Connected Devices:** The rise of IoT-enabled devices, such as drones, sensors, and automated machinery, has significantly transformed how construction sites operate. These devices collect valuable data and allow for real-time monitoring of construction progress. However, many IoT devices are very difficult to operate securely, making them easy targets. Once such devices are compromised, attackers could potentially gain access to sensitive project data, disrupt operations, or even cause physical harm by manipulating machinery.

**Data Breaches:** Construction companies handle vast amounts of sensitive information, including design plans, financial data, client contracts, and employee records. A data breach could expose this information to unauthorized parties, leading to reputational damage, legal liability, and financial losses. Data breaches can occur due to weak network security, inadequate data encryption, or human error, such as sending sensitive information to the wrong recipient.

**Construction projects often involve substantial financial transactions, making construction companies lucrative targets for ransomware**

**and fraud.**

## Why Construction is a Target

While the construction industry may not seem like an obvious target for cybercriminals, several factors make it attractive:

**Large financial transactions:** Construction projects often involve substantial financial transactions, making construction companies lucrative targets for ransomware and fraud.

**Complex supply chains:** The involvement of multiple third parties—subcontractors, vendors, and suppliers—creates numerous potential entry points for attackers.

**Critical infrastructure:** Many construction firms work on critical infrastructure projects, such as bridges, highways, and power plants. Cyberattacks on such projects can have widespread consequences, making them attractive targets for nation-state actors, terrorists or politically motivated hackers.

## Cyberattacks' Big Impact

A successful cyberattack on a construction company can have far-reaching consequences:

**Project Delays:** Cyberattacks can disrupt project management systems, delay timelines, and halt construction progress. The impact can be devastating in an industry where delays can lead to significant financial penalties.

**Missed Bid:** For a contractor, a missed bid is a missed opportunity. A cyber attack can hinder a contractor's ability to submit a bid by causing system outages, data loss, and reputational damage, all of which disrupt their preparation and ability to meet submission deadlines. Critical documents and pricing information may become inaccessible, and the contractor may struggle to gather necessary compliance materials, making it impossible to submit a valid bid on time.

**Financial Losses:** Beyond the immediate costs of ransomware payments or data recovery efforts, construction firms may also face lost revenue, legal fees, and regulatory fines. Clients may sue for breaches of contract if a project is delayed due to a cyberattack.

**Reputational Damage:** In a competitive industry, reputation is everything, and a tarnished reputation can be difficult to recover from. A data breach or other cyber incident can erode trust with clients and partners, leading to a loss of future business.

**Compliance Issues:** As governments tighten cybersecurity regulations, construction companies may face fines or other penalties if they fail to comply with data protection laws. For instance, if a construction firm handles personal data, it must adhere to regulations such as the General Data Protection Regulation (GDPR) in Europe or the California Consumer Privacy Act (CCPA) in the United States.

### Building a Cybersecurity Strategy

Construction companies should develop a comprehensive cybersecurity strategy to mitigate the risks posed by cyberattacks. Key steps include:

**Employee Training:** It is essential to educate employees on cybersecurity best practices, such as recognizing phishing attempts, using strong passwords, and safeguarding sensitive data. A well-trained workforce is the first line of defense against cyber threats.

**Regular Security Audits:** Regular security audits can help identify company system vulnerabilities before attackers can exploit them. Audits should include both internal systems and those of key vendors and subcontractors.

**Multi-Factor Authentication (MFA):** Implementing MFA for all employees and contractors can significantly reduce the risk of unauthorized access to company systems.

**Data Encryption:** Sensitive data should be encrypted at rest and in transit to ensure that even if attackers gain access to the data, they cannot easily read or use it.

**Incident Response Planning:** Construction companies should develop and regularly update their incident response plans. These plans should outline how the company will respond to various cyber incidents, including ransomware attacks, data breaches, and insider threats.

**Cyber insurance:** This form of insurance helps businesses protect themselves against risks related to cybercrime and data breaches. It can cover costs associated with a data breach, such as notification expenses, data recovery costs, damages, legal fees, and other expenses related to managing a security breach. Additionally, it can often provide assistance in the event of cyberattacks, such as ransomware or phishing attacks.

Cyber insurance can be tailored to businesses' individual needs. [AXA XL](#), for example, recently

[announced a special endorsement for its cyber policy, specifically designed for construction firms.](#) The endorsement extends coverage to cyber risks specific to contractors; for instance, there is **Missed Bid coverage**, which would reimburse a construction firm for income loss due to being unable to submit a bid because of a cyber security breach or system failure.

As the construction industry continues to digitize, the importance of cybersecurity cannot be overstated. While technology offers tremendous benefits, it also introduces new risks that must be carefully managed. By understanding the industry's specific cyber threats and taking proactive steps to mitigate them, including buying tailored cyber insurance available today, construction companies can protect their assets, reputation, and bottom line in the face of an increasingly hostile cyber landscape.

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# THE BALANCE TRAP PART 2:

## HIDDEN SCRIPTS SABOTAGING YOUR BALANCE



By: Ray Gage, Founder of Untapped

It's 6:30 PM on a Tuesday. The crew wrapped up an hour ago, but you're still on-site because the inspector showed up late, the material delivery was wrong, and three different subcontractors called with "urgent" questions that somehow couldn't wait until tomorrow.

Your phone buzzes. Text from your spouse: "Still at work?"

You feel that familiar knot in your stomach. The one that says you're failing at something, but you can't pinpoint exactly what.

Here's what's really happening: You're not struggling with time management. You're drowning in unspoken role assignments—scripts written by others that you never agreed to perform.

### The Invisible Theater

In my previous article, we talked about why work-life balance is a myth and how a life-work approach creates better outcomes. But there's a deeper layer to explore: the hidden scripts that make balance impossible before you even try.

Every day, you walk onto a stage where everyone has written a role for you:

**Your employees script you** as the omnipresent problem-solver who should always have answers, always be available, and somehow absorb every crisis without it affecting anything else.

**Your clients script you** as the miracle worker who bends time, weather, and physics to deliver impossible results on unrealistic timelines.

**Your family scripts you** as the provider who should sacrifice personal time for financial security, then be fully present when you finally make it home.

**The industry scripts you** as the "dedicated professional" who proves commitment through exhaustion and availability.

And here's the kicker: **You're writing scripts for them too.**

You expect your crew to care as much as you do. You expect clients to understand the complexities without explanation. You expect your family to appreciate sacrifices they never asked you to make.

None of these scripts were negotiated. None were

agreed upon. But everyone's performing anyway and wondering why it feels so draining.

### When Everyone Goes Off-Script

Remember the last time you felt genuinely frustrated with someone at work or home? I'm willing to bet it wasn't because they did something wrong—it was because they failed to meet an expectation you never clearly communicated.

Your project manager leaves at 5 PM while you stay until 7. Your spouse plans a weekend trip without checking your schedule. Your superintendent makes a decision you disagree with.

The anger you feel isn't really about their actions. It's about them going off-script in a play they didn't know they were performing.

This is why traditional balance strategies fail. You can't manage time if you're unconsciously trying to live up to roles you never chose while expecting others to fulfill parts they never auditioned for.

### The Real Cost

This invisible theater doesn't just steal your evenings—it rewrites your entire identity.

You start believing that being a good business owner means being constantly available. That success

requires sacrifice. That work-life boundaries show weakness or lack of commitment.

But look around. The most successful construction leaders I know aren't the ones working the longest hours. They're the ones who've learned to stop performing scripts written by others' fears and expectations.

They've stopped auditioning for roles in their own lives.

### A Different Performance

What if you rewrote the script?

**Instead of:** "I need to be available for every crisis"

**Try:** "I'm building a team capable of handling problems without me"

**Instead of:** "Clients expect immediate responses"

**Try:** "I'll set clear communication boundaries that actually improve outcomes"

**Instead of:** "My family should understand when work comes first"

**Try:** "I'll be honest about what I can realistically commit to instead of overpromising and underdelivering"

Continued on page 16



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This isn't about working less—it's about working consciously instead of reactively.

### **Start with One Script**

Pick the most exhausting role you're currently performing. The one that feels heaviest. Ask yourself:

- Who wrote this script for me?
- When did I agree to play this part?
- What would happen if I stopped performing it?
- What would I do differently if there was nothing left to prove?

Then have one honest conversation. With your team. Your clients. Your family. Yourself.

Not about changing everything overnight, but about acknowledging the invisible expectations that are making balance impossible.

### **The Mirror Moment**

Here's what I've learned after years of coaching construction leaders: What you see in others is what you believe about yourself.

If you see your crew as lazy when they leave on time, it's because you believe dedication requires exhaustion.

If you see clients as unreasonable when they have boundaries, it's because you believe professionalism

means unlimited availability.

If you see your family as unsupportive when they want your presence, it's because you believe your worth is tied to your sacrifice.

The scripts you write for others reveal the scripts you're performing yourself.

### **Your Move**

You didn't build a business to become a prisoner of other people's expectations. You didn't choose this industry to prove your worth through exhaustion.

**So stop auditioning for approval you don't actually need.**

The question isn't whether you can afford to set boundaries. It's whether you can afford not to.

Who might you become if there was nothing left to prove?

### **Author Bio:**

*This article is adapted from Chapter 1 of Ray Gage's book, **Start with Stop: Reimagining Success by Letting Go of What's Not Working**. Ray is a leadership coach, speaker, and entrepreneur helping individuals and organizations break free from outdated norms and create space for what truly matters.*



## **Tracy L. Edwards, CFP®, APMA®**

*Financial Advisor*

*CERTIFIED FINANCIAL PLANNER™ practitioner*

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|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------|-----------|
| 4350 Metal Roof & Siding Construction Sealant                                                             | Minimally shrinking, UV-resistant and paintable sealant. Meets ASTM C 920 Class 50. Available in 23 standard metal roofing colors.             | 0 ° to 120 °F           | 90 Mins   | 3 Days    |
| 4500® Roof Bonding Sealant                                                                                | Applies, adheres and cures underwater while remaining flexible.                                                                                | 30 ° to 120 °F          | 90 Mins   | 1 Day     |
| 4600® Structural Adhesive Sealant                                                                         | Long-lasting waterproof seal for many common building substrates. Heavy-bodied formula is ideal for both vertical and horizontal applications. | 0 ° to 120 °F           | < 2 Hrs   | 3-4 Days  |
|  COLD WEATHER PRODUCTS | FEATURED BENEFITS                                                                                                                              | APPLICATION TEMPERATURE | TACK FREE | CURE TIME |
| 2300® Construction Tripolymer Sealant                                                                     | Tenacious, long-lasting adhesion to a variety of materials, even in the harshest of conditions.                                                | 0 ° to 140 °F           | 45 Mins   | 5 Days    |
| 2310® Tripolymer Brushable Repair Coating                                                                 | Clear, brushable version of 2300 that remains flexible and won't crack.                                                                        | 0 ° to 140 °F           | 2 Hrs     | 4 Days    |
| 2315LRF® Leak Repair-Fibered Brushable Coating                                                            | Fibered for strength and designed to stop leaks fast while remaining permanently flexible.                                                     | 0 ° to 140 °F           | 4 Hrs     | 5 Days    |
| 2320® & 2321 Construction Tripolymer Gutter And Narrow Seam Sealant                                       | Seals and repairs narrow seams fast with great adhesion and long-lasting durability.                                                           | 0 ° to 140 °F           | 15 Mins   | 5 Days    |
| 8125® 100% Silicone High Performance Acetoxo Cure Sealant                                                 | 100% acetoxo cure silicone that resists weather, vibration and moisture with +/-25% joint movement.                                            | -20 ° to 122 °F         | 25 Mins   | 1 Day     |
| 8150® 100% Silicone High Performance Neutral Cure Sealant                                                 | 100% neutral cure silicone that resists weather, vibration and moisture with +/-25% joint movement.                                            | -20 ° to 122 °F         | 1 Hr      | 1 Day     |

To learn more about these and other wet or cold weather products, call us at 1-800-348-7615 or [customerservice@geocelworldwide.com](mailto:customerservice@geocelworldwide.com)



SEE YOU IN

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MRCA

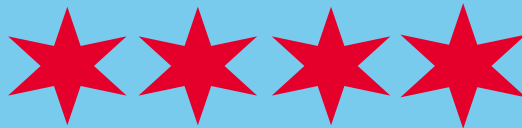
75TH

CONFERENCE  
& EXPO  
2025

OCTOBER 20-22, 2025

RENAISSANCE SCHAUMBURG  
CONVENTION CENTER HOTEL

SCHAUMBURG, IL



# Detailed SCHEDULE

## MONDAY, OCTOBER 20<sup>TH</sup>

7:30 am–3pm Registration (SCHAUMBURG NORTH FOYER)

7:30 am–3pm Exhibitor Set-up (DISCOVERY & ADVENTURE HALLS)

**YOGA SESSION**  (Separate Registration Required)

Hosted by Women in Roofing

8:00 am–9:00 am (SCHAUMBURG E)

**MRCA BOARD MEETING** (Closed Meeting)

10:00 am–11:30 pm (TOPGOLF SCHAUMBURG – CHAIRMAN'S SUITE)

**TOPGOLF NETWORKING EVENT**

(Separate Registration Required)

12:00 pm–3:00 pm TOPGOLF SCHAUMBURG

**PRESIDENT'S DINNER** (By Invitation)

4:30 pm–7:00 pm MORTON'S THE STEAKHOUSE

## NEW MEMBER / FIRST TIMER RECEPTION

7:00 pm – 7:30 pm SCHAUMBURG NORTH FOYER

This reception offers new MRCA members and first-time attendees to the MRCA Annual Conference & Expo the opportunity to meet the MRCA Board as well as others who are attending the conference for the first time. It is also an opportunity to receive information about MRCA, general information about the 2025 Annual Meeting, and a sneak peek at what is to come in 2026.



## WELCOME PARTY & CASINO NIGHT

HOSTED BY THE YOUNG CONTRACTORS COUNCIL (YCC)

(Separate Registration Required)

7:30 pm – 10:00 pm SCHAUMBURG WEST

Hosted by: YOUNG CONTRACTORS COUNCIL  
"Raising the Roof: Prohibition Edition"



Megan Malone  
YCC CHAIR

The Young Contractors Council is thrilled to host this year's Welcome Party: Raising the Roof – Prohibition Edition! Mark your calendars for Monday, October 20th at 7:30 p.m. and get ready for an unforgettable night of fun, networking, and community giving.

Dress to impress in your best 1920s gangster-inspired attire and join us for an exciting casino-themed evening featuring blackjack, craps, poker, and endless opportunities to connect with industry peers.

Be sure to bring cash for raffle prizes—you won't want to miss out!

As part of our tradition, the Young Contractors Council is proud to continue giving back to the community. This year, we're assembling snack kits for families in need at the Ronald McDonald House in Schaumburg, IL. Attendees who participate in the service project will receive extra raffle tickets as a thank-you for supporting this cause.

All non-perishable food items and supplies have been generously donated by our incredible sponsors. Their support makes both this service project and the Welcome Party possible—we couldn't do it without them.

This is the party of the year, and we can't wait to see you there. **Don't miss it!**

#MRCA2025



# Detailed SCHEDULE

## TUESDAY OCTOBER 21<sup>ST</sup>

7:30 am–4:00 pm Registration (SCHAUMBURG NORTH FOYER)

7:30 am–9:30 am Breakfast (SCHAUMBURG EAST FOYER)

7:30 am–11 am Exhibitor Set-Up (DISCOVERY & ADVENTURE HALLS)

### EDUCATION SESSIONS

#### The Connected Contractor: AI, Automation, and Cybersecurity You Can Actually Use

8:00 am–9:30 am SCHAUMBURG EF



**Speaker:** Kevin Fox – FoxWerx Group

Wondering how AI can actually help your roofing business? This session answers that and more—covering real tools, real use cases, and a roadmap for getting started without breaking the bank. You'll also learn how to defend your business from rising cybersecurity threats like phishing and ransomware. This session is built to empower, not overwhelm.

#### Mitigate Risk on the Roof: Lessons from Real-World Subcontract Agreements and How They Protect Your Company

##### PART 1

8:00 am–9:30 am SCHAUMBURG GH



**Speaker:** Gary Auman – Auman, Mahan & Furry and MRCA Legal Counsel

Gary will break down the key legal aspects of subcontracting in the roofing industry, with a focus on safety and compliance. As you are aware we are still in a not-well defined definition of a “true” independent contractor. We'll cover the essentials to help you better navigate

subcontractor relationships and minimize risks. We will also discuss the safety obligations the contractor still has even with a well-drawn contract. Attendees will gain a clearer understanding of the legal landscape and how to keep your projects running smoothly and safely.

##### PART 2

#### An MRCA Residential & Steep Slope Committee Panel Discussion with:

##### Speakers:

Luke Haines - Roofmasters Roofing & Sheet Metal Co., Inc. - Hays, KS

Matt Smith - Fat Matt Roofing - Abilene, TX

Brett Tesson - Tesson Roofing & Exteriors, LLC - Arnold, MO

Bill Seibert - Fisher Roofing of Kearney - Kearney, NE

Subcontracting can help roofing contractors grow—but it also carries risks without the right agreements in place. In this panel, seasoned roofers with real-world experience will share the must-have provisions to include in every subcontractor agreement, covering insurance, safety responsibilities, and branding protections so you can safeguard your business and reputation.

**BREAK** 9:30 am – 9:40 am

#### Assuring the Continuation of Your Company: Planning as a Process and Understanding the Options for Positioning Your Company to Meet Continuation Goals

9:40 am – 10:40 am SCHAUMBURG EF



**Speaker:** Lee Resnick & Terry Resnick - Resnick Succession Group

Succession planning is not an isolated event. Your continuation goals can start now

as your business evolves to meet your short term and long-term plans. But you need to know your options and understand the tax implications of your decisions for you, your employees and your business – maybe even your community! This fast-paced seminar will offer practical tips to better evaluate succession options and begin now to lay the groundwork for your business evolution.

#### Safety on Roofing Service Projects

9:40 am – 10:40 am SCHAUMBURG GH



**Speaker:** Frank J. Marino, CSP – Safety Check, Inc.

Developing and implementing safety programs for a roofing contractor can be a challenging task—especially when it comes to creating a program tailored specifically for the Service Department.

This seminar will explore best practices for improving safety in your Service Department, with a focus on the following key areas:

- Differences in fall protection requirements for the Service Department
- OSHA enforcement specific to Service Department activities
- Effective monitoring and enforcement of safety policies for Service Department employees
- Determining when a service project transitions into a production project



# Detailed SCHEDULE

**BREAK** 10:40 am – 10:50 am

## MEMBERSHIP MEETING & KEYNOTE PRESENTATION

**BREAKING THROUGH BARRIERS: Unleash Resilience, Determination and Growth for Unbounded Success**



**Johnny Quinn: US Olympian and Former Pro Football Player**

**10:50 am – 12:50 am**

**SCHAUMBURG EAST**

Everyone faces barriers. Some are obvious. Others are hidden beneath the surface. In **BREAKING THROUGH BARRIERS**, Johnny Quinn helps your audience recognize the roadblocks holding them back and equips them with the mindset and tools to move forward. Drawing from his remarkable

journey from professional football to the Olympic Games, Johnny shares how setbacks, injuries, and detours became the very things that propelled him toward success. This keynote delivers more than motivation. It provides a proven framework built on three essential qualities: resilience, determination, and a growth mindset. These are not buzzwords. They are the tools leaders need to thrive in pressure-filled environments, navigate personal and professional challenges, and build meaningful momentum in life and at work. When leaders break through barriers, they do more than reach goals. They create stronger teams, healthier cultures, and better results across every area of life.



**1:00 pm–5:00 pm EXPO OPEN (DISCOVERY & ADVENTURE HALLS)**

## Signatory Contractors Roundtable and Happy Hour

**3:30 pm – 5:00 pm SCHAUMBURG H**

Join signatory contractors from across the region to discuss bargaining trends and key issues unique to union employers. Experienced labor relations committee members will share real-life lessons from the table and delve into what issues arose this season and forecast what you may see emerging locally. We'll discuss ERISA fund trends, offer a labor law update and a view into how the regulatory environment is changing in the states and federally with regard to union labor.

## Friend of Bill W. (FOB) Meeting

**4:00 pm – 5:00 pm EUPHORIA – 2nd FLOOR**



## MRCA RECEPTION & FOUNDATION AUCTION

**Schaumburg West**

**6:00 pm – 9:00 pm Silent Auction**

**7:45 pm Live Auction**

Looking to maximize your Conference experience? Make sure you are one of the hundreds of attendees living it up at this Annual Conference celebration! The Reception and Auction are always a highlight of conference activity, and this event IS FREE TO ALL REGISTERED ATTENDEES AND EXHIBITORS. Enjoy the food, drinks, and silent auction bidding while you see the faces you've looked forward to seeing since last year. The event finale will be the heart-pumping Live Auction. Big items, big dollars, and big smiles all to benefit the research and education efforts of the MRCA Foundation.

**#MRCA2025**

# Detailed SCHEDULE

## WEDNESDAY, OCTOBER 22<sup>ND</sup>

7:30 am–10:30 am Registration (SCHAUMBURG NORTH FOYER)

7:30 am–9:30 am Breakfast (SCHAUMBURG EAST FOYER)

### SAFETY TRAININGS (Separate Registration Required)

**HAWT Applicator Training: New and Re-Authorizations**

8:00 am – 10:00 am **SCHAUMBURG H**

**HAWT Train-The-Trainer: New and Re-Authorizations**

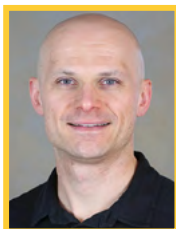
8:00 am – 11:00 am **SCHAUMBURG H**

### EDUCATION SESSION

**The Effect of Moisture on Plywood and OSB**

**Sheathing: A Dual Perspective from NRCA and WJE**

8:30 am – 10:00 am **SCHAUMBURG EF**



**Speakers:** Richard Koziol and Heidi Mase - Wiss, Janney, Elstner Associates, Inc.

Maciek Rupar, NRCA's Director of Technical Services

MRCA is proud to present the results of its recently commissioned study, The Effect of Moisture on Plywood and OSB Sheathing, conducted by Wiss, Janney, Elstner Associates Inc. (WJE). This session brings together technical experts from both the National Roofing Contractors Association and WJE to provide members with valuable insight on this critical issue for roof decking.

The program will be led by Maciek Rupar, NRCA's Director of Technical Services, who will share NRCA's current recommendations promoting the use of plywood in steep slope applications. Following his remarks, WJE specialists Heidi Mase and Rich Koziol will present the findings of MRCA's new study, including testing data, conclusions, and observations that shed new light on the performance of plywood and OSB under moisture exposure.

This unique format gives attendees the opportunity to hear directly from NRCA and WJE experts in one session, offering a well-rounded look at the issue from two respected technical voices in the industry. Contractors, designers, and technical professionals alike will come away with practical takeaways, informed perspectives, and a deeper understanding of how substrate choice can impact roof performance.

9:30 am–12:00 pm **EXPO OPEN** (DISCOVERY & ADVENTURE HALLS)



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GET CONFERENCE SCHEDULES | LOCATE SESSIONS | BUILD YOUR PERSONALIZED SCHEDULE | CONNECTS TO  
YOUR SOCIAL MEDIA | FIND OUT WHO'S ATTENDING WITH MESSAGING FEATURE | EXPO MAP | EXHIBITOR  
INFORMATION | PRESENTER INFORMATION WITH DOWNLOADABLE HANDOUTS | FIND LOCAL INFORMATION  
ALONG WITH HOTEL AND CONVENTION CENTER | DOWNLOAD BEFORE YOU GO



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WITHIN THE APP

# MRCA *Schedule AT A GLANCE*

## MONDAY, OCTOBER 20<sup>TH</sup>

7:30 AM - 3:00 PM Registration (**SCHAUMBURG NORTH FOYER**)

7:30 AM - 3:00 PM Exhibitor Set-Up (**DISCOVERY & ADVENTURE HALLS**)

### MORNING YOGA SESSION (Separate Registration Required)

8:00 AM – 9:00 AM Women in Roofing (**WinR**) Sponsored Yoga Session (**SCHAUMBURG E**)

### MRCA BOARD MEETING (Closed Meeting)

10:00 AM – 11:30 AM (**TOPGOLF SCHAUMBURG – CHAIRMAN'S SUITE**)

### TOPGOLF & LUNCH NETWORKING EVENT (Separate Registration Required)

12:00 PM – 3:00 PM (**TOPGOLF SCHAUMBURG**)

### PRESIDENT'S DINNER (By Invitation)

4:30 PM – 7:00 PM (**MORTON'S THE STEAKHOUSE**)

### NEW MEMBER / FIRST TIMER RECEPTION

7:00 PM – 7:30 PM (**SCHAUMBURG NORTH FOYER**)

### RAISE THE ROOF WELCOME PARTY PROHIBITION EDITION (Separate Registration Required)

(**HOSTED BY THE YOUNG CONTRACTORS COUNCIL (YCC)**)

7:30 PM – 10:00 PM (**SCHAUMBURG WEST**)



# *Schedule* AT A GLANCE **MRCA**

## **TUESDAY, OCTOBER 21<sup>ST</sup>**

7:30 AM - 4:00 PM Registration (**SCHAUMBURG NORTH FOYER**)  
7:30 AM - 9:30 AM Breakfast (**SCHAUMBURG EAST FOYER**)  
7:30 AM - 11:00 AM Exhibitor Set-Up (**DISCOVERY & ADVENTURE HALLS**)

### **EDUCATIONAL SESSIONS**

8:00 AM - 9:30 AM

#### **The Connected Contractor: AI, Automation, and Cybersecurity You Can Actually Use**

Kevin Fox - FoxWerx Group (**SCHAUMBURG EF**)

#### **The Risk on the Roof: A Residential Steep Slope Panel** (**SCHAUMBURG GH**)

A Panel Discussion - MRCA Residential & Steep Slope Committee

9:30 AM - 9:40 AM BREAK

### **EDUCATIONAL SESSIONS**

9:40 AM - 10:40 AM

#### **Assuring the Continuation of Your Company** (**SCHAUMBURG EF**)

Planning as a Process and Understanding the Options for Positioning Your Company to Meet Continuation Goals

Lee Resnick & Terry Resnick - Resnick Succession Group

#### **Safety on Roofing Service Projects** (**SCHAUMBURG GH**)

Frank J. Marino, CSP - Safety Check, Inc.

### **MEMBERSHIP MEETING, AWARDS & KEYNOTE PRESENTATION** (**SCHAUMBURG EAST**)

10:50 AM - 12:50 PM **Breaking Through Barriers: Unleash Resilience, Determination and Growth for Unbounded Success** Johnny Quinn - US Olympian and Former Pro Football Player

**EXPO OPEN** (**DISCOVERY & ADVENTURE HALLS**)

**1:00 PM - 5:00 PM**

3:30 PM - 5:00 PM Signatory Contractors Roundtable & Happy Hour (**SCHAUMBURG H**)

4:00 PM - 5:00 PM Friend of Bill W (**FOB**) MEETING (**EUPHORIA - 2nd FLOOR**)

### **MRCA RECEPTION & FOUNDATION AUCTION BLACK & WHITE BALL** (**SCHAUMBURG WEST**)

6:00 PM - 9:00 PM SILENT AUCTION

7:45 PM LIVE AUCTION

## **WEDNESDAY, OCTOBER 22<sup>ND</sup>**

7:30 AM - 10:30 PM Registration (**SCHAUMBURG NORTH FOYER**)

7:30 AM - 9:30 AM Breakfast (**SCHAUMBURG FOYER**)

### **SAFETY TRAININGS** (**Separate Registration Required**)

8:00 AM - 10:00 AM HAWT Applicator Training: New and Re-Authorizations (**SCHAUMBURG H**)

8:00 AM - 10:00 AM HAWT Train-The-Trainer: New and Re-Authorizations (**SCHAUMBURG H**)

### **EDUCATIONAL SESSION** (**SCHAUMBURG EF**)

8:30 AM - 10:00 AM The Effect of Moisture on Plywood and OSB Sheathing: A Dual Perspective from NRCA and WJE

Richard Koziol and Heidi Mase - Wiss, Janney, Elstner Associates, Inc.

Maciek Rupar, NRCA's Director of Technical Services

**EXPO OPEN** (**DISCOVERY & ADVENTURE HALLS**)

**9:30AM - 12:00 PM**

**#MRCA2025**



THE YOUNG CONTRACTORS COUNCIL PRESENTS

RAISING THE ROOF

\$50 PRE REGISTERED  
OR \$60 AT DOOR



# Prohibition Edition



# WELCOME PARTY

PRIZES OPEN BAR FOOD

10-20-2025



WEAR YOUR  
FAVORITE ROARING  
20'S FASHION!

RENAISSANCE SCHAUMBURG  
CONVENTION CENTER HOTEL  
BALLROOM

7:30PM - 10PM

REVEAL THE "SECRET  
PASSWORD" FOR A CHANCE  
TO WIN A FABULOUS PRIZE!

Join us at the MRCA Young Contractors Council Prohibition Party! Eat, drink, and make merry at the MRCA Speakeasy. Enjoy casino entertainment and fun for all experience levels. Casino tables are for entertainment purposes only; guests can play for free, and the casino-style entertainment is open to the public.

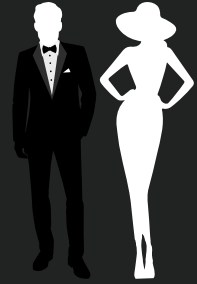
Deal yourself a night to remember and register now! Proceeds from this event will benefit the MRCA Foundation. Attendees can also participate in the YCC Service Project for Ronald McDonald House Charities.



QUESTIONS? CALL OR TEXT KATHLEEN UNGER AT 937-809-9809 OR EMAIL [KUNGER@MRCA.ORG](mailto:KUNGER@MRCA.ORG)

MRCA FOUNDATION PRESENTS

13TH ANNUAL



TUESDAY  
21ST OCT

DRESS CODE  
BLACK & WHITE



THE  
BLACK  
AND WHITE  
BALL



RECEPTION & AUCTION



FREE TO ALL REGISTERED ATTENDEES & EXHIBITORS

★ SILENT AUCTION 6PM-9PM ★ LIVE AUCTION 7:45PM

RENAISSANCE SCHAUMBURG CONVENTION CENTER HOTEL BALLROOM



To Benefit the Educational Programs, Industry Research, and  
Academic Scholarships for MRCA Members and their Families

NOTE: THE MRCA FOUNDATION IS A 501(C)(3) AND YOUR CONTRIBUTIONS AT THE AUCTION ARE TAX DEDUCTIBLE



# MRCA 75TH ANNUAL CONFERENCE & EXPO

October 20-22, 2025

Schaumburg, IL

## CONTRACTOR REGISTRATION FORM

This registration form is for use by **Contractors, Builders, Consultants, Specifiers, Code Officials, Engineers, Architects, and Insurance Agents**  
Online registration available at [www.mrca.org](http://www.mrca.org)

Company Name \_\_\_\_\_

Attendee Badge Name #1 \_\_\_\_\_ Unique Email (required) \_\_\_\_\_

Attendee Badge Name #2 \_\_\_\_\_ Unique Email (required) \_\_\_\_\_

Attendee Badge Name #3 \_\_\_\_\_ Unique Email (required) \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Work Phone \_\_\_\_\_

**FULL Registrations:** Includes Educational Sessions, MRCA Membership Meeting, Keynote Address, MRCA Welcome Reception and Foundation Auction, Meals, and Access to Exhibit Hall. Member price is being extended to **(CRCA) Chicago Roofing Contractor Association Members**.

### Member Full Registration

☐ \$350

### Additional Member Full Registration\*

☐ \$150 x \_\_\_\_\_ attendees = \$ \_\_\_\_\_

### Non-Member Individual Full Registration

☐ \$550

(Note: "Join and Register" is a better

### Additional Non-Member Full Registration\*

☐ \$400 x \_\_\_\_\_ attendees = \$ \_\_\_\_\_ value if registering more than 1 person)

\*Discount for "Additional" is available only if registrants are from the same company. Also available to spouses or guests of attendees.

### Join and Register Option for All Contractors:

Become an MRCA Member today and receive Silver Level Membership through 12/31/2026 and 1 complimentary FULL registration!

### Join MRCA and Register

☐ \$795

### Additional New MRCA Member Registration\*

☐ \$150 x \_\_\_\_\_ attendees = \$ \_\_\_\_\_

### EXPO ONLY Registrations:

This option is for Contractors, Builders, Consultants, Specifiers, Code Officials, Engineers, Architects, and Insurance Agents ONLY:

☐ FREE

### Non-Exhibiting MFRS, SUPPLIERS and REPS:

☐ \$675 per person

**SUBTOTAL BOX A: \$ \_\_\_\_\_**

### Activities Requiring Separate Registration Fee:

All registrations below can be stand-alone registrations

#### Topgolf Networking Event (Pre-Registration Required)

Monday, Oct. 20th 12:00-3:00 pm

(Includes 3 hours of golf, buffet lunch and all beverages)

☐ \$150 per person

#### HAWT Instructor Training Course for Trainers

☐ \$250 per person for MRCA and CRCA Members

☐ \$350 per person for Non-Members

#### HAWT Applicator Training Course for Applicators

☐ \$150 per person for MRCA and CRCA Members

☐ \$200 per person for Non-Members

#### Young Contractors Council (YCC) Fundraiser Welcome Party

Monday, Oct. 20th 7:30-10:00pm

☐ \$50 per person (Registration funds directly benefit the MRCA Foundation; on-site registration available at \$60)

#### Yoga Session hosted by MRCA WinR

Includes Yoga Mat: Monday, Oct. 20th at 8:00 am

☐ FREE (Registration is required. Space is Limited)

**SUBTOTAL BOX B: \$ \_\_\_\_\_**



### Special Notes/Requests:

- ☐ This is my First MRCA Conference & Expo
- ☐ I am 40 or under and interested in the Young Contractors Council
- ☐ I require special assistance onsite. Please contact me.
- ☐ I have a dietary preference for meals. Please specify: \_\_\_\_\_

**Total Payment Due: Box A + Box B \$ \_\_\_\_\_**

☐ Check to MRCA ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_ CSV # \_\_\_\_\_

Name on Card \_\_\_\_\_

**Cancellation Policy:** All cancellations must be received in writing. A \$15 processing fee applies to all cancellations. No refunds will be given after 10/01/2025. All refunds will be processed after the conference.

Mail completed form to: MRCA 7250 Poe Ave. Suite 410 Dayton, OH 45414 or Fax to 937-278-0317 or Email to [info@mrca.org](mailto:info@mrca.org)

# Registration INFORMATION



## SHOW LOCATION AND HOTEL

The 75th Annual MRCA Conference and Expo will be held at Renaissance Schaumburg Convention Center & Hotel just outside Chicago, IL.

### Renaissance Schaumburg Convention Center & Hotel

1551 Thoreau Dr N

Schaumburg, IL 60173

**Check-in: 4:00 PM    Check-Out: 11:00 AM**

<https://www.marriott.com/en-us/hotels/chirs-renaissance-schaumburg-convention-center-hotel/overview/>

#### **PARKING:**

On-Site Parking: Complimentary

Valet Parking: \$24.00

**Room Rate:** The Room rate is \$189.00 (+ taxes 15%) based on single and double occupancy. A deposit equal to one night's stay is required to hold your reservation. Should a guest cancel a reservation, the deposit will be refunded if notice is received at least 3 working days prior to arrival, and a cancellation number is obtained.

#### **Hotel Room Reservations :**

The MRCA Room Block is Closed. However, you may still be able to reserve a room at the special rate of \$189.00 (+ taxes 15%) based on the hotels availability. To book a room, please contact Sherry Freier at [sfreier@mrca.org](mailto:sfreier@mrca.org).

## Airports

The closest airport near Renaissance Schaumburg Convention Center Hotel is Chicago O'Hare International Airport (ORD). ORD is located approximately 13.0 Miles from the hotel.

## CONFERENCE REGISTRATION

**MRCA Member Companies** pay \$350 for the first registration and \$150 per additional attendee from the same company. Every registration includes entry to the exhibit hall as well as the MRCA Foundation Auction and Keynote Address. Additional Education and Networking Events are also available and priced separately on the Registration Form.

## HOW DO I REGISTER?

**Phone 800.497.6722** Get personalized support to register all company employees at one time.

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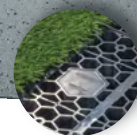
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# THE EVOLUTION OF MODIFIED BITUMEN ROOFING MEMBRANES: HISTORY, DISSEMINATION, AND MODERN APPLICATIONS



*By David Allen*

**M**odified bitumen (MB) roofing membranes have become a staple in the roofing industry due to their durability, flexibility, and ease of installation. This article explores the historical development of modified bitumen membranes, their origins, dissemination across global markets, and their current applications in modern roofing systems. The discussion also includes environmental considerations, contractor benefits, and the use of MB membranes in below-grade waterproofing applications. As sustainability and energy efficiency become critical in construction, MB membranes continue to evolve with improved formulations and installation methods. The continued advancements in polymer chemistry

and innovative application techniques highlight the growing role of MB membranes in contemporary roofing and waterproofing solutions.

Roofing technology has evolved significantly over the past century, with modified bitumen membranes emerging as an alternative to traditional built-up roofing (BUR) systems. BUR, composed of multiple layers of asphalt and felt, has been used for over a century, but it suffers from issues such as brittleness, labor-intensive installation, and susceptibility to weather-induced degradation. Additionally, BUR systems require extensive heating and application methods that increase labor costs and installation time.

The introduction of polymer-modified bitumen in roofing technology has revolutionized the industry by enhancing durability and performance. MB

membranes provide high tensile strength, excellent weather resistance, and ease of installation compared to older systems. Their adaptability to various climates and compatibility with different substrates make them a preferred choice for contractors and building owners worldwide. Unlike BUR systems, MB membranes come in roll form, making transportation and installation more efficient.

This article explores the history, global adoption, modern applications, and sustainability aspects of modified bitumen membranes. It also examines their advantages over other roofing systems and their expanding use in waterproofing applications beyond roofing. Additionally, the economic impact of MB roofing systems, including cost-effectiveness and lifecycle benefits, is analyzed to provide a comprehensive view of their role in the construction industry.

## Origins of Modified Bitumen Roofing

Imper Italia, which began manufacturing APP-modified bitumen membranes in 1967 with its pioneering Paralon product, played a crucial role in the development of MB membranes. By the early 1970s, these formulations were commercialized and began gaining traction in the European roofing industry. The superior performance of MB membranes compared to traditional BUR systems led to increased adoption. Additionally, as MB membranes were refined, they became more cost-effective, increasing their appeal to a broader market.

Two major polymer additives were introduced: Atactic Polypropylene (APP) and Styrene-Butadiene-Styrene (SBS), each providing unique performance benefits. APP-modified bitumen was developed to improve UV resistance and thermal stability, making it primarily suitable for warm climates where elevated temperatures could degrade conventional bitumen. SBS-modified bitumen, on the other hand, was designed to enhance elasticity and crack resistance, making it ideal for cold-weather applications where flexibility was crucial.

Germany faced a shortage of natural rubber and developed synthetic alternatives, including styrene-butadiene rubber (SBR), to meet military and industrial demands. The development of SBR, also known as Buna-S, was led by Dr. Walter Bock,

a German chemist working for I.G. Farben in the 1930s. His work on polymerizing butadiene with styrene resulted in a synthetic rubber that could replace natural rubber, which was in short supply during World War II (Feldman & Barbalata, 'Synthetic Polymers: Technology and Applications', 1996).

This research laid the foundation for later advancements in elastomeric polymers. In the post-war era, Shell Chemical Company built upon these earlier innovations and developed Styrene-Butadiene-Styrene (SBS), a block copolymer that combined the elasticity of rubber with the processability of thermoplastics. Initially intended for use in adhesives and industrial applications, SBS was later adapted for construction materials, including modified bitumen roofing.

Shell researchers pioneered the integration of SBS into bitumen, creating a highly elastic and durable roofing material. SBS-modified bitumen offered superior flexibility, even at low temperatures, significantly reducing the risk of cracking and extending the lifespan of roofing membranes. By the 1970s, SBS-modified bitumen membranes had been



widely adopted across Europe, paving the way for their introduction to the North American market.

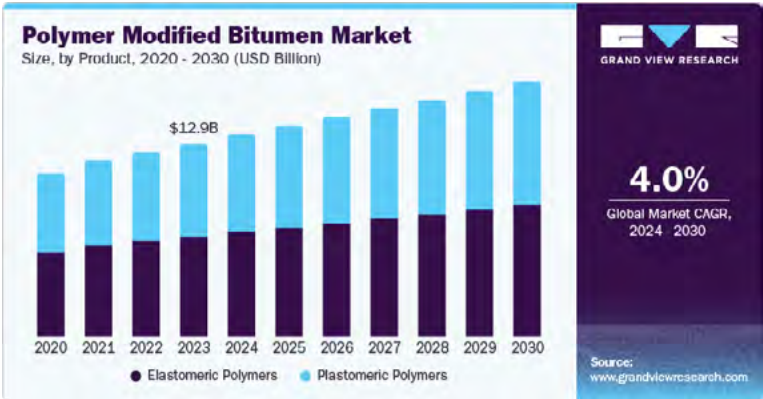
## Dissemination and Global Adoption

The success of modified bitumen roofing systems in Europe soon influenced markets in North

America and beyond. By the late 1970s and early 1980s, MB membranes were introduced to the U.S. and Canadian roofing industries. Manufacturers adapted production techniques to meet regional climate conditions and regulatory standards, further accelerating adoption. The introduction of APP and SBS membranes revolutionized commercial roofing in North America, offering an alternative to asphalt-based BUR systems. Advances in polymer research during this period also improved weather resistance, increasing the product's appeal.

Growing urbanization and infrastructure development in Asia and the Middle East led to increased demand for reliable roofing solutions. In Latin America and Africa, the cost-effectiveness and durability of MB membranes made them a preferred choice for residential and commercial roofing in developing economies. Today, modified bitumen membranes are a global standard in low-slope roofing applications, with advancements in polymer technology further enhancing their performance. Additionally, regulatory shifts favoring environmentally friendly materials have encouraged further innovation in MB formulations.

membranes, particularly those with reduced polymer crystallinity, degrade more rapidly in nature than synthetic alternatives (Green Building Standards, 'Energy-Efficient Cool Roof Products', 2023). Additionally, MB systems contribute to energy efficiency through reflective coatings and cool roofing technologies, reducing urban heat island effects and lowering cooling costs (Energy Star, 'Cool Roofs Initiative', 2023).



Conclusion

Modified bitumen membranes have revolutionized roofing technology, offering enhanced durability, flexibility, and sustainability. Their integration into global roofing standards highlights their importance in modern construction. As regulatory requirements for environmental responsibility grow, MB membranes will continue to evolve, incorporating innovative polymer blends and energy-efficient coatings. With their proven track record, modified bitumen membranes remain a reliable solution for commercial, industrial, and residential roofing needs.

**David G. Allen**, from CRCA Associate Member firm, BITEC, Inc., has dedicated 49 continuous years to the roofing industry and is a graduate of UA Little Rock.

Roofing Membrane Type Comparison and Degradability

| Roofing Type | Material                         | Application Method                                 | Advantages                                          | Degradability                                                                 |
|--------------|----------------------------------|----------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------|
| PVC          | Polyvinyl Chloride               | Heat-welded                                        | High durability, chemical resistance                | Low – can persist in the environment for decades                              |
| TPO          | Thermoplastic Olefin             | Heat-welded                                        | Energy-efficient, UV-resistant                      | Moderate – some formulations are recyclable                                   |
| EPDM         | Ethylene Propylene Diene Monomer | Fully adhered, ballasted, or mechanically fastened | Excellent weather resistance, flexibility           | Low – resistant to degradation, requiring special disposal methods            |
| BUR          | Built-Up Roofing                 | Hot asphalt or cold adhesive                       | Multi-layer durability, redundancy                  | Moderate – asphalt components degrade over time but can be repurposed         |
| MB           | Modified Bitumen                 | Heat-welded, cold-applied, or self-adhered         | High tensile strength, excellent weather resistance | Variable – degradation rate depends on formulation and environmental exposure |

Figure 1. Comparison and Degradability

Environmental Considerations and Sustainability

Modified bitumen membranes are considered environmentally safer compared to fully synthetic membranes due to their faster biological decomposition rates. Studies indicate that MB

Throughout his nearly five decades in the industry, Allen has had a distinguished career in the roofing industry, playing a pivotal role in BITEC, Inc.'s growth and reputation. Early in his career, he assisted in expanding roofing technologies globally, contributing to international projects that advanced the adoption of innovative materials. His expertise was honed in the European

## TECHNICAL & RESEARCH

market, where modified bituminous roofing materials originated, giving him deep insight into the evolution of high-performance roofing systems. With a strong background in materials science and construction, he became a key figure in developing roofing and waterproofing products.

His expertise has contributed to innovations in self-adhered systems, modified bitumen membranes, and improved installation methods. Beyond product development, Allen has been instrumental in technical training, customer support, and quality assurance, ensuring BITEC's continued excellence. For more information, contact [dallen@bitec.com](mailto:dallen@bitec.com).



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