

2024 TEXAS ROOFING CONFERENCE

SCHEDULE OF EVENTS

Wednesday September 11, 2024

8:30 AM - 3:00 PM RCAT Annual Golf Tournament (Bear Creek Golf Club, 3500 Bear Creek Ct, Dallas, TX 75261) Registered players should arrive at 8:30 AM for check-in and lunch. 10:30 AM Shotgun Start.

4:00 PM – 7:00 PM Main Exhibitor Setup (Irving Convention Center, 1st Floor, Exhibit Hall A&B)

6:30 PM – 8:00 PM Welcome Reception at Texican Court Open to ALL Registered Conference Attendees. (Texican Court, 501 W Las Colinas Blvd., Irving, TX 75039)

Thursday September 12, 2024

6:30 AM – 5:00 PM Registration Desk Open (Irving Convention Center, 1st Floor Lobby)

7:00 AM – 12:00 PM Exhibitor Set-Up (Irving Convention Center, 1st Floor, Exhibit Hall A&B)

7:00 AM – 8:30 AM Attendee Breakfast (Irving Convention Center, 3rd Floor)

7:30 AM – 10:30 AM RCAT Licensing Exam Prep. Boot Camp (3rd Floor, Meeting Room 4) (3 CEU) (7:30 AM Business & Safety; 8:30 AM Residential Roofing; 9:30 AM Commercial Roofing) *Preparation Course for the RCAT Licensed Roofing Contractor Program Exams. PRE-QUALIFICATION & SEPARATE REGISTRATION REQUIRED. NO WALK-INS! This session is NOT included with Conference Registration Package.*

7:30 AM – 10:20 AM Seminars / Educational Programs for Residential & Commercial Roofing Contractors **ALL SEMINARS ARE ON THE 3rd FLOOR. See full program descriptions further down.**

You must be FULLY REGISTERED for the conference to gain entrance to seminars. Space in each room will be available on a first come, first serve basis.

| 3rd Floor | Jr Ballroom A-B | Jr Ballroom C-D | Meeting Room 1 | Meeting Room 2 |
|-------------------|---|--|---|--|
| 7:30AM - 8:20AM | Chris Hunter, "How to Build the Ultimate Digital Marketing Machine" (1 CEU) | Jessica Stahl, "Building a Winning Culture" (1 CEU) | Glen Clapper, "Is the Leak Really the Roof?" (1 CEU) | Tracie Garner, "What does Insurance cover anyway?" (1 CEU) |
| 8:30AM - 9:20AM | Megan Ellsworth, Heidi J. Ellsworth, "Mastering Podcast Marketing for your Roofing Business!" (1 CEU) | William Lundquist, "Is Your Roof Contract Under Attack? Current State Law and Implications of TDI v. Stonewater Roofing" (1 CEU) | Stuart Lynn, "Winds of Change: Resilience to Weather Storms in Your Business" (1 CEU) | Trent Cotney, "State of the Industry: A Legal Perspective" (1 CEU) |
| 9:30AM - 10:20AM | Steve Rozenberg, "Unlocking Unlimited Leads & Skyrocketing Sales : The Power of Partnering with Property Management" (1 CEU) | Tim Connor, "Avoiding the Lost Sales Paradox" (1 CEU) | Charlie Smith, "Standing Seam Basics" (1 CEU) | Darren Williams, "What is my roofing business really worth and how to make it more valuable" (1 CEU) |
| 10:30AM - 11:20AM | KEYNOTE SPEAKER - Hans Johnson, TWF Systems. "True Wealth Formula: How to Master Money, Live Free and Build a Legacy" (4th Floor, Grand Ballroom 1-4) | | | |

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7:30 AM – 8:20 AM (Jr. Ballroom A-B) - Chris Hunter, RoofingSites.com: "How to Build the Ultimate Digital Marketing Machine" (1 CEU) *Are you ready to take 2025 by storm? Do you have a clear plan of attack as it relates to your internet marketing & lead generation strategy? Have you put together an updated plan based on all the changes in the online space? On this live training, we'll be unpacking "How to Build the Ultimate Marketing Machine for Your Roofing Company" and what you need to do to MAXIMIZE your lead flow via the internet in your roofing business going into the New Year.*

7:30 AM – 8:20 AM (Jr. Ballroom C-D) - Jessica Stahl, Ignite Results: "Building a Winning Culture" (1 CEU) *Do you want to scale your company, double your revenue, increase retention, recruit top talent, and turn customers into raving fans? The fastest and most effective way to accomplish these goals is by building a strong company culture. This empowering workshop will elevate your ability to: get clear on your company's vision and values. learn the 5 fatal culture killers, recruit people that fit with your culture and cut the dead weight, immediately implement activities and team meetings that drive engagement, ultimately transform your company into one that is manageable and scalable.*

7:30 AM – 8:20 AM (Meeting Room 1) - Glen Clapper, NRCA: "Is the Leak Really the Roof?" (1 CEU) *This course will examine the interface of roofs and walls and the challenges in providing water-tight construction details. Information will be provided showing that not all wall cladding is waterproof. Examples will be presented that are not roof issues that may lead to water leakage into a building or home.*

7:30 AM – 8:20 AM (Meeting Room 2) - Tracie Garner, INSURICA: "What does Insurance cover anyway?" (1 CEU) *This session breaks down each coverage, options and how it applies.*

8:30 AM – 9:20 AM (Jr. Ballroom A-B) - Megan Ellsworth and Heidi J. Ellsworth, RoofersCoffeeShop: "Mastering Podcast Marketing for your Roofing Business!" (1 CEU) *Podcasts have become an essential part of popular culture for millions of listeners. They provide a new way to absorb information that once might have been read in newspapers, books, magazines or heard over the radio. Considering the current labor shortage, podcasts are a great way to engage with the next generation of workers and share the great industry that is roofing and construction, while also positioning your company as the roofing expert. Learn to harness the power of podcasts for your company and brand with this workshop.*

8:30 AM – 9:20 AM (Jr. Ballroom C-D) - William Lundquist, Lundquist Law Firm: "Is Your Roof Contract Under Attack? Current State Law and Implications of TDI v. Stonewater Roofing" (1 CEU) *This session will briefly define UPPA, what acts constitute public adjusting under Sec. 4102, and how to keep from crossing the line by examining court decisions to compare language in those contracts, with particular focus on the implications of the recent TDI vs. Stonewater Roofing decision from the Texas Supreme Court. Roofers will also learn practical tips for legally presenting a compelling scope of loss with a qualified DOL to ensure the claim is in the best position for a licensed advocate to dispute a carrier's decision and to maintain your company's relationship with the insureds. In this respect, will address common misperceptions where roofers discover older damage to an insured property and time limits that bar recovery found in virtually every policy, so these are tracked in your system when evaluating storm damage and/or where the insured elects to invoke appraisal.*

8:30 AM – 9:20 AM (Meeting Room 1) - Stuart Lynn, Lynn Engineering: "Winds of Change: Resilience to Weather Storms in Your Business" (1 CEU) *In today's rapidly evolving business climate, resilience is more crucial than ever. This presentation focuses on strategies that enable roofing businesses to not only survive but thrive in all areas including TDI-designated windstorm zones. Incorporate these strategies and build a*

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foundation of resilience that allows your business to navigate the winds of change effectively, ensuring long-term sustainability and growth amid economic and environmental challenges.

8:30 AM – 9:20 AM (Meeting Room 2) - Trent Cotney, Adams and Reese, LLC: "State of the Industry: A Legal Perspective" (1 CEU) *This seminar provides an overview of the most current legal issues in roofing. Topics include the latest contract provisions, OSHA regulations, employment and immigration issues, as well as current trends.*

9:30 AM – 10:20 AM (Jr. Ballroom A-B) - Steve Rozenberg, Unlimited Mindset, LLC: "Unlocking Unlimited Leads & Skyrocketing Sales : The Power of Partnering with Property Management" (1 CEU) *Discover the transformative potential of 1 vs. 100: instead of knocking on doors for single contracts, leverage phone calls to generate 100, 1000, or even 10,000 inbound leads. Gain insights from the owner of Texas' fastest-growing property management firm on fostering lasting partnerships for consistent sales and revenue growth.*

9:30 AM – 10:20 AM (Jr. Ballroom C-D) - Tim Connor, Connor Resource Group: "Avoiding the Lost Sales Paradox" (1 CEU) *Most organizations lose more new clients or customers each year than they gain. This costs them more money than they can imagine. Tim discusses how to avoid all the mistakes and creative techniques and strategies regarding how to dramatically increase sales. I guarantee if you implement just a few of the ideas and topics I cover you will have a dramatic increase in sales and referral business.*

9:30 AM – 10:20 AM (Meeting Room 1) - Charlie Smith, McElroy Metal: "Standing Seam Basics" (1 CEU) *This course will cover the different types of standing seam roofs available in the marketplace and outline what systems are best for different applications. We will cover the differences between structural and architectural panels, installing over open frame vs solid decking, point of fixity, valley trim, curbs and little things that differentiate good roofers from great roofers.*

9:30 AM – 10:20 AM (Meeting Room 2) - Darren Williams, Mastery Partners: "What is my roofing business really worth and how to make it more valuable" (1 CEU) *Understand why 83% of ALL businesses FAIL to sell or successfully transition. You will receive a checklist with actionable items that will make your business more valuable and increase your odds to successfully sell or transition. Learn what your transition options are and how to properly value your company.*

10:30 AM – 11:20 AM KEYNOTE SPEAKER (4th Floor, Grand Ballroom 1-3) Hans Johnson, TWF Systems. "True Wealth Formula: How to Master Money, Live Free and Build a Legacy" *Hans is going to cover how to manage money and create wealth via ratios; four types of assets and liabilities/debts and how they impact your financial freedom, how to tell the difference between an investment and a speculation and to manage risk accordingly; little know assets that create cashflow and can be automated with no middle man, commission or broker fees; and how to put a system together that manages it all.*

11:30 AM – 12:50 PM RCAT Annual Business Meeting & Awards Luncheon (4th Floor, Grand Ballroom 4-8)

1:00 PM – 5:00 PM Expo Open (Irving Convention Center, 1st Floor, Exhibit Hall A&B)

The Expo Hall features 150 Exhibitors showcasing the products, value-added services and innovative ideas!

-Door Prize Drawings Start at 2:00 PM! You MUST be present to win!

-Expo Happy Hour Food & Beverage Service Starts at 3:00 PM!

5:30 PM – 7:00 PM Private Reception for RCAT Past Presidents, Board and Chapter Board Members

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Friday September 13, 2024

7:00 AM – 2:00 PM Registration Desk Open (Irving Convention Center, 1st Floor)

7:30 AM – 9:00 AM Attendee Breakfast (Irving Convention Center, 3rd Floor)

8:00 AM – 12:00 PM RCAT Licensed Roofing Contractor Exam Session (3rd Floor, Meeting Room 4) (Separate registration and pre-qualification is required. NO WALK INS!)

8:00 AM – 12:30 PM Seminars / Educational Programs for Residential & Commercial Roofing Contractors *ALL SEMINARS ARE ON THE 3rd FLOOR. See full program descriptions further down.*

You must be FULLY REGISTERED for the conference to gain entrance to seminars. Space in each room will be available on a first come, first serve basis.

| 3rd Floor | Jr Ballroom A-B | Jr Ballroom C-D | Meeting Room 1 | Meeting Room 2 |
|-------------------|---|---|---|--|
| 8:00AM - 8:50AM | Russ Wilson, Trent Gagnon, Karl Wood, "When, Why, & How to Use a Public Adjuster" (1 CEU) | Diane Helbig, "How To Enjoy Selling AND Get Results" (1 CEU) | Todd Stovall, "Simplifying OSHA Rooftop Fall Protection Requirements" (1 CEU) | Pete McKendrick, "Building Trust, One Shingle at a Time: The Educated Homeowner Advantage" (1 CEU) |
| 9:00AM - 9:50AM | Philip J. Siegel, "Employee or Independent Contractor? An Update on the Misclassification Issue under the FLSA and NLRA" (1 CEU) | Jim Johnson, Bruce Blomberg, "How to Build a Profitable and Ethical Solar Approach" (1 CEU) | Paul Reed, "Residential to Commercial Roofing" (1 CEU) | William Elliott, "The Employee Life Cycle" (1.5 CEU) |
| 10:00AM - 10:50AM | <div>(starts at 10:30 - 12:30)</div> <div>Jr. Ballroom A-D</div> <div>PANEL DISCUSSION: "Roofing & Insurance - What the Future Holds for Policies & Claims" (2 CEU)</div> | | Marcos Flores Jr, "Complex Roof Evaluations: Why & When Forensic Laboratory Analysis Matters" (1 CEU) | (ends at 10:20) |
| 11:00AM - 11:50AM | | | Jay Bradley, "LIFE by RoofNuts" (1 CEU) | |
| 12:00PM - 12:30PM | | | | |

8:00 AM – 8:50 AM (Jr. Ballroom A-B) - Russ Wilson, Trent Gagnon and Karl Wood, Suncoast Claims, Inc.: "When, Why, & How to Use a Public Adjuster" 1 CEU *Over the last decade, insurance companies have drastically changed how they handle insurance claims. Paired with the hundreds of new policies in the market, many contractors are left wondering, "Does my client need a Public Adjuster?" This course will cover the proper role of Public Adjusters (Why PAs?), the types of claims to involve a Public Adjuster (When & Where to involve PAs), and how to introduce a Public Adjuster to your client.*

8:00 AM – 8:50 AM (Jr. Ballroom C-D) - Diane Helbig, Helbig Enterprises: "How to Enjoy Selling AND Get Results" (1 CEU) *Many salespeople are selling challenged. They engage in activities that don't get them to goal, are uncomfortable with being 'salesy', and struggle with closing effectively. Their sales strategy is flawed. In this program, we explore tactics that actually work. Attendees learn a process that is more natural, comfortable, and effective.*

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8:00 AM – 8:50 AM (Meeting Room 1) - Todd Stovall, Kee Safety: "Simplifying OSHA Rooftop Fall Protection Requirements" (1 CEU) *Join our rooftop safety training to learn about fall protection, risk mitigation, common hazards, and answers to FAQs. Kee Safety fall protection expert Todd Stoval will offer practical tips and innovative solutions for worker safety during maintenance tasks. Enhance your knowledge and prioritize well-being.*

8:00 AM – 8:50 AM (Meeting Room 2) - Pete McKendrick, Roofr: "Building Trust, One Shingle at a Time: The Educated Homeowner Advantage" (1 CEU) *Are you leaning on education as a sales tool? Join this session as we explore the crucial aspects of building trust with homeowners, and how transparency and education can help you. In a competitive industry, establishing credibility is key. Teaching homeowners is the best way to do this – and often the most overlooked tool.*

9:00 AM – 9:50 AM (Room) - Philip J. Siegel, Hendrick, Phillips, Salzman & Siegel: "Employee or Independent Contractor? An Update on the Misclassification Issue under the FLSA and NLRA" (1 CEU) *The law that determines whether a worker is an employee, or an independent contractor has undergone significant change under the Biden Administration. Both the Department of Labor and the National Labor Relations Board have tackled what is commonly known as the misclassification issue. During this one-hour session, we will explore the Department of Labor's new regulation addressing the misclassification issue. We will also discuss how the National Labor Relations Board determines whether a worker is an employee or an independent contractor.*

9:00 AM – 9:50 AM (Jr. Ballroom C-D) - Jim Johnson, Contractor Coach PRO & Bruce Blomberg, Selling-Solar.com: "How to Build a Profitable and Ethical Solar Approach" (1 CEU) *For years the roofing industry has been a target for unscrupulous players in the solar industry who attempt to make us the sales arm of their business while rarely, if ever, holding their end of the bargain. Solar isn't that hard, and we can, and need to, own it from start to finish just like we do in roofing. Join this power packed seminar where will will lay out the road map to adding a highly profitable and ethical solar division to your business. One without the stress of having an EPC or Finance companies with egregious dealer fees holding you, your business, and most of all your client's hostage!*

9:00 AM – 9:50 AM (Meeting Room 1) - Paul Reed, Commercial Roofing Academy: "Residential to Commercial Roofing" (1 CEU) *The Commercial Roofing Academy is designed to help residential contractors transition into commercial roofing but is also for commercial contractors who want to learn more about commercial roofing and the how-tos of all the up-and-coming techniques.*

9:00 AM – 10:20 AM (Meeting Room 2) - William Elliott, Elliott Coaching LLC: "The Employee Life Cycle" (1.5 CEU) *It is currently a job seekers market, and if your goal is to attract top talent whether it is labor, administrative, project management, sales reps., etc. you need to fully understand the cycle of employment within the organization. This session will explore the job description, recruitment, retention, evaluation, leadership pathways and even separation.*

10:00 AM – 2:00 PM Expo Open (Irving Convention Center, 1st Floor, Exhibit Hall A&B)

-It's Friday! Expo Happy Hour Food & Beverage Service Starts at 12:00 PM!

-\$5,000 RCAT Raffle Winner Drawn at 1:30 PM!

10:00 AM – 10:50 AM (Meeting Room 1) - Marcos Flores, Jr. and Jeromy Fielder, J.S. Held: "Complex Roof Evaluations: Why & When Forensic Laboratory Analysis Matters" (1 CEU) *In some instances, visual assessments of roofing conditions does not provide sufficient comprehensive information that is needed*

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to accurately determine the causes or extents of damage. Forensic analysis is crucial for accurately assessing reported damage to roof coverings. In these cases, competent evaluators acknowledge that destructive assessment is warranted, which often includes off-site laboratory evaluation of materials removed from the site. This session will discuss several types of analysis and testing to help determine if a roof is damaged.

10:30 AM – 12:30 AM (Jr. Ballroom A-D) - PANEL DISCUSSION: "Roofing & Insurance - What the Future Holds for Policies & Claims" (2 CEU) Panelists include: Steven Badger, Zelle LLP (Carrier Attorney), Karen Ensley, Ensley Benitez Law, PC (Contractor Attorney), Dallas Kaemmerling, Longhorn Public Adjusters (PA), Steve Patrick, Level the Playing Field (PA, Consultant), Dan C Pitts Jr, CRRL, Pitts Roofing Company, and AJ Huckaby, RRL, Springtree Restoration. This hot topic deserves a Texas size panel discussion with subject matter experts. These panelists will be covering some of the most controversial questions and legal issues contractors face as it relates to roofing insurance claims, and they will be taking questions from the audience!

11:00 AM – 11:50 AM (Meeting Room 1) - Jay Bradley, RoofNuts LLC: "LIFE by RoofNuts" (1 CEU) The LIFE test can enhance a sales team by revealing individual communication styles and behavioral tendencies. Understanding these dynamics improves team cohesion, enhances client interactions, and optimizes sales strategies to better meet diverse customer needs.

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