



**FEBRUARY 19-21, 2025**  
**SAN ANTONIO, TX**  
HENRY B. GONZÁLEZ CONVENTION CENTER

# SHOW GUIDE

FOR THE PREMIER ROOFING  
AND EXTERIORS EVENT

[theroofingexpo.com](http://theroofingexpo.com)

OFFICIAL SHOW SPONSOR



OFFICIAL SHOW PUBLICATION

**ROOFING**  
**CONTRACTOR**



**STRAUSS**



Sponsored by NRCA

BOOTH 8013

USE CODE  
**FIRST25**  
AND GET  
**10% OFF**

GOOD THROUGH  
03/15/25

# MADE FOR MEISTERS

[STRAUSS.COM](http://STRAUSS.COM)

# BUILD WITH BOLD CHOICES.

Roofing Elevated. Choices Unlimited.



COME SEE US IN BOOTH 11101  
AT THE INTERNATIONAL ROOFING EXPO

February 19 - 21st | San Antonio, Texas

To learn more about our diverse range of product offerings, visit [WestlakeRoyalRoofing.com](http://WestlakeRoyalRoofing.com).

**Westlake**  
Royal Building Products™

BE BOUNDLESS™

© 2025 Westlake Royal Building Products

[WestlakeRoyalBuildingProducts.com](http://WestlakeRoyalBuildingProducts.com)

SIDING & ACCESSORIES TRIM & MOULDINGS ROOFING STONE WINDOWS OUTDOOR LIVING

# WELCOME TO IRE 2025!

## WHERE INNOVATION MEETS OPPORTUNITY: WELCOME TO IRE 2025!

Welcome to the International Roofing Expo® 2025 – the premier gathering for roofing and exterior contractors like you. Join 14,000+ industry professionals in San Antonio, where innovation, strategy, and cutting-edge trends come together to elevate your expertise and grow your business.

For over 60 years, IRE has been the heartbeat of the industry, fostering connections, camaraderie, and actionable solutions. This year, we're thrilled to offer a curated conference program featuring 106 educational sessions across 7 tracks, covering 45+ critical topics to ensure you stay ahead of the curve.

### Keynote Speaker

Reid Ribble: Is the American Dream Dead?

We're honored to welcome Reid Ribble back to IRE as our keynote speaker! With decades of dedication to the roofing industry, Reid has become a trusted voice for contractors and business leaders nationwide. From leading his family's roofing company to serving as the NRCA's CEO, Reid brings unparalleled insights into the challenges and opportunities facing the industry today. Don't miss this inspiring keynote as he shares his vision for the future of roofing.

### Explore, Connect, and Thrive

On the show floor, immerse yourself in opportunities to explore cutting-edge products, attend live demos, and participate in our expanded building clinics. Don't miss the first-ever ProContractors Pavilion, the Roofing Alliance Student Competition, and exhibitor-led seminars designed to address the most pressing industry topics.

Make the most of your time at IRE with our digital show guide and the "Roofing Expo" app. Plan your schedule, navigate the Henry B. González Convention Center seamlessly, and ensure every moment counts.

### Discover San Antonio

As you take in everything IRE has to offer, enjoy the vibrant culture of San Antonio. From the historic River Walk to world-class dining, this city offers the perfect backdrop for connecting, learning, and unwinding.

Get ready to experience education, innovation, and excellence like never before. We're excited to have you join us for IRE 2025, February 19-21, in San Antonio, TX.

See you in San Antonio!

## TABLE OF CONTENTS

### GENERAL INFORMATION

WELCOME .....	5
ATTEND CONFERENCE SESSIONS .....	6
SCHEDULE AT A GLANCE.....	7
PLAN YOUR TRIP.....	8
SUSTAINABILITY .....	10
SHOW EVENTS .....	12

### EDUCATION

SCHEDULE .....	17
NRCA EDUCATION.....	25

EXPO HALL.....	30
----------------	----

## SHOW STAFF

**Rich Russo**  
Show Director  
Richard.Russo@informa.com

**Julia Tiberio**  
Event Operations Manager  
julia.tiberio@informa.com

**Kayla Forni**  
Event Operations Coordinator  
kayla.forni@informa.com

**Brandi McElhaney**  
Sr. Conference Manager  
brandi.mcelhaney@informa.com

**Danielle Griffin**  
Marketing Manager  
danielle.griffin@informa.com

**Kenny Lester**  
Sales Manager  
kenneth.lester@informa.com

**Darrin Cayton**  
Sr. Account Executive  
darrin.cayton@informa.com

**Robert Leal**  
Account Executive  
robert.leal@informa.com

**Tami Svarfvar**  
Business Development Manager  
tami.svarfvar@informa.com

**Joy Williams**  
National Account Manager  
joy.williams@informa.com





# SCHEDULE AT A GLANCE

## ATTEND CONFERENCE SESSIONS

Explore conference sessions and source new products with our tailored packages to elevate your expertise. Enhance your skills further and expand your network by adding special events and NRCA training classes to your registration.

# SECURE YOUR PASS TODAY!

### REGISTRATION Rates

<b>CONFERENCE SUPER PASS</b>	
NRCA Member	\$575
Non-Member	\$625
Manufacturer/Wholesaler	\$885
Student	\$285
<b>SINGLE DAY CONFERENCE PASS</b>	
NRCA Member	\$399
Non-Member	\$449
<b>EXPO HALL ONLY PASS</b>	
Regular	
NRCA Member	\$100
Non-Member	\$115
Manufacturer/Wholesaler	
NRCA Member	\$426
Non-Member	\$450

### IRE SPECIAL EVENTS Rates

Welcome Party	\$85
Community Service Day	\$30
Keynote Session	Free
First-Time Attendee Reception	Free

### NRCA EVENTS & EDUCATION Member / Non-Member

Roofing Alliance CM Student Competition	Free / Free
NRCA Awards Ceremony & Cocktail Reception	Free / Free
NRCA ROOFPAC Reception <a href="#">Register Here</a>	\$175 per person
NRCA Foreman Leadership Training, Level 1	\$695 / \$895
NRCA Safety Leadership Workshop	\$595 / \$645
EmpowerAll Together Reception <b>SOLD OUT</b>	Free / Free

### NWIR CONFERENCE Member / Non-Member

*NWIR Day	\$225 / \$350
-----------	---------------

[Register Here](#)

\*Registration for the event will be processed by NWIR.

Passes do not include Community Service Day or NRCA education and events.

#### Sunday, February 16 & Monday, February 17

TIME	SESSION	LOCATION
8:00 AM - 5:30 PM	National Women in Roofing Day	Grand Hyatt Riverwalk San Antonio

#### Tuesday, February 18

TIME	SESSION
7:30 AM - 2:00 PM	16th Annual Community Service Day <b>SOLD OUT</b>
4:30 PM - 6:30 PM	NRCA ROOFPAC/NWIR Extravaganza

#### Wednesday, February 19

TIME	SESSION
8:15 AM - 9:15 AM	IRE Conference Program
8:00 AM - 4:00 PM	NRCA Safety Leadership Workshop
9:30 AM - 10:50 AM	Keynote Session: Is the American Dream Dead? by Reid Ribble
4:00 PM - 5:00 PM	EmpowerAll Together Reception
4:30 PM - 5:00 PM	IRE First-Time Attendee Reception
5:00 PM - 7:00 PM	IRE Welcome Party

#### Thursday, February 20

TIME	SESSION
8:30 AM - 11:00 AM	IRE Conference Program
8:00 AM - 11:30 AM	Roofing Alliance Construction Management Student Competition
8:00 AM - 4:00 PM	NRCA Foreman Leadership Training, Level 1
5:00 PM - 7:00 PM	NRCA Awards Ceremony & Cocktail Reception

#### Friday, February 21

TIME	SESSION
8:30 AM - 11:00 AM	IRE Conference Program

#### EXPO HALL

Wednesday, February 19 | 11:00 AM - 5:00 PM  
 Thursday, February 20 | 11:00 AM - 5:00 PM  
 Friday, February 21 | 11:00 AM - 3:00 PM

#### EXHIBITOR PRESENTED SEMINARS

Wednesday, February 19 | 11:30 AM - 3:15 PM  
 Thursday, February 20 | 11:30 AM - 3:15 PM

#### EXTERIORS PAVILION EDUCATION

Wednesday, February 19 | 11:30 AM - 3:15 PM  
 Thursday, February 20 | 11:15 AM - 4:15 PM  
 Friday, February 21 | 11:30 AM - 1:15 PM

Schedule is subject to change. For up-to-date show information, visit [www.theroofingexpo.com](http://www.theroofingexpo.com).

# EXPLORE SAN ANTONIO

San Antonio's River Walk, Spanish colonial architecture and parks and plazas make it one of America's most picturesque cities. As one of the fastest growing cities in the nation, San Antonio offers modern convenience in the middle of a historic city with diverse culture, ethnic cuisine and exciting attractions.

Go to [San Antonio's Official Visitor's Guide](#) to get inspired and start planning your trip.

## PLAN YOUR TRIP. SAVE ON YOUR HOTEL.

In partnership with onPeak, we've secured discounted rates at a variety of hotels in San Antonio. onPeak is the only hotel provider endorsed by the IRE, and we encourage you to book through them for the best selection and price.

### Benefits of Booking with onPeak

- Hotel Rewards Points
- Discounted Rates
- Best Rate Pledge
- Group Reservations
- Customer Support
- Flexibility



# 16TH ANNUAL COMMUNITY SERVICE DAY PROJECT

TUESDAY, FEBRUARY 18, 2025

7:30 am - 2:30 pm

Each year the International Roofing Expo partners with Rebuilding Together to make critical home repairs for those in need. Volunteers will revitalize San Antonio and give back to the local community in the 16th Annual Community Service Day Project. **This year volunteers are participating in San Antonio, donating, and sharing the project with others.**

### VOLUNTEER DAY - Tuesday, February 18

Volunteers will come to San Antonio a day early to help us give back to the local community by participating by helping to make home repairs and renovations for low-income residents in need.



### CONNECT WITH THE EVENT

Stay connected with the event by using the #CSDProject25 and #RoofingProtects on social media.



MAIN SPONSOR:



# INTERNATIONAL ROOFING EXPO SUSTAINABILITY PROGRAM

SHAPING THE INDUSTRY FOR A SUSTAINABLE FUTURE.

## OUR MISSION AND COMMITMENT

International Roofing Expo is proud to continue our Sustainability Program at the 2025 event. We recognize our trade show has an impact on the environment. Through our Sustainability Program, we are striving to identify, understand, and address these impacts to achieve continual improvement year after year.

Guided by the Informa Markets FasterForward Program, IRE 2025 will strive to improve the sustainability of the Roofing Industry and our events.



## SEE IT IN ACTION - WHAT'S HAPPENING AT IRE

- Recycling to minimize landfill waste
- Reduction in materials and procurement
- Reducing printed materials – We're heavily reducing printed publications, materials and event guides in favor of using digital platforms
- Recycling printed signage – As an annual event, we make sure to develop printed materials that can be reused
- Implementing digital wayfinding – We are making the expo hall floor plan, conference schedule, and sustainability efforts accessible via interactive touch screens in the lobby and on the expo floor.



## SHARE YOUR STORY WITH IRE

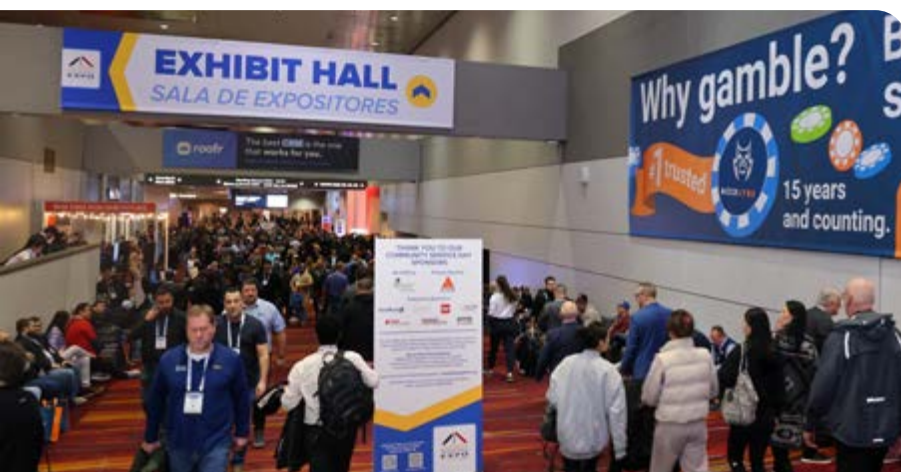
Post what your company is doing on social media and tag it with #RoofingProtects. The person who makes the biggest impact will win a \$100 gift card to shop local near them.

This year, we are challenging our exhibitors to be the most sustainable!

Show us how you are reducing your footprint in San Antonio and you could earn an exhibitor prize package worth over \$6,000 and the title of the Most Sustainable Exhibitor!

Check out our guides below on what you can do while you're at the IRE.

Would you like to work with us on the sustainability of our event?



# INTERNATIONAL ROOFING EXPO SUSTAINABILITY PROGRAM

SHAPING THE INDUSTRY FOR A SUSTAINABLE FUTURE.

## 16TH ANNUAL COMMUNITY SERVICE DAY PROJECT

**Tuesday, February 18, 2025 | 7:30 am - 2:30 pm**

Each year the International Roofing Expo partners with Rebuilding Together to make critical home repairs for those in need. Help us revitalize San Antonio and give back to the local community by participating in the 16th Annual Community Service Day Project. This year you can participate by volunteering in San Antonio, donating, and sharing the project with others.



## SUSTAINABLE EXHIBITOR PROGRAM

Join us in our sustainability initiatives and you could win the Most Sustainable Exhibitor award! Show us how you are reducing your footprint in San Antonio and you could earn an exhibitor prize package worth over \$6,000.

[Click this link](#) for more details on this exciting new program.

## 2024 SUSTAINABLE EXHIBITOR REWARD RECIPIENT



## TERRACYCLE RECYCLING BINS

Recycle your badges and lanyards at one of the Terracycle bins in the main lobby and you could win a \$100 gift card!

Contact us at [info@theroofingexpo.com](mailto:info@theroofingexpo.com).

Do you have your own great story or want to share your efforts? Post what your company is doing on social media and tag it with #RoofingProtects.



# SHOW EVENTS

## National Women in Roofing (NWIR)

Sunday February 16, 2025 | 8:00 am - 5:30 pm  
 Monday, February 17, 2025 | 8:00 am - 5:20 pm  
 Location: Grand Hyatt Riverwalk San Antonio

Join us for our annual two-day conference packed with networking, valuable education and, of course, loads of fun. Don't miss out! NWIR Days is the premier conference for women in the roofing industry to come together to hone their leadership skills, learn new business tactics and share their secrets to success. You will connect with others that face the same challenges that you do while experiencing industry insights, inspiration and fun! The content of NWIR Days is focused on the needs of women in the roofing industry and their allies. We invite everyone to attend and take advantage of the educational and networking opportunities that have become a hallmark of this annual event.



## 16TH ANNUAL COMMUNITY SERVICE DAY

Thursday, February 18, 2025 | 7:30 am - 2:30 pm  
 Cost: \$30  
 Overall Sponsor: Sika Sarnafil

Each year the International Roofing Expo partners with Rebuilding Together to make critical home repairs for those in need. This year volunteers participate by donating, and sharing the project with others.

Additional Sponsors:



# SHOW EVENTS

## KEYNOTE SPEAKER REID RIBBLE

**IS THE AMERICAN DREAM DEAD?**  
 Wednesday, February 19 | 9:30 AM - 10:50 AM  
 Location: Lila Cockrell Theater

We're thrilled to welcome Reid Ribble back to the International Roofing Expo (IRE) as our keynote speaker! With a lifetime of dedication to the roofing industry, Reid brings unparalleled insights and experience that have made him a respected voice among contractors and business leaders nationwide.

### A Visionary Industry Leader

Reid's influence spans a lifetime of commitment to roofing, starting with his family's business in Wisconsin. By 1977, he became President and led the company until his retirement in 2009. After a notable term in Congress, Reid returned to the industry as the NRCA's CEO, advocating for roofing professionals and the future of the trade until his retirement in 2022. His last keynote at IRE was a major highlight, and this year promises to be even more impactful as he shares his outlook on the state of the industry and what lies ahead.



### Is the American Dream Dead?

Many people are talking about the death of the American dream. But is that so? Has it really died? Reid Ribble will look at the current state of the American dream, and without regard to pundits, politicians, and economists, give you a full view of the actual state of the American dream and why so many people still seek it.

Sponsored by:



# SHOW EVENTS

## FIRST TIMER'S RECEPTION

Wednesday, February 19, 2025 | 4:30 pm - 5:00 pm

Start your IRE experience with a warm welcome and great connections! Join other first-time attendees for a lively networking reception created just for you. This special event takes place conveniently onsite at the Henry B. González Convention Center in the Tower View Lobby.

And the excitement doesn't stop there—stick around for the IRE Welcome Party, kicking off immediately after the reception!

Don't miss this perfect opportunity to connect, network, and jumpstart your IRE journey.

Sponsored by:



## WELCOME PARTY

Wednesday, February 19, 2025 | 5:00 pm - 7:00 pm

Location: Tower View Lobby, HBGCC

Get the IRE Party started as we celebrate the opening day of the 2025 International Roofing Expo. Connect with your fellow attendees during an evening of conversation, networking fun. The IRE Welcome Party will kick off at 5:00 pm and feature drinks and appetizers. Tickets to the welcome party are only included for the Super Pass and Wednesday Day Pass. If you select an Expo Pass, welcome party tickets can be purchased for \$80 for NRCA members and \$85 for non-members.

Sponsored by:



## CELEBRATE, CONNECT, AND GROW AT THE HISPANIC MEET-UP!

Wednesday, February 19, 2025 | 5:00 pm - 7:00 pm

Location: Tower View Lobby, HBGCC

Kick off the 2025 International Roofing Expo at our **Hispanic Meet-Up** during the Welcome Party!

**Why Attend?** Build connections with industry leaders, share experiences, and explore initiatives driving diversity and inclusion in roofing.

Join us for an evening of networking, learning, and celebrating the strength of the Latino community in roofing. **Don't miss this chance to expand your network, and be part of the movement shaping the future of the industry!**



## Take The Conference Home

Most sessions will be audio recorded and available for sale

## Conference Audio Recordings

**MP3 Audio on USB Flash Drive or Download**

**Full Package for \$149 During Conference (\$249 post conference)**

*Individual sessions are also available*

**Presentations Recorded Live**

**Listen on Your Computer**

**or download to your phone**

**Available Slides**

**Also Included!**

To purchase, visit the Audio Sales booth at the conference.

You can also order online at [www.fleetwoodonsite.com/ire](http://www.fleetwoodonsite.com/ire)



## Special Onsite Pricing for Attendees Only



**Fleetwood Onsite**  
conference recording

**Fleetwood On-Site Conference Recording**  
202 Blossom Street Extension, Ste 1, Lynn, MA 01901  
781-599-2400 Fax: 781-599-2440  
[orders@fleetwoodonsite.com](mailto:orders@fleetwoodonsite.com)

Available Online: [www.fleetwoodonsite.com/ire](http://www.fleetwoodonsite.com/ire)



# SCORE BIG, WIN BIG AT NRCA BOOTH 9077 ... IT'S A PIECE OF CAKE

Roll your way to fabulous prizes at  
NRCA's skee-ball table.  
Prizes include:

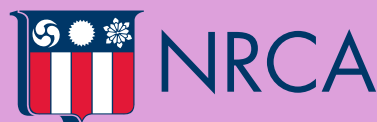
Blackstone® Omnivore Griddle

Yeti Tundra® 45 Cooler

Milwaukee® Heated TOUGHSHELL™ jacket



SEE YOU THERE!



## SCHEDULE

Monday, February 17				
SESSION CODE	TIME	SESSION	SPEAKER(S)	LOCATION
	8:30 AM - 7:00 PM	National Women in Roofing Day		

Tuesday, February 18				
SESSION CODE	TIME	SESSION	SPEAKER(S)	LOCATION
TUCS	7:30 AM - 2:00 PM	16th Annual Community Service Day		
RE	4:30 PM - 6:30 PM	NRCA ROOFPAC/NWIR Extravaganza		

Wednesday, February 19				
SESSION CODE	TIME	SESSION	SPEAKER(S)	LOCATION
SAF	8:00 AM - 4:00 PM	NRCA 2025 Safety Leadership Workshop	Moderated by: Cheryl Ambrose and Rich Trewyn	225D
WE01	8:15 AM - 9:15 AM	Deep Dive: State of the Industry 2024	Trent Cotney, Art Aisner, Jill Bloom, Ariane Claire	006AD
WE02	8:15 AM - 9:15 AM	Best Practices and Solutions in Attic Ventilation (Steep Slope)	Paul Scelsi	206AB
WE03	8:15 AM - 9:15 AM	Effective Accident Investigation & Reporting Techniques	Frank Marino	217CD
WE04	8:15 AM - 9:15 AM	Marketing Automation & Funnels That Convert More Leads	Bruce Porter	214AB
WE05	8:15 AM - 9:15 AM	Is That Leak Really the Roof?	Glen Clapper	214CD
WE06	8:15 AM - 9:15 AM	Del Techo a la computadora: cómo navegar el panorama digital para Rooferos (Rooftop to Laptop: Navigating the Digital Landscape for Latino Roofing Contractors) (En Español)	Francisco Serrano Rocha	007AD (River Level)
WE07	8:15 AM - 9:15 AM	Up Your Game: Successfully Recruiting and Retaining Women in the Industry	Moderator: Shelby Smith; Panelists: Kristin Case, Lindsey Switzer, Rae Fistonich	008AB (River Level)
WE08	8:15 AM - 9:15 AM	So, You Want to Recycle a Roof?	Robert Anderson, Sherrie MacWilliams, Julianne Endres	207AB
WE09	8:15 AM - 9:15 AM	Ethical Duties of Roofers/Contractors-Before, During and After a Claim	Jarryd S. Morton	217AB
WEKEY	9:30 AM - 10:50 AM	<b>Keynote: Is the American Dream Dead?</b>	Reid Ribble	Lila Cockrell Theater
	11:00 AM - 5:00 PM	<b>Exhibits Open   Exhibitor Product Clinics</b>		
GAF	11:00 AM - 11:40 AM	Leveraging Sustainability to Win Work	Jennifer Keegan	Booth #19060
EX1	11:30 AM - 12:15 PM	Building Tomorrow: Navigating the Future of Energy Efficiency Mandates and Their Impact on Building Products and Building Codes	Moderator: Rob Balfanz, Panelists: Sabrina Johnson, Matt Dobson, Glen Clapper	Booth #9209
EP1	11:30 AM - 12:15 PM	The No Nonsense Guide for 2025: Growth Strategies that Work!	Keith Massey	Booth #36105
EPS1	11:30 AM - 12:15 PM	Don't Scrimp on Scrim	Nick Parent	Booth #36115
TP1	11:30 AM - 12:15 PM	Cold Weather Applications – Single Ply Roofing	Mike Deale, Mike Nemeth	Booth #1077
R1	11:30 AM - 12:15 PM	Asphalt Shingles: Quality Control and Production Tips	Tony Blue	Booth #29119
P1	11:30 AM - 12:15 PM	Create a 1-Page Marketing Plan When Launching a New Product Line	Gary Cohen	Pro Contractor Pavilion
EXS1	11:30 AM - 12:15 PM	Shingle Recycling: Why We Should All Care: Presented by Owens Corning	Laurand Lewandowski, Madeline Rutherford	Booth #36090
G1	12:00 PM - 12:45 PM	In-Home Sales, The Power of a Sales Process	Greg Bjornson	Booth #19060
S1	12:00 PM - 12:45 PM	Top 5 Reasons Salespeople Lower their Price	John DeRosa	Booth #6077
E1	12:15 PM - 1:00 PM	Wrap it Right!	Mike Sloggatt	Booth #6007

# SCHEDULE

# SCHEDULE

## Wednesday, February 19

## Thursday, February 20

SESSION CODE	TIME	SESSION	SPEAKER(S)	LOCATION
M1	12:15 PM - 1:00 PM	Prefinished Metal Panels	Brad Whitley, Samantha DeCoteau	Booth #10141
EX2	12:30 PM - 1:15 PM	Fundamentals and Homeowner Behaviors Impacting Home Improvement	Grant Farnsworth	Booth #9029
EP2	12:30 PM - 1:15 PM	Simplify your Social Media: A How-To for Small Businesses	Kelli Henthorn	Booth #36105
EPS2	12:30 PM - 1:15 PM	Commercial PV Roof Risk Factors - Mitigation through Resilient Roof Design	Hamed Kayello	Booth #36115
EXS2	12:30 PM - 1:15 PM	To Sell or Not to Sell, (and to Whom?)	Kelly Wade	Booth #36090
P2	12:30 PM - 1:15 PM	Advanced Pricing Strategies to Drastically Improve Sales	John DeRosa	Booth #33096
R2	1:00 PM - 1:45 PM	Standing Seam Basics	Tony Blue	Booth #29119
TP2	1:00 PM - 1:45 PM	Low VOC and No VOC Single-Ply Roofing Applications	Mike Deale, Mike Nemeth	Booth #1077
S2	1:00 PM - 1:45 PM	Alcanzando Nuevas Alturas: Estrategias del Informe Peak Performance para Empresas Latinas (Job Nimbus)		Booth #6077
EX3	1:30 PM - 2:15 PM	Generating More Leads Online	Bruce Porter	Booth #9029
EP3	1:30 PM - 2:15 PM	Is a Rigid Sales Process Actually Holding Your Team Back?	Spencer Havemann	Booth #36105
EPS3	1:30 PM - 2:15 PM	Digital Domination for Roofers: Trust, Leads, and Growth	Taylor Hulett	Booth #36115
EXS3	1:30 PM - 2:15 PM	Roof and Building Restoration is More Than Just Repairs	Tyson Everett, Jimmy Akins, Mark Franciosi, Steve Milano, Armando Rodriguez, Lynn Connors	Booth #36090
P3	1:30 PM - 2:15 PM	Solar Shingles 101: Presented by: CertainTeed	John Hardwick	Pro Contractor Pavilion
E2	1:45 PM - 2:30 PM	Window Installation - Best Practices	Mike Sloggatt	Booth #6007
M2	1:45 PM - 2:30 PM	Standing Seam Installation	David Stubbs, Jason Ayres, Andy Lesmeister	Booth #10141
G2	2:00 PM - 2:45 PM	New Rules for New Roofs: The Evolving Landscape of Roofing Insurance Claims	Mike Thomas	Booth #19060
S3	2:00 PM - 2:45 PM	Que es Construye con Certeza? (CertainTeed)		Booth #6077
EX4	2:30 PM - 3:15 PM	Building Predictability (and Profitability) Into Every Project	Patrick Stuart, Paul Trautmann, Corey Janes	Booth #9029
EP4	2:30 PM - 3:15 PM	Demystifying Private Equity Deals: What Roofing Business Sellers Need to Know	Claudio Vilas	Booth #36105
EPS4	2:30 PM - 3:15 PM	5 Crucial Reasons Contractors Must use Roof Hub Estimator	John DeRosa	Booth #36115
R3	2:30 PM - 3:15 PM	The Dreaded Chimney Leak	Tony Blue	Booth #29119
TP3	2:30 PM - 3:15 PM	Labor Savings and Innovations in Single-Ply Roofing	Mike Deale, Mike Nemeth	Booth #1077
EXS4	2:30 PM - 3:15 PM	Roofing Resilience to Natural Perils: Testing and Determining Code Compliance	Dwayne Sloan	Booth #36090
S4	3:00 PM - 3:45 PM	Prueba Atlas: Recursos y Programas para Contratistas (Atlas)		Booth #6077
M3	3:15 PM - 4:00 PM	Retrofit with Metal Systems	Charles Smith, DJ Highnote, James Kaiser	Booth #10141
E3	3:15 PM - 4:00 PM	Roof & Wall Intersections: Preventing Callbacks	Mike Sloggatt	Booth #6007
EP5	3:30 PM - 4:15 PM	From Leaks to Likes: How Software Secrets Can Turn Your Roofing Business into a 5-Star Experience	Adam Keys	Booth #36105
EPS5	3:30 PM - 4:15 PM	Low-Slope Roofing and Photovoltaics	Rob Hughes	Booth #36115
EXE	3:30 PM - 4:15 PM	Building Out Your Tech Stack: 40 Tips In 40 Minutes	Ken Kelly	Booth #9029
EXS5	3:30 PM - 4:15 PM	The Revolution of Gutter Installation	Tommy Bruchu, Kevin Bruchu	Booth #36090
G3	4:00 PM - 4:45 PM	Find Your Value Proposition - Presented in Spanish	Alan Lopez	Booth #19060
S5	4:00 PM - 4:45 PM	Premios Exitó / Contractor Awards		Booth #6077
DIV	4:00 PM - 5:00 PM	EmpowerAll Together Reception <b>SOLD OUT</b>		004
FT	4:30 PM - 5:00 PM	First Timer's Reception		Tower View Lobby CC
WEWP	5:00 PM - 7:00 PM	Welcome Party		Tower View Lobby CC

SESSION CODE	TIME	SESSION	SPEAKER(S)	LOCATION
SC	8:00 AM - 11:30 AM	Roofing Alliance Construction Management Student Competition		221AB
NFO	8:00 AM - 4:00 PM	NRCA Foreman Leadership Training, Level 1, English	Jon Goodman, Amy Staska	225D
TH01	8:30 AM - 9:30 AM	Understanding Metal Roofing Part 1	Rob Haddock	008AB (River Level)
TH02	8:30 AM - 9:30 AM	Seven (7) Sales Training Basics Beginners Must Master	John DeRosa	214CD
TH03	8:30 AM - 9:30 AM	Roofing and Insurance – When Worlds Collide	Steven Badger	214AB
TH04	8:30 AM - 9:30 AM	Heat Smart, Safe Workers: Heat Illness Prevention in the Roofing Industry	Cheryl Ambrose	217AB
TH05	8:30 AM - 9:30 AM	How AI is Revolutionizing Roofing Sales	Lynn Foster	006AD
TH06	8:30 AM - 9:30 AM	When Tornadoes Affect Roof Design	Kurt Fester	007AD (River Level)
TH07	8:30 AM - 9:30 AM	It's All About the Testing! A Technical Understanding of Codes and Standards in the Roofing Industry	Jacqueline LaDuke, Rodrigo Murillo Maese	207AB
TH08	8:30 AM - 9:30 AM	PCRs, EPDs and LCAs... What the Roofing Industry Should Know	Emily Lorenz	217CD
TH09	8:30 AM - 9:30 AM	Selling your Company to Private Equity from two Contractors' Perspectives	Nick Sabino, Ken Kelly	206AB
TH10	8:30 AM - 11:00 AM	NRCA's Roundtable Discussion: Preparing for a New Generation	Wendy Marvin, Geoff Mitchell, Bob Morgan, David Sanders, JJ Smithey, Brad Sutter	004
	9:30 AM - 9:45 AM	<b>Break</b>		
TH11	9:45 AM - 10:45 AM	NRCA Update on Roofing Industry Technical Issues	Mark Graham	214CD
TH12	9:45 AM - 10:45 AM	Understanding Metal Roofing Part 2	Rob Haddock	008AB (River Level)
TH13	9:45 AM - 10:45 AM	Unlocking Revenue Growth Through Digital Innovation: Strategies for Success	Kevin Carfa, Patrick Garcia	006AD
TH14	9:45 AM - 10:45 AM	Critical Choices: Managing Air/Vapor in Low-Slope Roof Systems	Scott Wood	207AB
TH15	9:45 AM - 10:45 AM	Blueprint for Excellence: Building a Thriving Maintenance and Repair Department	Tracey Donels	214AB
TH16	9:45 AM - 10:45 AM	Mastering the Hiring Process	Jessica Stahl	217AB
TH17	9:45 AM - 10:45 AM	Construyendo su legado: la transición de subcontratista a propietario de una empresa [Building Your Legacy: Transitioning from Subcontractor to Business Owner] <i>(En Español)</i>	Marcos Sierra	007AD (River Level)
TH18	9:45 AM - 10:45 AM	How to "Fix The Field"- Having a "Healthier" Workforce Culture in the Field	Greg Hayne	206AB
TH19	9:45 AM - 10:45 AM	"Why and For How Long am I Liable?" Liability in Roofing, Before and After the Warranty Period	C. Leanne Prybylski	217CD
	11:00 AM - 5:00 PM	<b>Expo Floor Open</b>		
G4	11:00 AM - 11:30 AM	The Future of Software in Roofing	Chris Petros	Booth #19060
S6	11:00 AM - 11:45 AM	Una Introducción a 5 Principios Clave que te Ayudarán a Fomentar una Mentalidad Infinita (GAF)		Booth #6077
EX5	11:15 AM - 12:00 PM	Homeowners Survey: A Customer's Journey	Art Aisner, Jill Bloom, Ariane Claire	Booth #9029
EP6	11:30 AM - 12:15 PM	Biophilic Design & Rooftop Deck Systems: A Natural Connection	Liana Giacherio	Booth #36105
EPS6	11:30 AM - 12:15 PM	No escatimes en Scrim	Alan Diaz	Booth #36115
M4	11:30 AM - 12:15 PM	Standing Seam Installation	David Stubbs, Jason Ayres, Andy Lesmeister	Booth #10141
E4	11:30 AM - 12:15 PM	Pre-Hung Exterior Door Installation	Mike Sloggatt	Booth #6007
EXS6	11:30 AM - 12:15 PM	Cut the Cord - Cordless Low Slope Innovations	Tyler Harkness	Booth #36090
P4	11:30 AM - 12:15 PM	Sales Success Is Not A Spectator's Sport	John DeRosa	Pro Contractor Pavilion
G5	12:00 PM - 12:45 PM	52 Weeks, Engaging Sales Meetings for a Winning Culture	Greg Bjornson	Booth #19060
S7	12:00 PM - 12:45 PM	EDGE Programa para Contratistas (TAMKO)		Booth #6077
R4	12:15 PM - 1:00 PM	Standing Seam and Flashing Techniques	Tony Blue	Booth #29119
TP4	12:15 PM - 1:00 PM	Single-Ply Terminations & Details	Mike Deale, Mike Nemeth	Booth #1077

# SCHEDULE

# SCHEDULE

## Thursday, February 20

## Friday, February 21

SESSION CODE	TIME	SESSION	SPEAKER(S)	LOCATION
EX6	12:15 PM - 1:15 PM	How to Grow your Business with Metal Roofing: Make More Money with Metal Roofing	Chris Morris	Booth #9029
EP7	12:30 PM - 1:15 PM	Roofing Revolution: Exploring a Multimillion Dollar Growth Opportunity: Presented by Owens Corning	Octavio Vazquez	Booth #36105
EPS7	12:30 PM - 1:15 PM	Beyond SRI: The Next Frontier in Coating Technology	Derron Cook	Booth #36115
EXS7	12:30 PM - 1:15 PM	AI in Action: The Future of Home Improvement Purchases	Patrick Fingles	Booth #36090
P5	12:30 PM - 1:15 PM	Contractor Q&A Panel Discussion – Growing Beyond the Roof	Rick Strachan, Randy Kruse, Steve Kruse, Gary Schmeuckle, John Winn, Matt Thomas	Pro Contractor Pavilion
EE	1:00 PM - 1:45 PM	Vinyl and Insulated Vinyl Siding Installation Best Practices & Specialty Tools of the Trade	Rob Balfanz	Booth #6007
S8	1:00 PM - 1:45 PM	Ponga Dinero en su Bolsillo con Productos de Mantenimiento y Restauración Polyglass		Booth #6077
M5	1:00 PM - 1:45 PM	Prefinished Metal Panels	Brad Whitley, Samantha De Coteau, Chuck Nolden	Booth #10141
EX7	1:30 PM - 2:15 PM	Unlocking the True Potential of Your Business: Lessons from a Founder-Led Journey	Josh Sparks	Booth #9029
EP8	1:30 PM - 2:15 PM	Beating Cosmetic Exclusions: How to Combat Denied Claims	Kyle Maring	Booth #36105
EPS8	1:30 PM - 2:15 PM	Low-Slope Roofing and Photovoltaics	Rob Hughes	Booth #36115
EXS8	1:30 PM - 2:15 PM	Learn How 360° Documentation + Remote Estimating = Jobs Done Faster and More Money In Your Pocket	Andy Miles	Booth #36090
P6	1:30 PM - 2:15 PM	Successfully Add Product Lines with a Powerful UVP	Scott Siegal	Pro Contractor Pavilion
TP5	1:45 PM - 2:30 PM	Labor Savings and Innovations in Single-Ply Roofing	Mike Deale, Mike Nemeth	Booth #1077
R5	1:45 PM - 2:30 PM	Fabricate and Install Your Own Standing Seam	Tony Blue	Booth #29119
G6	2:00 PM - 2:45 PM	New Rules for New Roofs: The Evolving Landscape of Roofing Insurance Claims	Mike Thomas	Booth #19060
S9	2:00 PM - 2:45 PM	Pantera Pros: Red de Contratistas de Owens Corning		Booth #6077
E5	2:30 PM - 3:15 PM	Roofing Underlayment - Best Practices	Mike Sloggatt	Booth #6007
EX8	2:30 PM - 3:15 PM	From Leaks to Likes: How Software Secrets Can Turn Your Roofing Business into a 5-Star Experience	Adam Keys	Booth #9029
EP9	2:30 PM - 3:15 PM	Rooftop Equipment Securement: Codes and Solutions	Joel Stanley	Booth #36105
EPS9	2:30 PM - 3:15 PM	Grizzly ASE		Booth #36115
M6	2:30 PM - 3:15 PM	Stone Coated Metal Panels	Robin Anderson, Chuck Nolden	Booth #10141
EXS9	2:30 PM - 3:15 PM	How to Give a Professional Presentation	Dean Curtis	Booth #36090
S10	3:00 PM - 3:45 PM	Demostración de Productos Resisto		Booth #6077
TP6	3:15 PM - 4:00 PM	Quick Applied EPDM Membrane for Single-Ply Roofing	Mike Deale, Mike Nemeth	Booth #1077
R6	3:15 PM - 4:00 PM	Standing Seam Flashing Techniques, From Basic to Advanced	Tony Blue	Booth #29119
EP10	3:30 PM - 4:15 PM	To Sell or Not to Sell, (and to Whom?)	Shannon Finocchi	Booth #36105
EPS10	3:30 PM - 4:15 PM	The Revolution of Gutter Installation	Kevin Brochu, Tommy Brochu	Booth #36115
EXS10	3:30 PM - 4:15 PM	Tapping into the Profitable of Residential Metal Roofing: Leading Industry Experts Share the Secrets of Success	Stephanie Dailey, Chuck Roberts, James Goodwin	Booth #36090
E6	4:00 PM - 4:45 PM	Integration of House Wraps & Flashing – Tell the Water Where to Go	Mike Sloggatt	Booth #6007
G7	4:00 PM - 4:45 PM	Find Your Value Proposition - Presented in Spanish	Alan Lopez	Booth #19060
S11	4:00 PM - 4:45 PM	Roof Hub Demo		Booth #6077
NB	5:00 PM - 7:00 PM	NRCA Awards Ceremony & Cocktail Reception		Lila Cockrell Theater

SESSION CODE	TIME	SESSION	SPEAKER(S)	LOCATION
FR01	8:30 AM - 9:30 AM	Planning for Success: Fall Prevention and Rescue Planning for Roofing Contractors	Rich Trewyn	206AB
FR02	8:30 AM - 9:30 AM	The Anatomy of a Roofing Preinstallation Meeting	Corey Zussman	207AB
FR03	8:30 AM - 9:30 AM	Your Path to Becoming a Top 1% Contractor	Andy Byrna	006AD (River Level)
FR04	8:30 AM - 9:30 AM	Legal Issues with Sub Labor	Trent Cotney	008AB (River Level)
FR05	8:30 AM - 9:30 AM	Breaking the Silence: Addressing Mental Health, Suicide, and Addiction in the Roofing Industry	Mandy McIntyre, Paul Reed	217AB
FR06	8:30 AM - 9:30 AM	Navigating the Technology Landscape	John Kiesel, Kyrah Coker, John Kenney, Wendy Marvin; Moderator Heidi Ellsworth	214 CD
FR07	8:30 AM - 9:30 AM	Latinos en el liderazgo: Cómo hacer crecer su negocio de techado con un equipo sólido (Latinos in Leadership: How to Grow Your Roofing Business with a Strong Team) <b>(En Español)</b>	Amparo Sancen	007AD (River Level)
FR08	8:30 AM - 9:30 AM	Dispute Resolution - How to Make Every Complaint into an Opportunity to Increase Customer Satisfaction and Grow your Sales	Scott Siegal	214AB
FR09	8:30 AM - 9:30 AM	Architectural Sheet Metal "From Details to Design"	Eli Howard	217CD
	9:30 AM - 9:45 AM	<b>BREAK</b>		
FR10	9:45 AM - 10:45 AM	Answers to the "Why?" in Roofing	Mark Graham, Helene Hardy Pierce	206AB
FR11	9:45 AM - 10:45 AM	Marketing for Maximum Return on Investment: Leveraging AI, SEO, Paid Ads, and Video	Brandon Stanton	214 AB
FR12	9:45 AM - 10:45 AM	Leadership + Management = Accountability	Sue Hawkes, Jonathan Gardner	006AD
FR13	9:45 AM - 10:45 AM	Commercial Roofing Maintenance Contracts	Jef McCurdy, John Kenney	214CD
FR14	9:45 AM - 10:45 AM	Shaping Tomorrow's Workforce: Strategies for Development and Growth in the Skilled Trades	Rob Balfanz, Paige Knowles, Kendall Duffield, Mason Balfanz, Kayleen McCabe, Chris Sanson	008AB (River Level)
FR15	9:45 AM - 10:45 AM	Understanding Thermal Bridging of Fasteners through Insulated Roofing Systems	Eric Olson, Jennifer Keegan	207AB
FR16	9:45 AM - 10:45 AM	Roof Replacements: An Energy-Efficient Value-Add for Contractors	Justin Koscher, Marcin Pazera	007AD (River Level)
FR17	9:45 AM - 10:45 AM	Take Control of Your Company's Insurance Destiny: Trending Alternative Risk Transfer Strategies	Nick Ondo, Tyler Kocis, John Rozwat	217AB
FR18	9:45 AM - 10:45 AM	The Art of Possible with Technology	Anna Anderson	217CD
	11:00 AM - 3:00 PM	<b>Exhibits Open</b>		
S12	11:00 AM - 11:45 PM	Reconocer los Daños en Techos (Most Valuable Presenter Daniel Vasquez)		Booth #6077
R7	11:30 AM - 12:15 PM	Asphalt Shingles: Quality Control and Production Tips	Tony Blue	Booth #29119
EX10	11:30 AM - 12:15 PM	KPI's-Leads- Do You Really Need More Leads or Should You Be Managing What you Already Have?	Scott Siegal	Booth #9029
TP7	11:30 AM - 12:15 PM	Cold Weather Applications – Single Ply Roofing	Mike Deale, Mike Nemeth	Booth #1077
S13	12:00 PM - 12:45 PM	Maximizar Reclamos de Seguros (Most Valuable Presenter Melec Trejo)		Booth #6077
E7	12:15 PM - 1:00 PM	Pre-Hung Exterior Door Installation	Mike Sloggatt	Booth #6007
M7	12:15 PM - 1:00 PM	Retrofit with Metal Systems	Charles Smith, DJ Highnote, James Kaiser	Booth #10141

# SCHEDULE

## Friday, February 21

SESSION CODE	TIME	SESSION	SPEAKER(S)	LOCATION
EX11	12:30 PM - 1:15 PM	Turning Challenges into Opportunities: Navigating Roofing Marketing Amidst Economic Uncertainty	Brandon Stranton	Booth #9029
R8	1:00 PM - 1:45 PM	Managing a Standing Seam Job: Install Concerns, Estimating, and Ordering	Tony Blue	Booth #29119
S14	1:00 PM - 1:45 PM	Lanzar un Proyecto Commercial Exitoso (Most Valuable Presenter Mike Monterroso)		Booth #6077
TP8	1:00 PM - 1:45 PM	Single-Ply Terminations & Roof Details	Mike Deale, Mike Nemeth	Booth #1077
E8	1:45 PM - 2:30 PM	Window Installation - Best Practices	Mike Sloggatt	Booth #6007
M8	1:45 PM - 2:30 PM	Stone Coated Metal Panels	Robin Anderson, Chuck Nolden	Booth #10141
S15	2:00 PM - 3:00 PM	Crear una Organizacion de Ventas Exitosa (Most Valuable Presenters Moises Morales & Priscilla Holguin)		Booth #6077

# PRO CONTRACTOR PAVILION

## Wednesday, February 19

SESSION CODE	TIME	SESSION	SPEAKER	LOCATION
P1	11:30 AM - 12:15 PM	Create a 1-Page Marketing Plan When Launching a New Product Line	Scott Siegal	Booth #33096
P2	12:30 PM - 1:15 PM	Advanced Pricing Strategies to Drastically Improve Sales	John DeRosa	Booth #33096
P3	1:30PM - 2:15 PM	Solar Shingles 101: Presented by: CertainTeed Solar		Booth #33096

## Thursday, February 20

SESSION CODE	TIME	SESSION	SPEAKER	LOCATION
P4	11:30 AM - 12:15 PM	Sales Success Is Not A Spectator's Sport	John DeRosa	Booth #33096
P5	12:30 PM - 1:15 PM	Contractor Q&A Panel Discussion – Growing Beyond the Roof		Booth #33096
P6	1:30 PM - 2:15 PM	Successfully Add Product Lines with a Powerful UVP	Scott Siegal	Booth #33096



## BEYOND THE ROOF

### Expand Your Business BEYOND THE ROOF

Visit the **Pro Contractor Pavilion** - Powered by 

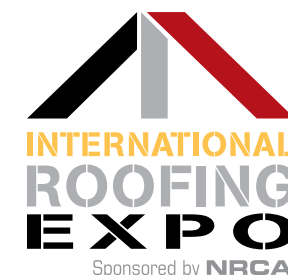
Looking to grow your business into siding, windows, doors, or solar? The **Pro Contractor Pavilion** at IRE is your gateway to actionable insights, expert discussions, and innovative solutions designed to help contractors like you expand beyond roofing.

- **Engage with Industry Experts:** Gain strategies to diversify your offerings.
- **Discover Leading Manufacturers:** Explore products from key brands in siding, windows, doors, and solar.
- **Collaborate & Network:** Meet contractors and partners in a dynamic, fully equipped space.

**VISIT BOOTH #33096**

**AT THE PAVILION IN HALL 4B**

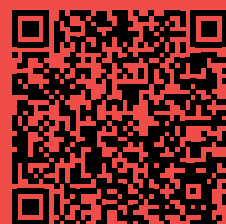
**FEBRUARY 19 & 20**



# ATTEND ROOFING DAY IN D.C. ... IT'S A PIECE OF CAKE

Participate today.  
Change tomorrow.  
April 8-9

REGISTER NOW!



ROOFING DAY IN D.C.



## NRCA TRAINING CLASSES

Since 1886, the National Roofing Contractors Association has been the home for generations of entrepreneurial craftsmen and enterprises who shelter and protect America's families and businesses and each other.

Our vision is the recognition of our members as professionals and to unite the industry to that purpose. NRCA is one of the construction industry's most respected trade associations and the voice of roofing professionals and leading authority in the roofing industry for information, education, technology and advocacy. It represents all segments of the roofing industry, including contractors; manufacturers; distributors; architects; consultants; engineers; building owners; and city, state and government agencies.

### NRCA 2025 SAFETY LEADERSHIP WORKSHOP

Wednesday, February 19 | 8:00 AM - 4:00 PM

Cost: Members \$595 / Non-Members \$645

Join NRCA for this one-day workshop to enhance safety leadership skills through advanced topics and engaging speakers, aimed at attendees who have a leadership role in safety in the roofing industry including owners, project managers, supervisors, safety professionals, and human resources. Come and learn from roofing industry experts on a variety of safety and health topics including risk management, safety culture, insurance, legal, and regulatory.

Presented by the following industry experts:

- **Keynote Presentation – Managing and Driving Change**  
Commander Brett W. Holdiman – US Navy (ret) and President, Leading Edge Performance, LLC  
Over the past 100 years, U.S. Naval Aviators have learned how to excel in high-risk situations. Managing constantly changing technology, weather, tactics, and adversaries, today's Naval Aviators are "comfortable being uncomfortable" while operating in volatile, uncertain, complex, and ambiguous environments. Learn about the training, communication, discipline, teamwork, mental resilience, and risk management processes and procedures that contribute to mission success in challenging and dynamic conditions.
- **Welcome and Industry Update**  
Doug Duncan – NRCA Chairman of the Board and President, Nations Roof - Illinois
- **When HR and Safety Intersect – Building Your Company Culture**  
Seth Abraham – Director of HR & Safety, Kalkreuth Roofing & Sheet Metal, Inc
- **Roofing Regulatory Updates – Federal and Regional Perspectives**  
Trent Cotney – Partner at Adams & Reese, LLP: NRCA General Counsel
- **Motion is Money – Preventing Musculoskeletal Injuries**  
Neil Nichol, RRE – Risk Control Product/Industry Consulting Director, CNA Insurance
- **Driving Fleet Safety through Technology**  
Adrienne Anglin, CSP – Director of Safety and Risk Management, NRCA
- **Protecting Your Head – Innovations, Standards, and Best Practices**  
Diana Jones – Senior Director, Technical Programs and Development, International Safety Equipment Association (ISEA)
- **Roofing Industry Technical Update**  
Mark Graham - Vice President of Technical Services, NRCA

#### Moderators:

Cheryl Ambrose – Vice President of Enterprise Risk Management, NRCA  
Rich Trewyn – Director of Risk Education and Training, NRCA

## ROOFING ALLIANCE CONSTRUCTION MANAGEMENT STUDENT COMPETITION

Thursday, February 20 | 8:00 AM - 11:30 AM

Henry B. González Convention Center | Room 221AB

Cost: **FREE**

The Roofing Alliance is hosting its 11th Construction Management Student Competition. This hallmark competition promotes careers in roofing industry management by challenging students' roofing knowledge, construction management skills, time management, and organizational and presentation skills. Embassy Suites by Hilton San Antonio Airport is the project for this year's competition. Five finalist teams will be selected to give 15-minute live oral presentations at the IRE in San Antonio. Attendees can stop by room CC/TBD and watch as each team presents their project. Winning teams will be announced at NRCA's Awards Ceremony and Cocktail Reception.

## NRCA FOREMAN LEADERSHIP TRAINING, LEVEL 1

Thursday, February 20 | 8:00 AM - 5:00 PM | Room 225D

Cost: **Members \$695 / Non-Members \$895**

Take a proactive approach to employee education by sending your field managers to this class, which focuses on communication and management skills. Foremen often have excellent roof system installation skills but may lack strong communication and management abilities that would help them lead more effectively. This course teaches your foremen how to communicate effectively and work well with all types of people. Your foremen will learn how to handle tough situations tactfully, especially when disciplinary action is needed. They also will learn how to establish credibility, build rapport with crew members and motivate workers to improve job-site productivity.



## NRCA NETWORKING EVENTS

### NRCA/ROOFPAC/NWIR

Tuesday, February 18 | 4:30 PM - 6:30 PM

Location: **Smoke Skybar**

Cost: **\$200 (per adult); \$300 (per couple)**

NRCA will host its annual auction and reception on February 18 from 4:30 - 6:30 p.m. at Smoke Skybar. This evening will consist of a cocktail reception where members will enjoy a full bar, amazing food, as well as a popular live auction, where you can bid on trips, artwork, and more!

All proceeds will support ROOFPAC, the only political action committee dedicated to advancing the roofing industry in Washington, D.C.

4:30 pm – Reception starts

5:30 pm – Welcome and live auction

6:30 pm – Event concludes

For further information and to register, please contact or further information and to register, please contact Teri Dorn, NRCA's director political affairs at 202-510-0920, or [tdorn@nrca.net](mailto:tdorn@nrca.net). This is a ticketed event. Space is limited!



## NRCA AWARDS CEREMONY & COCKTAIL RECEPTION

Thursday, February 20 | 5:00 PM - 7:00 PM

Henry B. González Convention Center | Lila Cockrell Theater

Cost: **Free**

Join us as we celebrate and formally acknowledge our esteemed winners of the roofing industry's most prestigious awards, all while fostering invaluable connections and networking with your fellow peers. This evening will include complimentary beer, wine, soft drinks and hors d'oeuvres, cash bar for cocktails.

Doors open at 4:45 PM; Awards ceremony will officially begin at 5:15 PM



# NRCA PROCERTIFICATION®

## NRCA ONLINE KNOWLEDGE AND HANDS-ON EXAMS

Through NRCA ProCertification®, experienced workers can demonstrate their skills and knowledge to become certified roof system installers and foremen.

Those who become PROCertified® are leaders in the field who help advance professionalism in the roofing industry. NRCA ProCertification also helps establish a career path for those considering a career in roofing.

To learn how your company can gain a competitive advantage with ProCertification, visit [nrca.net/procertification](http://nrca.net/procertification) or visit us at our booth.

## BECOME AN NRCA MEMBER

Become an NRCA member today and engage with a community of professionals—more than 3,500 strong, dedicated to advancing the roofing industry. When you join NRCA, you receive products, services, programs, education and advocacy that help you operate your business in an efficient, safe and profitable manner. Make NRCA your company's most important resource for success and business growth.

Visit NRCA booth #9077 to learn more!

**LEARN MORE >**





SRS Distribution Proudly Presents

Thursday  
Feb. 20  
2025

Doors  
Open  
at 6:00



**EDUCATION**

LEARN FROM TOP  
INDUSTRY EXPERTS



**EXHIBITS**

SOURCE PRODUCTS  
AND SERVICES



**FEBRUARY 19-21**  
SAN ANTONIO, TX

[THEROOFINGEXPO.COM](http://THEROOFINGEXPO.COM)



WITH SPECIAL GUESTS:



**Flatland Cavalry**



**Treaty Oak Revival**

**NETWORKING**

CONNECT WITH  
THE INDUSTRY



**#1 EVENT**

IRE IS THE PREMIER  
INDUSTRY EVENT

LIVE AT THE **ESPEE**

SAN ANTONIO, TX

RESERVE  
CONCERT  
TICKETS



RAISING SUPPORT FOR  
VETERANS, DISASTER RELIEF &  
FAMILIES IN CRISIS

JOIN US FOR A NIGHT OF FUN TO SUPPORT THE INDUSTRY AND SHOW GRATITUDE TO OUR CUSTOMER AND SUPPLIER PARTNERS

# EXTERIORS CLINICS

One of the biggest challenges facing roofing contractors interested in expanding their business into other exterior replacement product lines is the skilled labor shortage. To help address it, IRE is introducing this new hands-on training area to the show floor. Led by nationally recognized subject matter expert, Mike Sloggatt. Mike will detail best practices when installing different styles of weather barriers and flashing prior to the exterior cladding. Mike will also review proper flashing details when replacing windows. Eight presentations will be held throughout the three days of the show.

**Learning Objectives:**

- Choosing the right house wrap and installing it correctly to insure severe weather protection.
- Getting details right the first time, without getting any callbacks.
- Installation tips for pre-hung doors.
- Understanding our options when it comes to choosing roofing underlayment is important.
- Learning how to install new windows in an existing stucco home.

**Sponsors:**



**MIKE SLOGGATT**

Mike Sloggatt has more than 40 years' experience in the trade starting right out of high school in 1972, taking a short break to get his college degree before opening his own contracting business in 1979. Mike is now semi-retired and is a consultant to builders, manufacturers & homeowners for challenging remodels near his home on Long Island. He is a contributor to the Journal of Light Construction and writes for Fine Homebuilding and Tools of the Trade. Mike has been the Frame-to-Finish (Rough) Carpentry presenter for the Katz Roadshow. He teaches seminars and clinics in all aspects of carpentry and remodeling all over the United States and is a regular presenter at JLC LIVE for the past 22 years, Remodeling Show and International Builders' Show. When not on the road or enjoying his time with his grandchildren, you might find Mike & his wife Laura fishing the beaches of Long Island in their custom-built truck camper.

EXTERIORS SCHEDULE			
SESSION CODE	TIME	SESSION	PRESENTER
<b>Wednesday, February 19</b>			
E1	12:15 PM - 1:00 PM	Wrap it Right!	Mike Sloggatt
E3	1:45 PM - 2:30 PM	Window Installation - Best Practices	Mike Sloggatt
E4	3:10 PM - 4:00 PM	Roof & Wall Intersections: Preventing Callbacks	Mike Sloggatt
<b>Thursday, February 20</b>			
E4	11:30 AM - 12:15 PM	Pre-Hung Exterior Door Installation	Mike Sloggatt
EE	1:00 PM - 1:45 PM	Vinyl and Insulated Vinyl Siding Installation Best Practices & Specialty Tools of the Trade	Rob Balfanz
E5	2:30 PM - 3:15 PM	Roofing Underlayment - Best Practices	Mike Sloggatt
E6	4:00 PM - 4:45 PM	Integration of House Wraps & Flashing – Tell the Water Where to Go	Mike Sloggatt
<b>Friday, February 21</b>			
E7	12:15 PM - 1:00 PM	Pre-Hung Exterior Door Installation	Mike Sloggatt
E8	1:45 PM - 2:30 PM	Window Installation - Best Practices	Mike Sloggatt



# ROOF FLASHING CLINICS

Attention to detail on a roof installation can be the difference between chasing leaks and a great reputation. Pick up roofing tips from our pro, Tony Blue while he points out common shingle and flashing mistakes and creates solutions for roof problem areas. Attendees will learn to identify and address known problem areas before the roof is installed, develop a basic understanding of standing seam and it's growing popularity and why flashing is KING and must be done correctly. Each clinic is meant to benefit those installing or those overseeing a roof installation.

**Learning Objectives:**

- Learn tips and tricks to share with your site supervisor or install crews
- Identify common call back areas and address them
- How to utilize a metal brake for crisp flashing details
- Stay competitive and expand your offering to standing seam

**Sponsors:**



**TONY BLUE**

Tony Blue earned a bachelor's degree in computer science. At his first job interview he was asked where he interned: "On a roof?" he answered. That experience during school breaks turned into a career as a roofer and remodeler (not a computer programmer) and he shares those experiences at his clinics.

ROOF FLASHING SCHEDULE			
SESSION CODE	TIME	SESSION	PRESENTER
<b>Wednesday, February 19</b>			
R1	11:30 AM - 12:15 PM	Asphalt Shingles: Quality Control and Production Tips	Tony Blue
R2	1:00 PM - 1:45 PM	Standing Seam Basics	Tony Blue
R3	2:30 PM - 3:15 PM	The Dreaded Chimney Leak	Tony Blue
<b>Thursday, February 20</b>			
R4	12:15 PM - 1:00 PM	Shingle Around a Dormer: Address Problem Areas	Tony Blue
R5	1:45 PM - 2:30 PM	Fabricate and Install Your Own Standing Seam	Tony Blue
R6	3:15 PM - 4:00 PM	Standing Seam Flashing Techniques, From Basic to Advanced	Tony Blue
<b>Friday, February 21</b>			
R7	11:30 AM - 12:15 PM	Asphalt Shingles: Quality Control and Production Tips	Tony Blue
R8	1:00 PM - 1:45 PM	Managing a Standing Seam Job: Install Concerns, Estimating, and Ordering	Tony Blue



# SINGLE PLY ROOFING CLINICS

Join our new experts, Mike Deale and Mike Nemeth as they showcase the necessary steps and techniques for installing single ply roofing. They will discuss the importance of maintaining adhesive temperatures during the installation process to ensure a secure and long-lasting roof. Along with prepping EPDM, TPO, and PVC roofing materials, they will explain necessary steps to clean and prepare the surface before applying adhesives and completing the installation process. Throughout the demonstrations they will cover various labor-saving applications, Low VOC and new tools and technology available to roofing contractors that will help streamline the installation process, highlighting innovative solutions and much, much more.

**Learning Objectives:**

- Show SecurShield polyiso boards with ReadyFlash Technology
- Install VacuSeal Vent – discuss benefits
- Roll out QA TPO – talk about best practices
- Discuss RapidLock SecurShield HD Composite RL boards

**Sponsors:**



**MIKE DEALE**

Mike Deale lives on Long Island New York. He has been a professional roofer for 32 years. He excelled in Residential roofing first and then started working for a commercial outfit. In 1998 he ventured out and started his own roofing company and has mastered it ever since. Mike has completed roofing projects at JFK International Airport, Stonybrook University, Department of Environmental Protection Agency and Coast Guard Stations in Moriches and in Montauk New York. Mike appreciates the challenge of roofing specifically the aspects of organizational solutions and forethought with various roofing applications. Such as garden roofs, parking garages and high traffic roofing systems to name a few. Outside of his roofing business Mike likes playing basketball, bike riding, hiking, and truly loves an endless game of golf.

**MIKE NEMETH**

Mike Nemeth was born in the early 70's on Long Island, New York. One of three boys, he spent his childhood playing outdoors, boating and hanging out with his friends. His first car was a Mustang GT. Mike married Dana in the early 90's and they purchased their first home in Middle Island shortly thereafter. He enjoys maintaining and improving his home and property. His career started in the kitchen of a nursing home, but when an opportunity to work as a carpenter came up, he jumped at the chance. This led to him working for L. Martone Roofing which specialized in both commercial and residential roofing applications. In 2004 the opportunity to own his own business became a reality. His company DNA Contracting Inc. is well-versed in a variety of roofing-systems and is an authorized contractor for some of the most trusted roofing manufacturers. In addition to working in the 5 boroughs of New York with his partner Michael Deale and their employees, he has traveled to do volunteer work in New Jersey, Texas, and Florida to repair and replace roofs for those whose homes were destroyed by natural disasters. Mike has spent decades working on roofs at airports, retail stores, libraries, hospitals, universities, and schools as well as homes, apartments, and condominiums. He still finds time to enjoy fishing, hunting, golfing, traveling, and spending time with his Rottweiler Kobe.

SINGLE PLY ROOFING SCHEDULE			
SESSION CODE	TIME	SESSION	PRESENTERS
<b>Wednesday, February 19</b>			
TP1	11:30 AM - 12:15 PM	Cold Weather Applications – Single-Ply Roofing	Mike Deale, Mike Nemeth
TP2	1:00 PM - 1:45 PM	Low VOC and No VOC Single-Ply Roofing Applications	Mike Deale, Mike Nemeth
TP3	2:30 PM - 3:15 PM	Labor Savings and Innovations in Single-Ply Roofing	Mike Deale, Mike Nemeth
<b>Thursday, February 20</b>			
TP4	12:15 PM - 1:00 PM	Single-Ply Terminations & Roof Details	Mike Deale, Mike Nemeth
TP5	1:45 PM - 2:30 PM	Labor Savings and Innovations in Single-Ply Roofing	Mike Deale, Mike Nemeth
TP6	3:15 PM - 4:00 PM	Quick Applied EPDM Membrane for Single-Ply Roofing	Mike Deale, Mike Nemeth
<b>Friday, February 21</b>			
TP7	11:30 AM - 12:15 PM	Cold Weather Applications – Single-Ply Roofing	Mike Deale, Mike Nemeth
TP8	1:00 PM - 1:45 PM	Single-Ply Terminations & Roof Details	Mike Deale, Mike Nemeth

# METAL ROOFING CLINICS

Metal roofing continues to grow in popularity and in market share across building sectors. Understanding the factors influencing the choice of materials, forming of panels and proper installation techniques, improves contractor efficiency and building owner satisfaction. In this series of clinics, presenters from the Metal Construction Association and Metal Roofing Alliance, discuss choosing the right material for the job, present industry best practices for the installation of metal shingles and standing seam panels and demonstrate proper techniques

**Learning Objectives:**

- How to plan your panel layout when dealing with roof penetrations
- Considerations for panel and accessory selection
- Installation techniques for perimeter detailing and common penetrations
- Retrofitting over through fastened panel with standing seam to facilitate the installation of photovoltaic



**Sponsors:**



METAL ROOFING SCHEDULE			
SESSION CODE	TIME	SESSION	PRESENTERS
<b>Wednesday, February 19</b>			
M1	12:15 PM - 1:00 PM	Prefinished Metal Panels	Brad Whitley, Samantha De Coteau
M2	1:45 PM - 2:30 PM	Standing Seam Installation	David Stubbs, Jason Ayres, Andy Lesmeister
M3	3:15 PM - 4:00 PM	Retrofit with Metal Systems	James Kaiser, DJ Highnote, Charlie Smith
<b>Thursday, February 20</b>			
M4	11:30 AM - 12:15 PM	Standing Seam Installation	David Stubbs, Jason Ayres, Andy Lesmeister
M5	1:00 PM - 1:45 PM	Prefinished Metal Panels	Brad Whitley, Samantha De Coteau
M6	2:30 PM - 3:15 PM	Stone Coated Metal Panels	Robin Anderson, Chuck Nolden
<b>Friday, February 21</b>			
M7	12:15 PM - 1:00 PM	Retrofit with Metal Systems	James Kaiser, DJ Highnote, Charlie Smith
M8	1:45 PM - 2:30 PM	Stone Coated Metal Panels	Robin Anderson, Chuck Nolden

# JOIN NRCA ... IT'S A PIECE OF CAKE

Visit NRCA booth 9077  
and save up to \$1,000 with  
our exclusive IRE special—  
and score big to win big prizes!

YOU BELONG HERE!



## DISCOVER INNOVATION AT ITS BEST

Presenting the International Roofing Expo® Innovative Product Showcase and Awards Program (IPSA). This exciting product showcase and awards initiative will shine a spotlight on the cutting-edge solutions currently revolutionizing the roofing and exterior industry.

### PROGRAM BENEFITS

- People's Choice & Expert's Choice voting inclusion.
- Product showcased at IRE's Innovative Product Showcase.
- Access to scanned attendee contact list.
- Prominent booth signage.
- Email and social media promotion.
- Featured in the IRE mobile app with push notifications.
- Digital logo and promotional copy for your brand.

### THE PROGRAM CATEGORIES:

- Business Software and Technology Products
- Coatings, Caulks and Sealants
- Gutters and Roof Drains
- Roofing Products (Including: Single Ply, Metal Panels, Shingles, Synthetic Roofing & Flashing)
- Safety & Fall Protection
- Siding & Insulation
- Solar Panels & Products
- Tools, Equipment and Machinery
- Waterproofing, Flashing, Vapor Barriers, Underlayments and Insulation
- Windows & Doors and Skylight & Roof Windows

**SHAPE THE FUTURE OF  
ROOFING AND EXTERIOR SOLUTIONS!**

CAST YOUR VOTE NOW!

**LEARN MORE →**



# COMMITTED TO GETTING YOUR JOB DONE. EASIER.

When your workday needs flexibility, we're there for you. Place orders, track deliveries and manage your account details with myABCsupply in the office or remotely. But when you need a friendly face, ABC Supply associates are just a phone call or click away, ready when and where you need us.



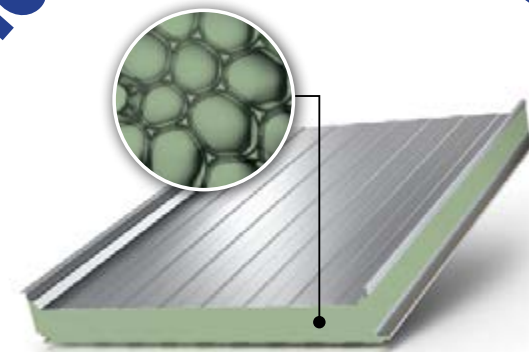
Stop by and visit us at:  
**BOOTH #16061**

Go to [myABCsupply.com](http://myABCsupply.com) or  
download the ABC Supply app.



ROOFING | SIDING | WINDOWS | TOOLS | GUTTER | ACCESSORIES

# Surround yourself with innovation



Coming this year!  
**InnovaCELL™**  
Technology

**AWIP** All Weather  
Insulated Panels  
Your vision. Our purpose.

**Booth 8019**  
International Roofing Expo  
[AWIPanels.com/InnovaCELL](http://AWIPanels.com/InnovaCELL)



ACCULYNX 

# READY TO ROCK YOUR BUSINESS?

Your VIP experience awaits at Booth #25086

**SEE YOUR DEMO BEFORE THE SHOW**



**SeaWorld**  
GROUP EVENTS

**SEAWORLD SAN ANTONIO WELCOMES  
YOUR CONVENTION ATTENDEES & FAMILIES**

**SPECIAL OFFER \$49.99 PLUS TAX**

— REGULAR GATE PRICE \$ 94.99    SAVE \$45 PER TICKET —



**匯達**  
**FASTENER**  
**WORLD**

**SERVICE:**  
E-BOOK / B2B ADVERTISEMENT /  
AGENT OF EXHIBITIONS /  
MAGAZINE / GLOBAL SOURCING PLATFORM

[www.fastener-world.com](http://www.fastener-world.com)

The right side of the advertisement features a vertical banner with a colorful, wavy background in shades of teal, pink, and dark blue. At the top, the Chinese characters '匯達' (Hui Da) are displayed above the English text 'FASTENER WORLD'. Below the logo, a QR code is provided for more information. Underneath the QR code, the word 'SERVICE:' is followed by a list of services: 'E-BOOK / B2B ADVERTISEMENT / AGENT OF EXHIBITIONS / MAGAZINE / GLOBAL SOURCING PLATFORM'. The banner is decorated with various line-art illustrations of tools and fasteners, including a wrench, a screwdriver, a nail, a pair of pliers, a hand saw, a hammer, and a bolt. The overall design is clean and professional, emphasizing the company's focus on the fastener industry.

APRENDE **MANTENTE  
CONECTADO** RSVP



**METAS DE LATINOS EN ROOFING**

- › Educación
- › Classes con ABC Supply
- › Networking
- › Entrenamientos uno a uno
- › Recursos
- › Webinars y Facebook lives



**ORDER  
THE NRCA  
ROOFING  
MANUAL...  
IT'S A PIECE  
OF CAKE!**

The NRCA Roofing Manual—2025 Set is now available for purchase or digital download! This set of four technical manuals helps you deliver quality results and keeps you current with industry best practices.

Order today and get 15% off with code IRE15.





**INTERNATIONAL  
ROOFING  
EXPO**

Sponsored by **NRCA**