

Western Roofing Expo 2010 Recap

Thousands Gather for 36th Annual WSRCA Convention Held in Las Vegas

by Marc Dodson, editor

It was back to Las Vegas, Nevada, June 20-23, 2010, for the Western States Roofing Contractors Association (WSRCA) Western Roofing Expo. The event experienced a great turnout with an enthusiastic attitude from both exhibitors and attendees. Could this a sign of the long-awaited upturn in the construction economy? We can only hope.

The Paris Las Vegas Casino & Resort was the site of this year's extravaganza. According to the WSRCA, about 2,500 convention-goers converged for Western Roofing Expo 2010, exceeding the last two year's convention attendance figures. Roofing professionals from throughout the West were on hand to experience the three days of seminars, golf and sporting clays, exhibits, demonstrations, and industry camaraderie.

Trade Show

The trade show featured with 160 companies staffing 270 booths. The Expo featured local, regional, and national companies displaying their latest products and services, many available only in the Western market. The vast majority of the exhibitors we talked to were very pleased with the turnout and the convention.

Chuck Chapman, then president of the WSRCA, along with Christian Madsen, incoming president, were on hand to cut the obligatory ribbon to open the show. Once open, the show remained a bustling center of activity until the final closing hours.

The Davis Memorial Foundation raffle took place during the final hour of the trade show. The foundation is the charitable arm of the WSRCA and awards scholarships to deserving students each year. The grand prizewinner

of the 50/50 Pot of Gold raffle was Bob Hogan of Roofers Mart in Minneapolis, who walked away with \$18,250 in gold.

Seminars

Seminars this year included: *Green Roof Design 101 & 201, Design & Installation; Safety Seminar - Maximize Safety with Practical Information Management; Roofing Technology Seminar - From Inspections to Proposals; Above-Grade Waterproofing Seminar - Coatings and Reinforced Waterproofing Membranes and What You Need to Know; BURSI - The Better Understanding of Roofing Systems Institute; Legal Seminar - Indemnification, Naming Others as Additional Insureds and Waivers of Subrogation; Shingle Seminar - Issues with Installing Shingles on Lower Slope Roofs; Sales and Marketing Seminar - Helping You be Ahead by Design, Not by Default; Solar Certification Workshop; Codes Seminar: How the 2009 IBC Affects You and the Roofing Industry; and Succession Planning Seminar - How to Preserve Your Business and Non-Business Assets.* The Exhibitor Showcase Seminars return this year by popular demand.

Two of the best-attended seminars were: *Shingle Seminar - Issues with Installing Shingles on Lower Slope Roofs* and *How the 2009 IBC Affects You and the Roofing Industry.*

On June 23, RCI Region IV presented their program designed specifically for consultants and contractors. Seminars this year included: *Gardening and Roof Scapes; Water Intrusion and Common Curtain Wall Problems; Daylighting and Photovoltaics; Taper Insulation Systems and Design; and Sprayed Polyurethane Foam in the Building Envelope.*

Annual Luncheon

The speaker at the annual luncheon this year was David Feherty. Feherty retired from both the European and PGA Tour in 1997 and continues

to commentate for CBS Sports as an on-course reporter and a golf analyst. Feherty is also a columnist for *Golf Magazine* and has his own feature page called *Sidespin*.

Feherty's animated and humorous talk included antidotes from his early golf career, comments about other golfers, and his life as commentator, as well as his admiration for our soldiers abroad.

Awards

Recognizing those that have gone above and beyond the call of duty has become a tradition with the WSRCA. At the Legislative Luncheon, WSRCA president Chuck Chapman honored Mike Tory, Tory's Roofing & Waterproofing, Pearl City, Hawaii, as Board Members of the Year for his efforts on behalf of the association. At the Opening Luncheon, the infrequently bestowed WSRCA Hall of Fame honor was presented to Pat Large, Quality Tile Roofing, Boise, Idaho. Large was honored for his continuing dedication and service to the WSRCA and the Western roofing industry. Congratulations gentlemen!

Scholarship Fund Raisers

The Davis Memorial Foundation again hosted two fund-raising sporting tournaments prior to the convention. On Sunday, June 20, the golf tournament was held at the Arroyo at Red Rock. The Sporting Clays Tournament was held concurrently at the Oasis Gun Club.

A silent and not-so-silent auction was held during the President's Reception, which also netted the foundation several thousand dollars. Additionally, the 50/50 Pot of Gold raffle also raised funds for the foundation.

The Davis Memorial Foundation awarded scholarships this year to: Kimberly Myers, Front Range Roofing, Colo.; Paige Trotter, Front Range Roofing, Colo.; Zachary Parkhurst, McDonald & Wetle, Oregon; and Ryan

Duran, Cant Strip Corp, Arizona. The RJ McKennon Award winner this year was Brian Hulse, Quality Tile Roofing, Idaho.

New Officers

The newly elected officers this year are as follows: president, Christian Madsen, Madsen Roof Co., Sacramento, Calif.; senior vice president, Travis Nelson, Brown Roofing, The Dalles, Oregon; vice presidents, Bill Asbury, Quality Tile Roofing, Boise, Idaho; Michael Trotter, Front Range Roofing, Greeley, Colo.; Bruce Hunter-Dushel, BD Roofing, Tacoma, Wash.; Mike Tory, Tory's Roofing, Pearl City, Hawaii; and immediate former president, Charles Chapman, Central Roofing of Arizona, Phoenix, Ariz.

In his opening address to the gathering, president Madsen thanked everyone for their support and vowed that the association would continue as a leader in industry education and information dissemination.

Next year the WSRCA will hold its 37th annual convention and trade show in Reno, Nevada, June 5-7, 2011, at the Peppermill Hotel & Casino. For more information, contact the WSRCA at (800) 725-0333. ●●●