



2017 SCHEDULE OF EVENTS

WEDNESDAY, MARCH 1		SPEAKERS	ROOM
7:45 AM - 9:15 AM			
WE01 +	NRCA's Young Contractors Committee Roundtable Discussion: Emerging Business Technology in the Roofing Industry	B. Morgan, G. Mitchell, C. Madsen, J.J. Smithey, K. Van Winkle, A. Burkholder, C. Collins, M. Cameron, J. Embow, T. De La Cruz, C. Lecklider, S. Kawulok; Moderator: B. Sutter	Islander C
WE02^+*	Wind Design for Roof Assemblies: ASCE, FM, IBC and UL	Mark Graham	Islander B
WE03^+*	Developing a Site Specific Fall/Rescue Plan	Daniel Nowak	Islander F
WE04	"I Think I Thought You Said?" – How to Communicate Effectively	Bob Pringle	Islander A
WE05*	Successful Career Path Case Studies for Women in Roofing	Heidi Ellsworth, Diana King, Shelly Duhaime, Frann Nichols, Jennifer Stone	South Pacific C
WE06^+*	Comparison of Metal and Non-Metal Recover Systems	W. Lee Shoemaker, Vincent Sagan	Islander G
WE07^+*	Single Ply Membranes – Catching Up on What You May Not Know	Helene Hardy Pierce	South Pacific F
WE08*	Planning for Profits	John DeRosa	Tradewinds DEF
WE09*	Building a Plan to Control the Online Reputation of Your Roofing Business	Aaron Hockel	South Pacific B
9:45 AM - 10:50 AM			
WEKEY	Keynote: Never Fly Solo! The Power of Partnership Sponsored by Malarkey	Retired Lt. Col. Rob "Waldo" Waldman	South Pacific E
11:00 AM - 1:00 PM			
LB	National Roofing Legal Resource Center Luncheon Program – SOLD OUT		Islander DE
11:00 AM - 5:00 PM EXHIBIT HALL OPEN			BAYSIDE HALL D-E
11:20 AM - 12:20 PM			
RI1	Adhesive Trends and New Solutions	Brian Shamas	Booth #1159
11:45 AM - 12:45 PM			
G1	The Importance of a Roofing System	Charlie Lake	Booth #925
12:00 PM - 12:30 PM			
EP1	KEMPER: Reinforced Cold Liquid-Applied, Waterproofing Membrane: Hands-On Demonstration	Braeden Kleven	Booth #1473
12:30 PM - 1:30 PM			
RI2	Lead Generation for Roofing Contractors	Heidi Ellsworth	Booth #1159
12:45 PM - 1:30 PM			
G2	Commercial Roof Maintenance	Jennifer Long	Booth #925



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1:45 PM - 2:45 PM			
RI3	Getting Your Foot in the Door with Owners and Specifiers	Alison Rice, Doug Schanz	Booth #1159
2:00 PM - 2:45 PM			
G3	Common Sense Approaches to Reducing Condensation Problems Associated with Reflective Roofing on Western Wood Framed Decks	Phil Dregger	Booth #925
2:15 PM - 3:00 PM			
EP2	CAPSTONE: The Benefits of Captives & Alternative Risk Planning	Steward A. Feldman	Booth #1473
3:00 PM - 4:00 PM			
RI4	Growing and Developing Supervisors	Monroe Porter	Booth #1159
3:15 PM - 4:00 PM			
G4	Impact Resistance – What the Hail Is Happening?	Tom Taylor	Booth #925
3:30 PM - 4:15 PM			
EP4	APEXCHAT: Key Tactics to Boost Website Conversions and How to Use Live Chat for Lead Generation	Jim Bert, Kenneth Lee	Booth #1473
5:30 PM - 7:30 PM			
WEWP	Welcome Party		LIGHT Nightclub