

Western Roofing Expo 2017 - Special Recap Issue

Thousands Gather in Las Vegas for 43rd Annual Convention and Trade Show

LAS VEGAS, NEVADA — It was back to fabulous Las Vegas and the Paris Las Vegas Hotel & Casino for the Western States Roofing Contractors Association's (WSRCA) **Western Roofing Expo 2017**. Known for bringing all the elements of the roofing and waterproofing industry together, the Western Roofing Expo experienced a near record-breaking turnout over the duration of three days in Las Vegas.

According to registration statistics - **3,306** convention-goers converged for the 2017 show, setting the second all-time highest attendance figure in the Expo's 43-year history. Roofing professionals from throughout the West were on hand to experience action-filled events including the annual sporting tournaments, welcome party and auction, exhibit floor, live product demonstrations, and live shingling competition called *The Roofing Games*™. There was a great overall sense of industry camaraderie this year, and many of the people we talked to called it the best Western Roofing Expo they've ever attended.



Davis Memorial Foundation- 20th Anniversary

To kick-off the Expo, WSRCA's philanthropic arm - the Davis Memorial Foundation - celebrated its 20th Anniversary and hosted its annual fundraising events on Sunday, June 11th. Founded in 1997 in memory of Larry and Mary Davis, the Foundation's mission is to support higher education, particularly as it relates to the development of a well-educated construction industry. Scholarship awards are granted every year to high school, undergraduate and graduate students throughout the country. To raise money and awareness for these scholarships, events like the Welcome Party & Lively-Silent Auction, and annual Golf & Sporting Clays Tournaments have been established by the Foundation.

2017 Scholarship Winners

The requirements for these scholarships aren't easy. Applicants must submit letters of recommendation from teachers and mentors, official transcripts from High Schools or Universities, and a Q&A written application to be considered eligible. For the 2017 academic year, the Davis Memorial Foundation awarded (10) \$5,000 scholarships to the following outstanding students: **Lauren Barker** (Eagle, ID - Oregon State University), **Jared D. Grady** (Phoenix, AZ - University of Arizona),

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Avery J. McFarlin (Abilene, TX - Abilene Christian University), **Spencer Clay** (Portland, OR - Oregon State University), **Molly Nelson** (The Dalles, OR - The Dalles High School), **Turner Gill** (Atlanta, GA - Holy Innocents Episcopal School), **Suezanne Hall** (Spartanburg, SC - Gettys D. Broome High School), **Ashlyn D. Clark** (Provo, UT - Brigham Young University), **Christopher Kuhn** (Uniontown, OH - Lake High School), and **Paola F. Gomez** (Oakland, CA - Oakland Charter High School). Congratulations to all for your hard work and commitment to higher education – the Davis Memorial Foundation wishes you all the best of luck in your bright futures!

Golf & Sporting Clays Tournaments

The annual Golf Tournament was held bright and early at in southern Las Vegas at the **Revere Golf Club**. 104 participants came out to play the challenging Lexington Course at the club. Across the valley, the annual Sporting Clays Tournament was also held concurrently at the **Pro Gun Club** in Boulder City. The course was maxed out with 72 participants, who also had a great time on the challenging desert terrain and windy conditions. A very special thank you to our Tournament Title Sponsor: **Allied Building Products** - and all of the other prize donators and participants who help make the Davis Memorial Foundation's tournaments a yearly success.



Welcome Party & Lively-Silent Auction

Later that evening hundreds gathered back at the Paris Hotel & Casino, as Foundation Chairman **Chuck Chapman** and fellow Trustee **Bill Baley** emceed the Welcome Party and Lively-Silent Auction, sponsored by **GAF**. Fantastic donated items such as hunting trips, vacations, electronic merchandise, jewelry, and of course, roofing related products were all on display. The night was a huge success, raising nearly \$60,000 in a matter of hours, and this amazing support could not have been achieved without the generous support from members like you. A special thanks to Trustees **Heidi Ellsworth**, **Greg Bloom** and **Travis Nelson** - for their on-stage fundraising efforts to raise an additional \$50,000 at the Lively-Silent Auction this year — allowing the Foundation to award an additional (10) \$5,000 scholarships for next year...totaling **(20) scholarships for \$100,000!** On behalf of the entire Davis Memorial Foundation, its Trustees and Staff – and most importantly the scholarship recipients – thank you for your continued support!

Seminars & Trade Show Floor

Every year, the WSRCA puts on a diverse educational program designed to keep roofing contractors 'in-the-know' on vital roofing topics affecting the industry. On both Monday and Tuesday, the seminar portion of the Western Roofing Expo was held prior to the opening of the floor. All 17 seminars were well attended this year. Topics included current issues in the roofing industry, and the long-awaited results of *WSRCA's Low-Rise Adhesive Foam Testing & Research Project*.

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For the opening of the trade show floor on Monday, current WSRCA President **Brad Baker**, along with former President **Mike Tory**, and future President **Don Fry**, were on hand to cut the ceremonial ribbon. Once open, the trade show remained a bustling center of activity until the final closing hours. The exhibit hall featured over 185 local, regional, and national companies displaying their latest products and services, many available only in the Western market. The vast majority of the exhibitors were extremely pleased with the outstanding attendee turnout...and as you can see, the floor was packed!

Annual Luncheon with Entertainer - Ventriloquist Jay Johnson

Winding down the convention on Tuesday June 13th, ventriloquist and multi-talented comedian **Jay Johnson** made a hysterical appearance at the Annual Luncheon, sponsored by **Malarkey Roofing Products**. He showcased his amazing vocal skills with his famous partner 'Bob' — and finished his performance with a funny bit with his Monkey friend. He was quite the entertainer, and it made for a relaxed atmosphere heading into the final portion of the Expo.

Board Member of the Year, Hall of Fame, and Outstanding Service Award

Immediately following the luncheon entertainment, WSRCA presented its annual awards. **Board Member of the Year** went to **Don Fry** in recognition of his tireless work last year improving the Association. Retiring Director **Darin Douglas** was also recognized for his many years of fantastic contributions to Western States. Long time Editor of the official publication of WSRCA (Western Roofing Magazine) **Marc Dodson**, was awarded the prestigious **WSRCA Hall of Fame Award** for his 30+ years of service helping shape both the WSRCA and the roofing industry. Last but not least, **Greg Bloom** of Allied Building Products was awarded the **Outstanding Service Award** for his leadership on the Associate Advisory for over more than a decade. A huge congratulations to all those awarded, and thank you for all that you do!



The Roofing Games™ 2017

As the trade show floor began its final events of the year that Tuesday, **Western States Roofing Contractors Association** and **Malarkey Roofing Products** once again hosted the shingling competition known as The Roofing Games™. Participants competed against one another in a timed installation of a Malarkey® roofing system on a small wooden deck — and were judged on accuracy, aesthetics, workmanship, and of course - speed. For the **SECOND YEAR IN A ROW** **John Miles of Wick's Roofing was the 2017 winner with a time of 2:29**. Sounds like we have a dynasty forming! To all the participants, fans in the crowd, and especially Malarkey Roofing Products - thank you for making this such a fun event and for supporting our local western roofing contractors in this exciting competition!

Thank You

From everyone here at Western States and the Davis Memorial Foundation - the entire Board of Directors and Executive Committee, Associate Advisory, Trustees and Staff – we would like to thank you for your continued support and for making the Western Roofing Expo THE premier roofing event in the West. Next year, the Western Roofing Expo 2018 will once again be hosted at the **Paris Las Vegas from June 10-12**. Mark your calendars now, and we'll see you next summer!