

MARCA'S

SUMMER 2012

# ROOFTOPICS

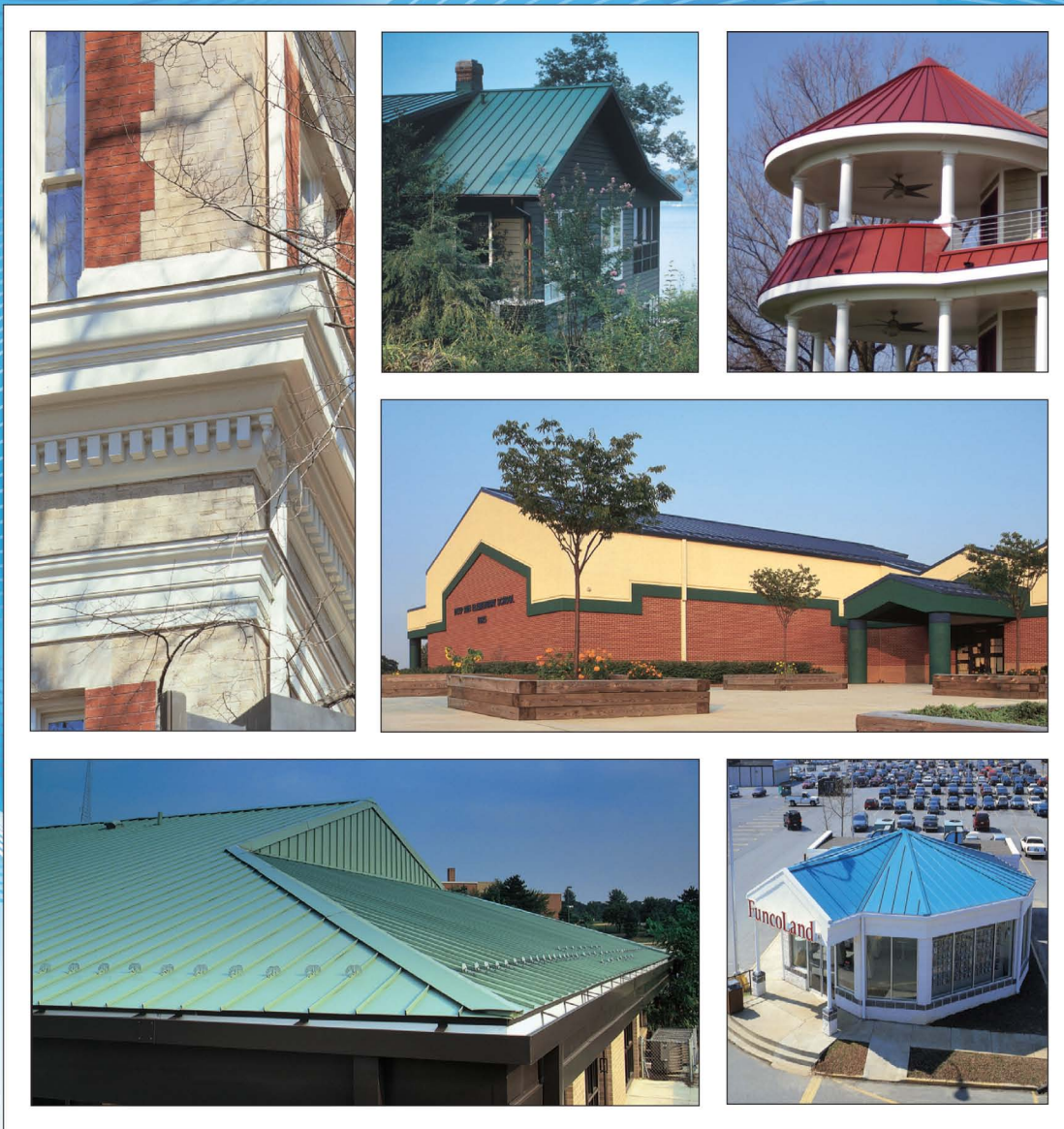
THE NEWSMAGAZINE OF THE MID ATLANTIC ROOFING CONTRACTORS ASSOCIATION

*The Road Ahead...*

*OSHA  
regulation  
updates  
+  
upcoming  
events*

- ⊕ **SMOG EATING ROOF TILES**
- ⊕ **THE STATE OF THE INDUSTRY**
- ⊕ **NEW DEVELOPMENTS BEGIN IN DC**

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NEW LOOK!*



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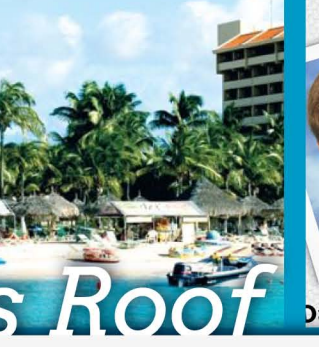
  
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 MARCA is able to fund these scholarships by profits and  
 Annual Golf Tournament, Crab Feast, Dinner Meetings  
 on from our membership that allows the scholarships

...eeting the needs of  
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 "The Road Ahead" we  
 that the future will  
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 move forward.



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Welcome to the summer edition of MARCA's Rooftopics for 2012. As half of 2012 has gone by us rather quickly, the theme of this issue "The Road Ahead" only seems to be appropriate.

With the recent economic challenges and budget cuts that have taken place, as well as additional demands for project training and certifications, we as contractors face the same challenges and will need to be put ourselves in a position to be as profitable as we can with every bid opportunity that goes out the door.

MARCA is an industry association that exists to serve the needs of our members. We are dedicated to combining the talents and efforts of our members, as well as improving the conditions and standards of the roofing industry while also improving the profitability of each of our members. Whether it's certification training or networking opportunities that you are looking for, we want to be able to meet your needs.

MARCA has made great strides in the last year, and this year we will continue to expand on our service and event offerings. Based upon the positive feedback that we recently received from our membership, we will be offering OSHA 30 hour training, crane safety rigger 1 & 2 training, CPR & first aid, and aerial JLG training again this year.

As MARCA has grown over the years, our present membership consists of individuals and businesses from the Eastern Shore of Maryland, Baltimore, Virginia, and the Washington DC areas. To better be of service to our membership, we will be scheduling events and dinner meetings that can be accommodating to all of our members.

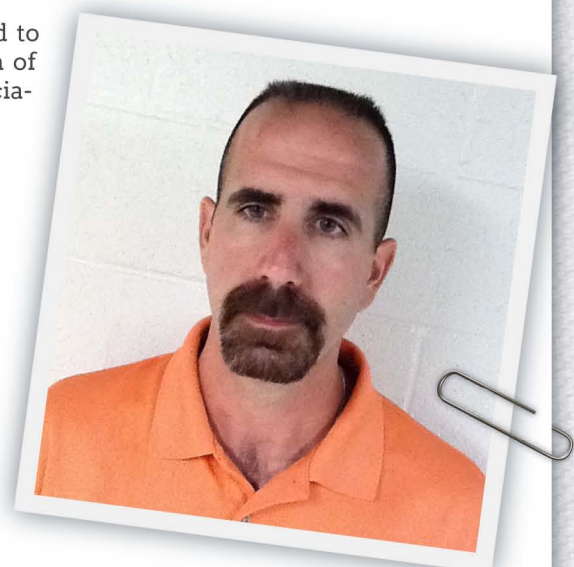
One of our main goals each year is to fund our scholarship awards for the continuing education of MARCA member's and their children. MARCA is able to fund these scholarships by profits and support from our membership at our Annual Golf Tournament, Crab Feast, Dinner Meetings, and raffles. It is the support and participation of our membership that allows the scholarship awards and events to be a success every year.

As I begin my term as the MARCA President, I look forward to serving and developing a meaningful relationship with each of you. Please do not hesitate to let me know how we, as an association, can better serve you.

Thank you for the opportunity.

Regards,

Ernie Giancola  
MARCA President



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Golf Tournament: Doug Fields, Ernie Giancola  
Crab Feast: Bonnie Carroll, Dave Taylor II, Rachel Howell



# *The Road Ahead . . .*

**Development Announcements, Recent Economic Reports, OSHA Regulation Updates, and an Eco-friendly Invention . . . We're taking a look at what is coming down the pike for Roofing Contractors in the Mid Atlantic Region.**

## Capitol Square Development Set to Break Ground

The long-delayed mixed-use redevelopment of Capitol Square is finally set to break ground this summer with the construction of a 200-room Hyatt Place hotel. According to DCMud.com, the first phase of the project is scheduled to be completed by the end of 2013, with future phases set for completion over the next five years.

Capitol Square is located in Northeast DC along New York Avenue and North Capitol Street. The combined office-residential-retail project is expected to eventually bring over 2 million square feet of leasable space to the site.

## Montgomery County Arena Back on Table

A multi-use arena first proposed in 2007 is being resurrected in Montgomery County. The Washington Post reports that negotiations have restarted to build the 8,000-seat arena near the Shady Grove Metro Station.

An eight-acre parcel is considered the prime location, but it currently houses surface parking operated by Metro. D&A Sports and Entertainment Group says they will finance the \$85 million dollar complex and a 1,000-space parking garage for Metro. Metro is expected to consider the proposal this summer. County Executive Isiah Leggett first envisioned the arena as a place to host concerts as well as community activities like sports championships and graduations.

## New Columbia Apartment Complex Planned

Columbia's first new housing complex in a decade is set to break ground later this year. Metropolitan Downtown Columbia will be a \$100 million, six-story, 380-unit apartment and retail development located on land next to the Columbia Mall.

The joint venture by the Howard Hughes Corp., Kettler, and Orchard Development is set to open by the spring of 2014.

The plan also calls for an up to 750-space parking garage and 14,000 square feet of retail space. It would be the first phase of an eventual 817-unit complex that could have as much as 70,000 square feet of retail space on 12.8 acres of land along Broken Land Parkway.

## Homes to Replace Plan for Commerical Zone in Prince William County

A plan for commercial construction near Haymarket, Virginia has been overridden by the Prince William County Board of Supervisors. Supervisors voted 7-1 to approve a nearly 400 home development on the land near Route 15.

Storage units, warehouses and truck depots had originally been planned for the land. But supervisors called a plan to build the Villages of Piedmont II a better alternative. The project includes nearly 400 acres of preserved open space and walking trails.

## New Housing Starts

There may be more evidence that the struggling housing market is making a rebound. Builders broke ground on 717,000 homes in April, up 2.6 percent from March. The Commerce Department reported that construction rose for both single-family homes and apartments.

The number of building permits did fall from a more than three year high in March, but that was largely due to a 23 percent drop in the apartment category. Permits for single-family homes rose almost 2 percent. The rate of housing starts and building permits requested is still roughly half the pace considered healthy. But builder confidence is growing, with optimism among contractors growing to a five year high in May according to the National Association of Home Builders.



## State of the Industry Report

Roofing Contractor Magazine is out with their annual State of the Industry report and it shows growing optimism among roofing contractors. Of the more than 350 contractors that responded, 60 percent say they expect their sales to increase in 2012, while only 16 percent expect them to decrease. The outlook is even better for the long-term, with three-quarters of contractors saying they expect sales to increase over the next three years.

As for 2011, 67 percent of respondents say their sales increased or stayed the same in 2011, while 32 percent reported a decrease in sales.

The weak economy remains a major concern for both residential and commercial contractors, as does the rising cost of materials and insurance and health care. Commercial contractors however, have a more positive take on industry conditions with 48 percent saying the business climate will improve this year compared to 38 percent among residential contractors.

For more on Roofing Contractor's State of the Industry Report visit: [www.roofingcontractor.com](http://www.roofingcontractor.com)

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## Smog-Eating Tile

The roofing industry may be taking a bite out of one of the DC area's most harmful pollutants with a revolutionary new product. Boral Roofing has introduced a new smog-eating concrete roofing tile made with titanium oxide embedded in the top layer. It acts as a photo catalytic agent, breaking down harmful nitrogen oxide found in smog. Boral says that in one year, 2,000 square feet of the tile can destroy about the same amount of nitrogen oxide as a car produces from being driven 10,800 miles.

**Step 1** Smog Eating Tile oxidizes harmful NOx released from vehicles by converting them into cleaner air that is safer to breathe.

**Step 2** The roof tile coating contains a photocatalyst, activated by daylight, which converts harmful Nitrogen Oxides into Calcium Nitrates.

**Step 3** When it rains, the Calcium Nitrates are washed off the roof.

[Images provided by Boral Limited]

An estimated 2.4 million people die annually from causes related to air pollution and the DC Metro region ranked 13th in ozone pollution in the 2012 State of the Air survey by the American Lung Association.

You can find more information on the BoralPure® Smog Eating Tile here:  
<http://www.boralna.com/rooftiles/smog-eating-tile.asp>





## A New OSHA Directive Takes Effect Sept. 15

It's the unfortunate reality of the roofing business. An average of 40 residential roofers die every year after falling from roofs. That's why OSHA issued a new directive requiring all residential builders to use fall protection.

The OSHA standard 1926.501(b)(13) states that any roofer working six feet or above has to be protected by guardrail systems, safety net system, or personal fall arrest system. The new rules replace the Interim Fall Protection Compliance Guidelines Standard 03-00-001 that have been in effect since 1995. That allowed residential builders to bypass fall protection requirements. Under the new directive, contractors may still use alternative protection but have to have a site-specific fall protection plan that meet the requirements of the new standard and that of standard 1926.502(k).

The new requirement means that there are some safety options that are no longer acceptable. The 25-foot ground-to-eave height threshold no longer applies. Slide guards are also no longer considered an acceptable form of fall protection, regardless of the roof pitch or height of the roof eave.

The old directive was issued in part because of the high costs of fall protection to small businesses. But Daniel Paine, president of Innovative Safety LLC, says the technology has changed, making complying with the standard more feasible.

"You have all kinds of roof anchors that can be nailed in that are very inexpensive. We're talking about roof anchors you can put in for under \$20," Paine told the National Safety Council. "Yes, there is an initial cost, but they last for years."

*"It's the unfortunate reality of the roofing business. An average of 40 residential roofers die every year after falling from roofs."*

The directive has received opposition from several roofing associations who argue that it could cause more safety issues on job sites. One argument is that personal fall arrest systems could create another hazard by adding safety lines to a roof already littered with obstacles.

OSHA has provided materials on their website to help contractors comply with directive. They include PowerPoint presentations and aids including sample fall protection plans that can help contractors with understanding what steps need to be taken on the job site. You can find that information and the specific directive here: <http://www.osha.gov/doc/topics/residentialprotection/index.html>

The deadline comes as OSHA launches two separate campaigns to protect workers. The first is a Fall Protection Campaign geared specifically towards construction workers. The agency reported that there were 264 deaths from falls out of the total 774 construction deaths in 2012. The campaign uses three steps to prevent falls and save lives: Planning ahead, Provide the right equipment, and Training employees to use the equipment safely.

OSHA has launched a website dedicated to the effort which includes educational materials including posters, a fact sheet and prevention videos for fixed scaffolds, reroofing, leading edge work and the solar industry.

The second campaign is to prevent heat related illnesses for outdoor workers. Especially with the mild winter and higher temperatures setting in earlier, roofers everywhere need to be conscious of the heat. The campaign uses three simple steps to help combat heat illness: water, rest and shade.

Again, a dedicated website has resources, training materials, multimedia tools and even an iPhone app to help prevent these dangerous illnesses. For more information on both campaigns visit: <http://www.osha.gov/stopfalls/index.html> <http://www.osha.gov/SLTC/heatillness/index.html>

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# Project Feature

In December of 2011, Rec Solar, one of the nation's largest solar panel installers, tapped local roofing company - CRS Roofing Services to assist with the installation of a massive 77,300-square-foot, 2,576 panel solar energy system at the IKEA store in Baltimore, Maryland.

This complex project consisted of opening the existing Carlisle TPO membrane and insulation down to the steel deck in approximately 700 locations for the installation of new roof stanchions - using approximately 10 - 12 men installing about 70-100 stanchion daily. CRS also completed 2,500 square feet of roof repairs and upgrades, to accommodate the massive solar panel system.

The 77,300-square-foot PV array consists of a 618.2-kW system, built with 2,576 panels that are capable of producing approximately 823,500 kWh of clean electricity annually.

According to the EPA's clean energy resource calculator, this is the equivalent of reducing 626 tons of carbon dioxide (CO<sub>2</sub>), eliminating the emissions of 111 cars, or powering 71 homes yearly.

*"Rec Solar is one the nation's largest photovoltaic installation companies with several million watts of solar installed. Working with them was a great learning experience for CRS and its employees."*

**DONALD KUHL,  
VP OF CRS ROOFING SERVICES**

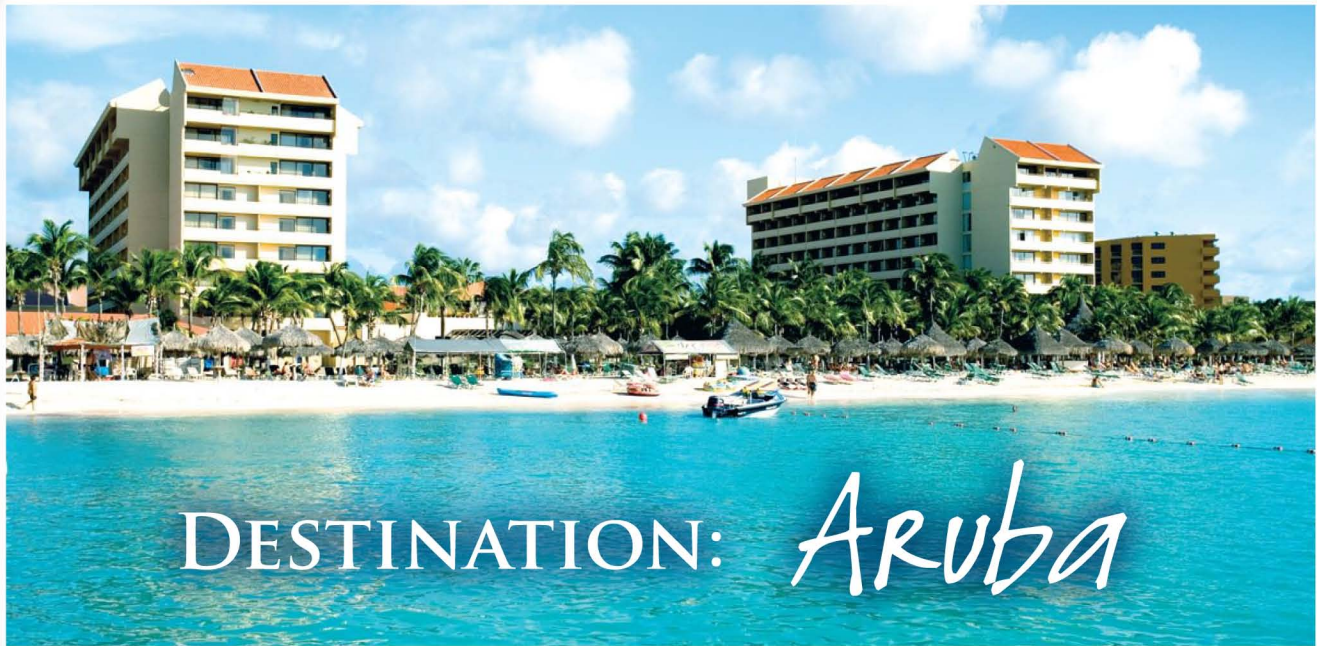
*"We are thrilled at how this solar energy system furthers our sustainability commitment at IKEA."*

**DANNIELLE ELLINGTON,  
IKEA BALTIMORE STORE MANAGER**



# MARCA's

# ANNUAL TRIP OCTOBER 21ST - 28TH



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INCLUDES AIRFARE WITH 7 NIGHTS  
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ARRIVE IN ARUBA ON 10/21  
DEPART ARUBA: 2:30PM- 7:05PM  
ARRIVE AT BWI  
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**\*\*The Reduced Cost Airfare listed above is only available until August 15th, 2012\*\***

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Emily Hicks at Going Places Inc. (410) 787-1100**

# Behind the Design

Rooftopics has a new look and a new designer.

We are hoping you have noticed that MARCA's Rooftopics Newsletter has undergone a major makeover to become the new and improved Rooftopics Newsmagazine.

This redesign is another part of our ongoing effort to support and engage our members. Our goal for Rooftopics is to provide important roofing news and information, showcase the work of our members, announce MARCA events, and highlight our region's contributions to the growth and improvement of the roofing industry.

For the Rooftopics redesign project we enlisted the help of Nick Follmer, owner and creative director of [ArtandDesignServices.com](http://ArtandDesignServices.com) - an industry leading provider of graphic and web design services in the Baltimore - Washington area. Having designed the current [MARCARoof.com](http://MARCARoof.com) website and our email campaigns, and most recently the 2012 MARCA directory, Nick is very familiar with our organization and has helped us to develop a consistent, recognizable visual style.

"I was able to attend the recent MARCA golf outing and it was a lot of fun. This isn't your typical "stuffy" professional organization. MARCA members definitely know how to have a good time. The level of camaraderie and friendship among members is obvious and impressive. While working on the design of the new Rooftopics Newsmagazine, I kept this in mind," explains Nick.

*"I want Rooftopics to be a reflection of MARCA's serious commitment to the roofing industry as well as the fun and friendly character of its members."*

NICK FOLLMER  
ARTANDDESIGNSERVICES.COM

With the new look of Rooftopics, we hope to increase readership and draw attention to the many good things MARCA is doing in support of its members and the larger roofing community.

If you have suggestions for the continued improvement of the Rooftopics Newsmagazine or if you would like to contribute event photos, articles, or ideas - please contact Nick Follmer at 301.458.0630 or [info@artanddesignservices.com](mailto:info@artanddesignservices.com).

# MARCA

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ROOFING CONTRACTORS

## Ironshore Contracting - Located in Baltimore, Maryland

### **When was the company established and 'Who' is IronShore Contracting?**

IronShore was established in 2007 by Gregory Malcolm as a full service roofing and sheet metal contractor.

### **What is the significance of the name IronShore and why roofing?**

The name Iron Shore is a reference to the neighborhood in Montego Bay Jamaica where Gregory was born and lived until moving to the US in his teens.

Greg attended Polytechnic High School in Baltimore and graduated with an engineering degree from Morgan State University. After a number of years of experience working with civil and general contractors, Greg made his first foray into the roofing industry taking a project manager position with Roofers Inc.

At Roofers Inc Greg quickly hit his stride, learning on a number of complex roofing projects beginning with a number of fast paced Phenolic roof replacements. In 2007, with the support and encouragement of his peers at Roofers Inc, IronShore was born.

### **What was IronShore's first job?**

IronShore's first project was an architectural metal façade project that was part of a bank branch and parking garage renovation in down town Baltimore. The award of the project meant the hiring of IronShore's first three field employees....and the rest is history.

### **How many employees does IronShore have and what type of work is done?**

Ironshore currently has about 40 full time employees and is skilled in all types of commercial low slope roofing; steep slope metal, slate, tile and shingle roofing; historic restoration and specialty copper work; architectural metal, louvers, rain-screens and specialties.

### **What sets IronShore apart from other contractor's in the market?**

While IronShore is a fully capable self-performing specialty contractor, it is also a certified MBE minority contractor in Baltimore City and is Maryland State MDOT Certified. In addition to roofing and architectural specialties, IronShore also has a scaffolding division that provides design, rental, erection and safety services to commercial, civil and industrial customers across the region.

### **What other involvement in the roofing industry and local community?**

IronShore is a proud new member of MARCA! Greg is also a past president of the RCI Mid-Atlantic Chapter and still sits on the Board. IronShore actively participates in community programs with the City of Baltimore and mentors students and interns, giving them a first look into the world of contracting.

### **What do you see is the most challenging issue that IronShore/the roofing industry is faced with today?**

"The aging of our skilled workforce and the ability to attract, train and retain new employees into the business. This is particularly true on the operational side but also in management where people that have the dedication and perseverance it takes to run the business are scarce. I think programs that introduce young people to the opportunities that exist in roofing are important to maintaining this as a respected profession."

### **What is the most rewarding thing about being a roofing contractor?**

"People. You meet some of the most talented, passionate and dedicated individuals in this business. The relationships that we make with our employees, our customers, vendors and other contractors are invaluable. Also, knowing that it is people that makes this business tick and we are not only providing work and income for our workers but also their families."

photo right: East Germantown Fire Station



*“You meet some of the most talented, passionate and dedicated individuals in this business. The relationships that we make with our employees, our customers, vendors and other contractors are invaluable.”*

GREGORY MALCOLM, IRONSHORE CONTRACTING

2012

**MARCA  
SCHOLARSHIP  
WINNERS**

# Congratulations to MARCA's 2012 Scholarship Winners!

MARCA is dedicated to combining the talents and efforts of its members to improve the roofing industry and to help establish standards of performance. Outside of providing industry support, MARCA's main mission remains the funding of the Scholarship Program. Each year MARCA invites members and member company employees to participate. Candidates must be immediate family members and demonstrate a high level of both academic and extra-curricular achievement.

The 2012 Scholarship Program produced an equal number of incoming college freshman and current college level applicants. Thus, MARCA's Board of Directors chose to award four scholarships; two to the incoming college freshman, and two to those already attending a college or university. An independent reviewer from McDaniel College in Westminster, MD evaluated the MARCA applications and chose the four scholarship winners.

MARCA would like to thank all of those who participated this year. It proved to be a tough field of candidates, all with outstanding records of achievement. We would like to extend a special congratulations to our four 2012 Scholarship Program winners:

## Alexandra Nelson

sponsored by Tecta America  
attending University of Maryland, College Park



## Elisa Bohlen

sponsored by CRS Roofing Services  
attending Towson University



## Daniel Salmon

sponsored by ACP, LLC  
attending College of William and Mary

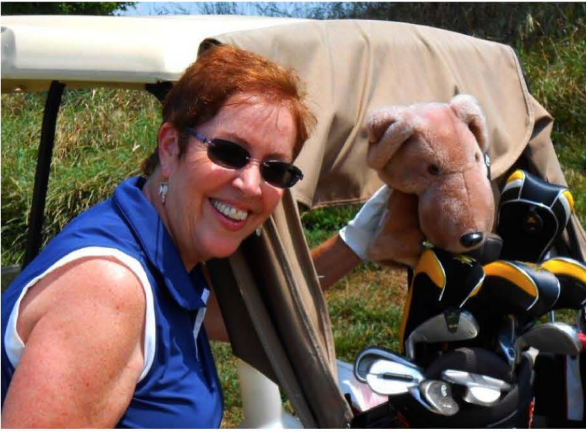


## Rodney Everett Jr.

sponsored by Heidler Roofing Services, Inc.  
attending Washington College



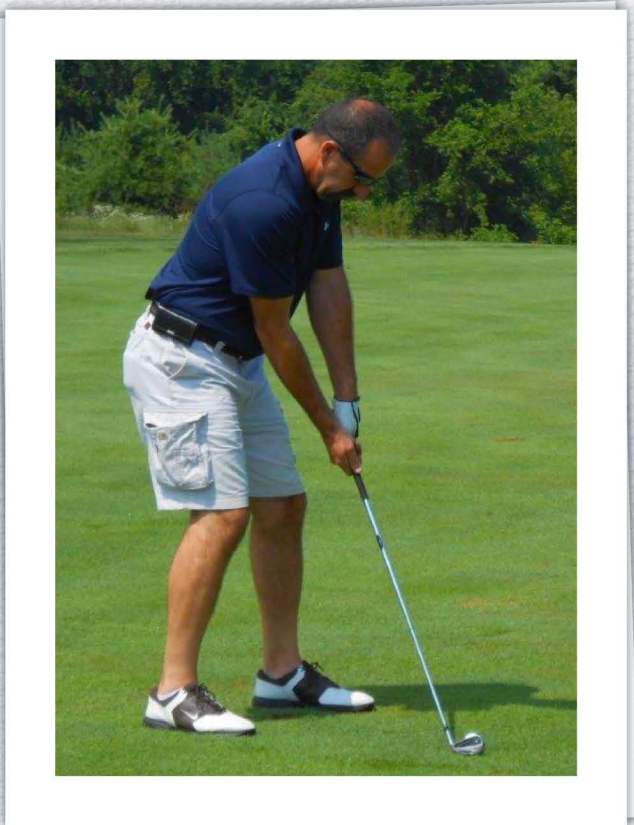
# SNAPSHOTS FROM RECENT MARCA EVENTS



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# SNAPSHOTS FROM RECENT MARCA EVENTS



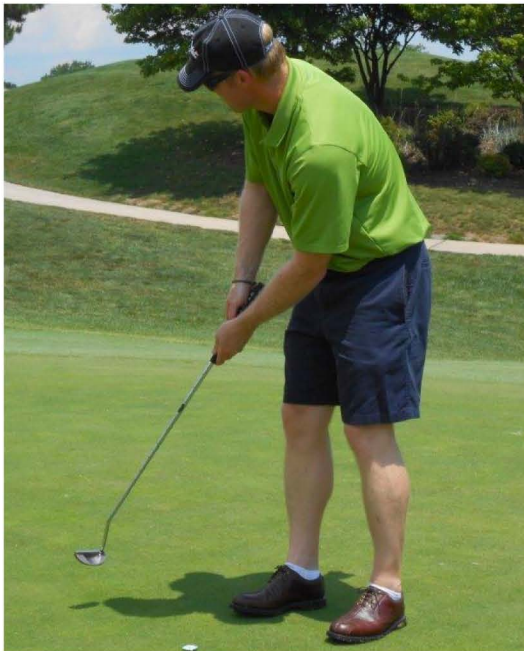
## *Thank You to MARCA's Golf Outing Event Sponsors*



# SNAPSHOTS FROM RECENT MARCA EVENTS



# SNAPSHOTS FROM RECENT MARCA EVENTS



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- ✓ Apply for MARCA Membership
- ✓ Register for Upcoming Events
- ✓ Register for Training Courses
- ✓ Pay Your MARCA Dues
- ✓ Become a Website Sponsor
- ✓ Update Your Profile/Contact Information
- ✓ And More!

Visit [MARCARoof.com](http://MARCARoof.com) Today!



## "MARCA" Your Calendars

MARCA's Annual Crab Feast  
 September 29th, 1-6pm  
 at The Kent Island Yacht Club

MARCA's Fall Dinner Meeting  
 for Baltimore/Columbia Members  
 October 18th at The Stanford Grill

MARCA's Annual Trip:  
 Destination Aruba  
 October 21st - 28th

MARCA's Fall Dinner Meeting  
 for DC/VA Members  
 November 18th  
 Location: TBD



September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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30						

October						
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28	29	30	31			

November						
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



# TRI- COUNTY HEATING & AIR CONDITIONING

A DIVISION OF TRI-COUNTY ROOFING

**PRIORITY HVAC SERVICE 24 HOURS A DAY CALL NOW! 410-875-9671**

The HVAC Division of Tri-County Roofing has been in operation for almost 2 years and specializes in:

- \*Removal and Replacement of all types of heating and A/C units
- \*Repairing damaged gas lines and disconnected flue pipes
- \*Repairing broken thermostat wire, cut electrical wire, etc.

*We are Fully  
Licensed, Bonded,  
Insured, and Ready to  
Serve All of Maryland!  
HVACR# 01-5233*

JOIN US FOR MARCA'S ANNUAL  
ALL - YOU - CAN - EAT

# CRAB FEAST

SEPT 29<sup>TH</sup> 1 PM - 6 PM

**Get Cracking! The 2012 MARCA Crab Feast is September 29th**

Summer is going-out with a bang! If the sound of crab hammers makes your mouth water, join MARCA for an afternoon of great food, games, and live music on the Chesapeake Bay.

**Where:** The Kent Island Yacht Club  
117 Yacht Club Drive,  
Chester, MD 21619

**When:** September 29th from 1 pm to 6 pm

**Tickets:** \$70 per person or \$600 for a table of 10

Visit [www.MarcaRoof.com](http://www.MarcaRoof.com) to Register Online.

**Sponsorship Opportunities are also available:**

\$100 Auction Sponsor or \$300 Bar Sponsor

Sign-up Online at [www.MARCARoof.com](http://www.MARCARoof.com)

Questions? Email Laurie Fick -[fick.laurie@yahoo.com](mailto:fick.laurie@yahoo.com)



## Menu to Include:

Maryland Crabs  
Barbecue Chicken  
Hot Dogs  
Hamburgers  
Baked Beans  
Cole Slaw  
Potato Salad

Don't Wait!  
Space is limited and  
we've sold out the  
last 2 years!

**REGISTER ONLINE TODAY AT [WWW.MARCAROOFF.COM](http://WWW.MARCAROOFF.COM)**