



Steve Weinert, President
Crafts, Inc.
P.O. Box 190
srw@craftsroofing.com
Manitowoc, WI 54221-0190

Ph: (920) 682-7707
Fax: (920) 682-9753

www.craftsroofing.com

Press Release

DATE: November 12, 2016

CONTACT: Steve Weinert

HEADLINE: **Schutz Retires From Crafts after 100,000,000 Square Feet of Roofing in a 37 Year Run**

FOR RELEASE: November 14, 2016

After participating in an estimated 100,000,000 square feet of roofing projects during his 37-year career at Crafts, Inc., Mike Schutz retired on October 8.

Schutz was hired by Crafts, Inc. as a project estimator in 1979. His job title changed and responsibilities grew over his tenure at Crafts, Inc. At his retirement, Schutz was Vice President - Operations Manager. Most recently he was a major contributor to Crafts, Inc. management transition, modernization and growth.

Throughout his career, Schutz worked with a wide variety of people. He was involved with all Crafts, Inc. employees including management, office staff, roofers and sheet metal fabricators. Outside the office, Schutz developed many positive working relationships with plant operations managers at many long-term Crafts, Inc. customers and with project managers at major general contracting firms throughout northeast Wisconsin.

Schutz explained, "One thing I'll definitely miss about Crafts, Inc. is all the relationships I've enjoyed over the years. From the Crafts, Inc. employees to project partners, I've had the opportunity to work with, and get to know personally, some great people."

Another part of the job that maintained Schutz's interest in his work was the ongoing education that was necessary. The most common type of roofing system in 1980 when Schutz started at Crafts, Inc. was hot asphalt "built up roofing". Today there are multiple roofing system options with single-membrane roofing systems being the most common applied by Crafts, Inc.

This has meant that Schutz had to keep up-to-date with constant changes in the roofing materials and installation requirements. "I've always appreciated that Crafts, Inc. was committed to being a leader in the roofing industry. That meant I had the challenge of keeping current with the most current trends in the business. That always meant something new to learn and use in my job; it kept it interesting", Schutz reported.

Crafts, Inc. President, Steve Weinert, said on Schutz's retirement, "Mike's contributions, mentorship of employees at all levels, and enthusiasm are exceptional. That Mike helped us prepare for his retirement plans by taking the leadership role in grooming an effective and motivated team is just one example of his 'big-picture' company outlook."

Schutz will continue to serve Crafts, Inc. as a consultant, lending his expertise to unique projects. Most of his time, however, will be spent either with family which includes six grandchildren or at the family cabin in Michigan's Upper Peninsula.

Crafts, Inc. is celebrating its 70th year in business as a leading innovator in commercial and industrial roofing systems. For more information about roofing solutions and career opportunities at Crafts, Inc. call or go to their web site, www.craftsroofing.com