

Meet Laurie and Tim Moore of Kreiling Roofing

Welcome to the Midwest Roofer's new MRCA Profile section. Please contact editor Jane Martinsons at jmartinsons@mrca.org if you'd like to be featured in an upcoming issue of MR. This inaugural profile features Tim and Laurie Moore of 90-year-old Kreiling Roofing, in Peoria, IL.

Q: How did Kreiling Roofing start?

Art Kreiling started the company in 1921, visiting homeowners and carrying shingle samples on the back of his motorcycle. In the early 1950s, he hired his son, Tilmon Kreiling, and Arnie Heller (no relation) to help sell work and develop the company from a residential service to a full-service residential, commercial, and sheet-metal company. In 1984, Tilmon retired and Arnie purchased the company at the age of 59. After 45 years of dedicated service, Arnie transitioned ownership to his son, Paul, and daughter, Laurie Heller Moore. Paul was employed from 1979–2008 and Laurie, now CEO, retains ownership and works with her husband Tim, who serves as president.

Q: As a well-established firm, how would you describe your reputation?

Kreiling is known for quality workmanship and the ability to handle anything from small slate repairs to large commercial built-up or single-ply projects. We have a reputation of standing behind our warranties and taking good care of our customers. Kreiling is a name that is trusted and called upon for advice in our area.

Q: How many people does Kreiling Roofing employ?

Kreiling employs around 70 people. This includes flat and sloped roofers, the sheet metal department, superintendents, and sales and office staff. Many of our employees have been here for 15 or more years, and we continue to train and develop new employees. Over the past few years, employment has been relatively stable thanks to the diversity of our business. When commercial work slows, sometimes the residential will pick up. When the new construction projects slow down, maintenance or reroof work needs to be done.

Q: How would you describe the culture of your company?

We have a friendly, casual environment, but we have taken the time to add some internal structure to make our company stronger and more supportive to both employees and customers. We have employees who are loyal to Kreiling and are motivated to protect our reputation and operate every day in a way that reflects well on the company name. We are proud of our employees and work as a team.

Q: What challenges have you faced?

During the tight economy, we saw more competitors from farther away than usual. This drove the price of the work down and contributed to a decrease in volume. In addition, increases in material and labor costs made profitability difficult. To prepare for busier times, we're focusing on safety training, establishing better standing operating procedures, and educating our staff in technical areas.

Q: How has MRCA benefited you over the years?

Arnie, who was director of MRCA from 1987–1990 and a strong advocate of post-installation roof inspections, believed in seeking educational opportunities and networking with business colleagues in the Midwest. Arnie, and other Kreiling employees who attended conventions over the decades, gained both knowledge and friendships. We continue to maintain these relationships and invest in training opportunities offered by MRCA. Experts in this business must understand both roof installation and industry trends, so take advantage of the educational and technical information that MRCA makes available.



Q: Do you have children and are they interested in the business?

We have three children ages 17, 19, and 21. Two are in college and one will be in college next year. We haven't specifically encouraged them to work in the business, although our two boys have dabbled in warehouse work. This is a tough business that requires daily attention. If you are interested in what makes a roof last and in providing great customer service, then this is a great career for you. However, this business shouldn't be considered an easy alternative.

Q: What is your favorite thing to do in Peoria?

Peoria is located in the heart of Illinois, on the Illinois River about halfway between St. Louis and Chicago. It has small-town character, which means that word-of-mouth is a powerful marketing device here. There is a beautiful bluff with a view of the valley, river, and a somewhat impressive skyline that displays many Kreiling roofs. The city has a symphony, opera, museum, and a well established art community. It also is diverse in manufacturing, agriculture, and large medical facilities, and there is a good mix of blue- and white-collar type jobs. Personally, we enjoy kayaking and golf.

Q: Any particular message for your MRCA colleagues?

Get involved in your community and trade organizations. People want to conduct business with people they know and can trust to do good work. We encourage everyone at Kreiling to get involved and meet people in the community through various organizations. We also support the education of our employees in whatever area is needed.