



Laurie Moore

Kreiling Roofing Co.

Laurie grew up going to work at Kreiling Roofing with her dad on Saturdays, climbing on roofs to check on the crews, on the way home from the office. During High School, she did filing and other clerical tasks part-time. Later, while finishing a Bachelor of Science at Bradley University, she answered the phone, prepared proposals, took care of payables and receivables and even worked on the roof for six months, doing pitch and fiberglass tear-offs. She returned to the office after college, improving the internal processes and updating technology.

In 2009, Laurie became the Sole Owner, President and CEO of Kreiling Roofing Co., a Central Illinois roofing firm, with over 100 employees.

She is President of the Greater Peoria Roofing Contractors Association, signatory to Roofers Local 69, serves as MRCA's Membership & Marketing Chair, Co-Chair of CRCA's Chicagoland Women in Roofing (CWIR), serves on CRCA's Membership Committee and was asked to serve as the first female member of the Roofing Advisory Board for the Illinois Dept. of Financial and Professional Regulation.