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# Professional Roofing

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the **majority** workforce



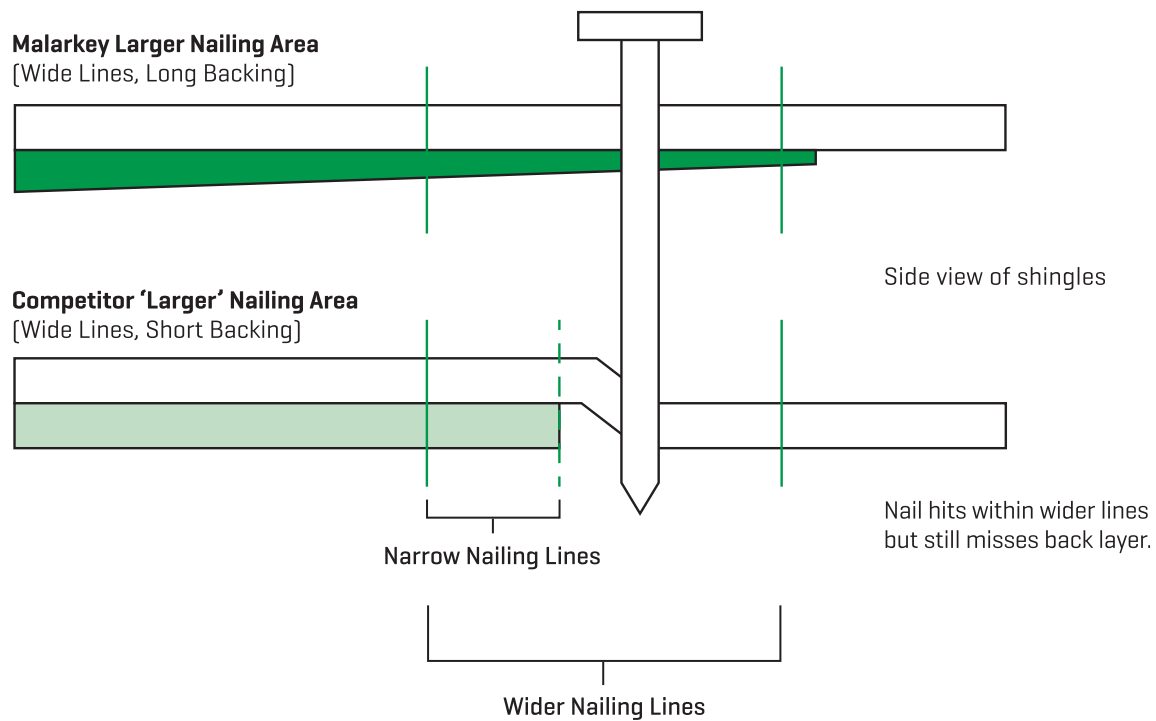
DECEMBER/JANUARY 2021-22/\$5.00 professionalroofing.net

# KNOW YOUR SHINGLE.

## WHEN IT MATTERS™

The Goal of a Larger Nailing Area  
is for **Nails to Penetrate BOTH Shingle Layers.**

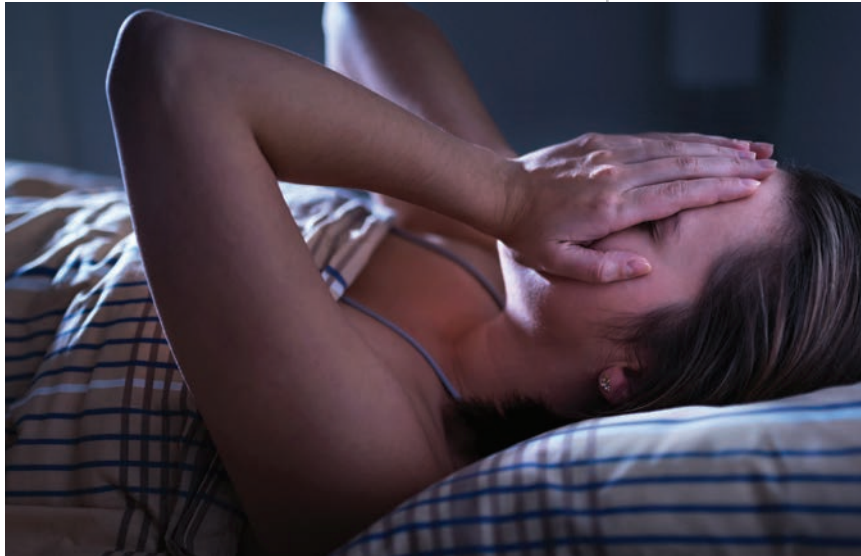
Some shingles claim a 'larger' nailing area by widening the nailing lines on the top of the shingle, without also extending the bottom of the shingle which **completely missing the point...literally.**



## The perils of sleep

When work life invades your dream state, you might be in need of a reset

by Ambika Puniani Reid



Last night, I dreamt I was going to a wedding and needed to find a dress to wear. I walked into my closet ... but it wasn't my closet. It was my office, and it had jumbled clothes everywhere; stranger still, my co-workers were trying to get me ready for the event. Bizarre brain behavior, for sure, but perhaps my subconscious was trying to send me a message.

According to "When Work Invades Your Sleep Through Your Dreams," published in *The Wall Street Journal*: "A lot of people say work has invaded their sleep, especially during the pandemic, as boundaries have been obliterated and burnout is on the rise."

Most dreams fall into the familiar tropes of anxiety, fears and stress, and the article notes some negative feelings might remain with the dreamer until the following morning. The author cites a study that

found people who experienced certain kinds of stressors during the workday, such as process roadblocks or threats to job security, were more prone to bad dreams. Furthermore, they felt upset and distressed the next morning regardless of how long or well they slept, which, obviously, can affect work performance.

The article states: "We process emotional events while we sleep, taking some of the sting out of the day's mishaps."

If you find yourself in a similar situation, the author suggests trying to picture something you would like to dream about as you fall asleep. Researchers say this technique works about 50% of the time.

As for me, my dream wasn't bad per se; my co-workers were trying to help me find a solution to my wardrobe issues. And perhaps therein lies the message: Do I have too much on my plate and need to delegate more? Do I need to seek more opinions about decisions? Or maybe my co-workers are simply better dressed than I, so I will picture buying new clothes as I fall asleep tonight.

*Ambika*

**AMBIKA PUNIANI REID** is editor of *Professional Roofing* and NRCA's vice president of communications.





# GIVING BACK

to Those Who Served



More Core Construction is an independent contractor and is not an affiliate of Owens Corning Roofing and Asphalt, LLC or its affiliated companies. THE PINK PANTHER® & © 1963-2021 Acme Lingo Flagpoles, All Rights Reserved. © 2021 Owens Corning. All Rights Reserved.





To celebrate Veterans Day, More Core Construction, Ocean, N.J., installed a new roof system for U.S. Army veteran Arden Thorne as part of the Owens Corning Roof Deployment Project.

Through a partnership with Coastal Habitat for Humanity,<sup>®</sup> Thorne was selected and approved to receive a roof system replacement on his home in Neptune, N.J. The Owens Corning Roof Deployment Project is a nationwide effort to show gratitude and honor veterans who have served the U.S. and the families who support them. Since the program's inception in 2016, more than 300 military members have received new roof systems.

To submit a photo to Close-up, email [professionalroofing@professionalroofing.net](mailto:professionalroofing@professionalroofing.net). Submittals should include a photo, as well as a description of the photo.





# WOOD GRAIN BEAUTY

## Metal Performance

**Durable PAC-CLAD metal panels** are available in sixteen beautiful PVDF wood grain finishes for creative design and flexibility.



See all sixteen  
wood grain finishes





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December/January 2021-22 / Volume 51 Issue 10

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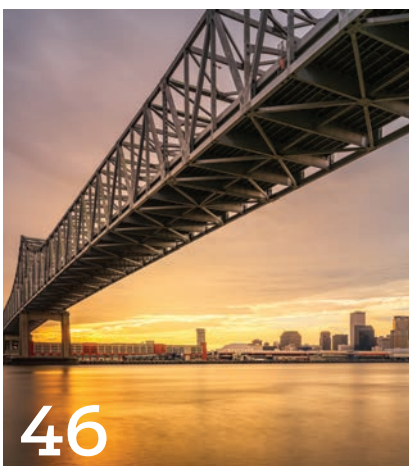
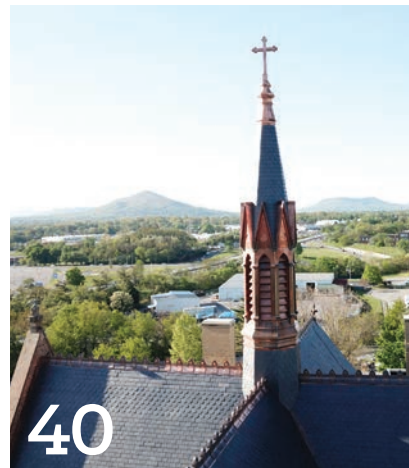
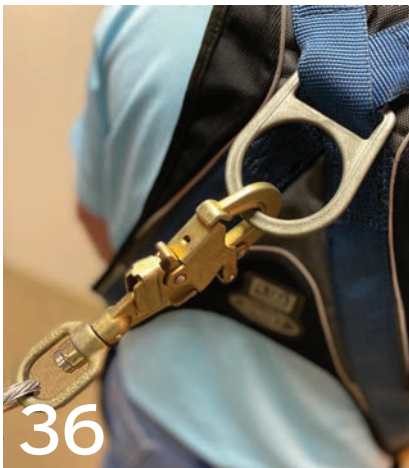
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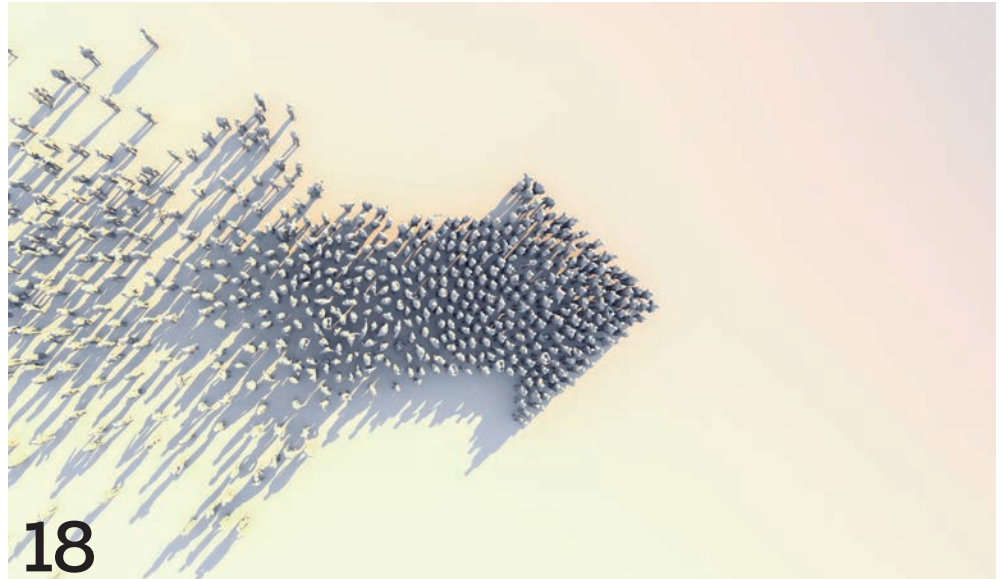
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**Mission:** *Professional Roofing* provides information, insight and innovation to help every roofing professional thrive.

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GP

# YOUR COMMERCIAL ROOF SHOULD

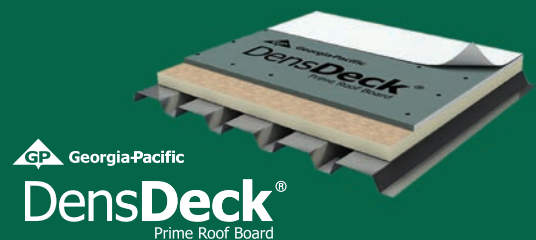


**Save you on average \$1.40 per square foot**  
in O&M costs over the life of your roof.

**Would you add a cover board if it could save you money while improving the performance of your roofing assembly?**

A recent FMI survey found that using a cover board across various single-ply membranes reduced operation and maintenance costs on average \$1.40 per square foot over a 20-year lifespan, or \$1,750 annually assuming a 25,000-square-foot roof.\*

\*FMI roof cover board survey completed in May 2020. Actual results may vary.  
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# AUTHORS



**Teri Dorn**  
NRCA's director of political affairs



**Heidi J. Ellsworth**  
Partner with Roofers-CoffeeShop® and owner of HJE Consulting, Camp Sherman, Ore.



**Mark S. Graham**  
NRCA's vice president of technical services. He is a member of ASTM International, ASHRAE Inc., the International Code Council® and the National Fire Protection Association.



**Chrystine Elle Hanus**  
*Professional Roofing's* associate editor and an NRCA director of communications



**Bennett Judson**  
The Roofing Alliance's former executive director



**Ambika Puniani Reid**  
Editor of *Professional Roofing* and NRCA's vice president of communications



**Reid Ribble**  
NRCA's CEO and a former U.S. congressman from Wisconsin's 8th district



**Tom Shanahan, CAE**  
NRCA's vice president of enterprise risk management



**Sara Vaughn**  
*Professional Roofing's* assistant editor and NRCA's manager of communications



**Josh White**  
President of Hoosier Contractors LLC, Indianapolis

## Editor

Ambika Puniani Reid  
areid@nrca.net

## Associate Editor

Chrystine Elle Hanus  
chanus@nrca.net

## Assistant Editor

Sara Vaughn  
svaughn@nrca.net

## Creative Director

Paul Gerwen  
pgerwen@nrca.net

## Graphic Designers

Nancy Davis  
ndavis@nrca.net

Jenny Friedman  
jfriedman@nrca.net

## Director of Communications

Krista Berns  
kberns@nrca.net

## Manager of Online Communications

Alyssa DeSantis  
adesantis@nrca.net

## Manager of Website Content

Celine Witherell  
cwitherell@nrca.net

## Vice President of Membership, Sales and Business Development

Jeff Jarvis  
jjarvis@nrca.net | (847) 493-7512

## Advertising Sales Manager

Kristina Damjanoska  
kdamjanoska@nrca.net | (847) 493-7554

## CEO

Reid Ribble  
rribble@nrca.net

## Publisher

Carl Good  
cgood@nrca.net



To read exclusive content related to the articles in this issue, go to [professionalroofing.net](http://professionalroofing.net).



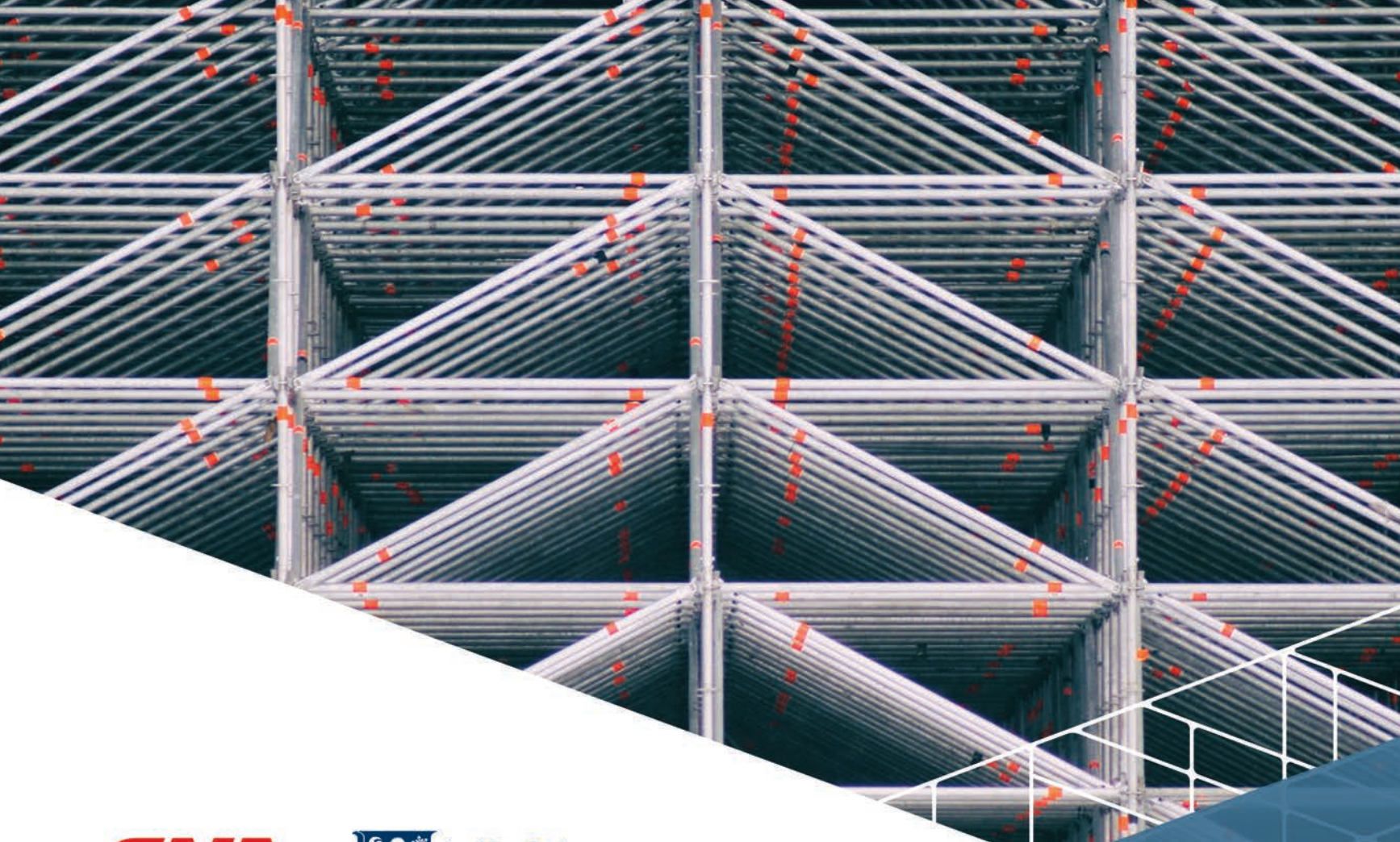
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**CNA**



# Simple rules keep little slips from becoming big falls.

CNA Risk Control experts know that roofing fatalities occur at nearly twice the rate of other construction trades. That's why as part of our fall protection program, we recommend a 100% tie off with fall exposures over six feet. It's a guideline that helps limit injuries to bruises and scrapes, and helps our clients avoid financial disaster.

Learn more about how our risk control programs help NRCA members operate more safely. Contact your independent agent or visit [cna.com/nrca](https://cna.com/nrca).

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# #HASHTAG

## #GUTTERS

Gutters are an important part of a roof system but often overlooked. If gutters are not maintained properly, rain, snow and built-up debris can cause serious damage to homeowners' roofs and houses. Check out roofing professionals across social media sharing their #gutter tips and projects!



**horchroofing** · Follow

horchroofing Maine's beautifully rugged coast is a draw for millions of tourists but the winds and ocean storms can wreak havoc on your home's roof. A professionally installed standing-seam metal roof can withstand the high winds and punishing elements associated with Maine storms.

#HorchRoofing #asphaltroofing #metalroofing #gutters #EPDM #reroofcycle #maine #roofing #standingseammetalroof

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NOVEMBER 17

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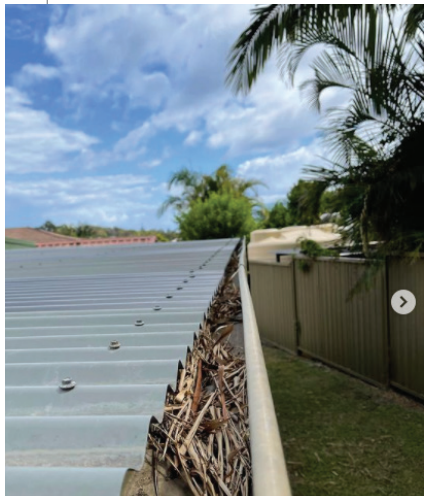
**gladiator\_roofing\_more** · Follow

gladiator\_roofing\_more In addition to being extremely durable in most climates, Copper gutters and downspouts only look better as they age through the patina process!

#gladiator #roofing #gutters #exteriorsdesign #homeimprovement #construction #contractor #dreamhome #quality #workmanship #nomoneydown #satisfactionguarantee

9 likes  
NOVEMBER 17

Log in to like or comment.



**rcg\_roofing** · Follow

rcg\_roofing Reasons to clean your gutters; 1. Blocked gutters can cause water damage to your home. 2. Gutters with dirt, sticks and leaves create the ideal home for insects and animals. 3. Cleaning your gutters increases the lifespan of your gutters. 4. Gutter cleaning extends the lifespan of your roof. 5. Gutters that have sticks and dried leaves in them can become a fire hazard.

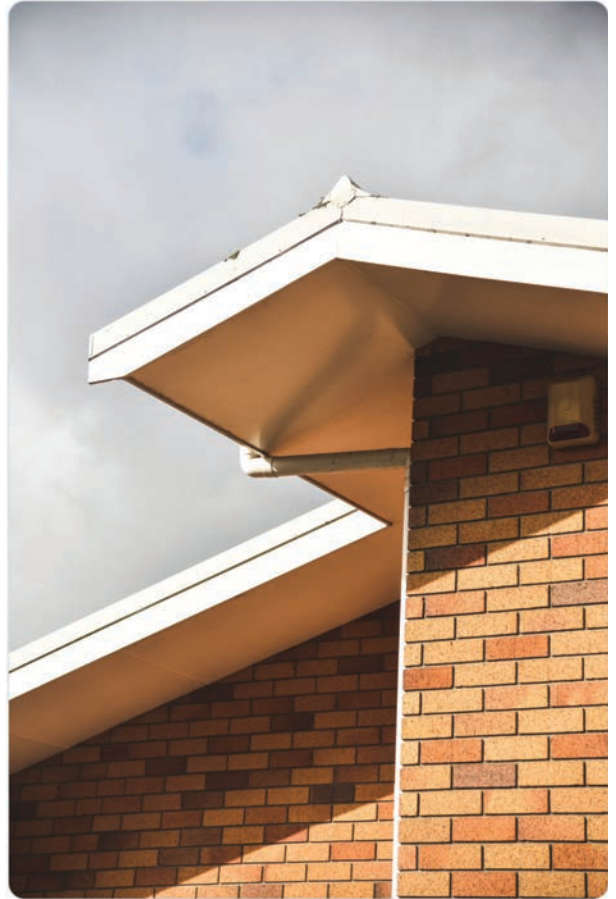
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rcg\_roofing #roofing #construction #roofrepairs #roofrestorations



**Innovations Siding and Windows**  
@Inno\_Lincoln

Melting snow needs a place to go, or it can cause leaks in your roof. Before the brunt of winter gets here, clear debris from your #gutters. 🍁 #TipTuesday #HomeownerTips



**Ben's Roofing**  
@BensRoofing

Keep your #gutters clean this Fall, and your roof will thank you: [bit.ly/35uqPmY](https://bit.ly/35uqPmY)







**Johnson Gutter Company** is in Spanish Lake, Missouri.  
November 2 at 6:36 AM · Instagram · 🌐

Spanish lake work. New 6 inch white. #stl #saintcharlesmo #seamless #gutters #gutterservices #pro



**JA Edwards of America, Inc.**  
October 22 · 🌐

#FunFact

Water is kryptonite to a roof, if allowed to spread, water can cause erosion, mold, mildew and affect attics and ceilings.

#jaedwardsofamerica #teamjaedwards #roofing #construction #roofingcontractor #roofer #roofingcompany #roofers #roofinglife #contractor #roofersofinstagram #homeimprovement #roofrepair #rooftop #newroof #gutters #roofs #siding #architecture #renovation #flatroof #roofreplacement #residentialroofing #building #shingles #tileroofs

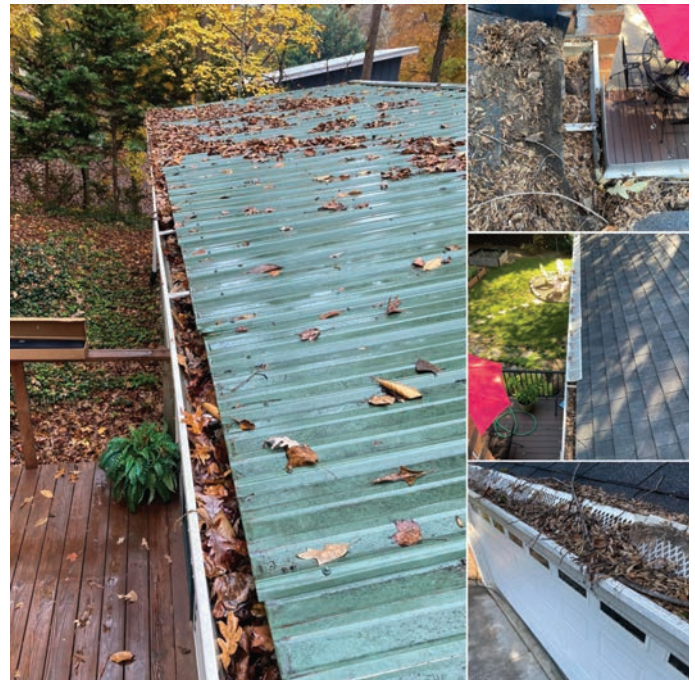


**The Wash Pros Pressure Washing**  
November 15 at 1:16 PM · 🌐

Home owners! Have you had your Gutters and Downspouts cleaned out?

A properly functioning gutter will carry that water through a downspout and away from your home. ... Wall and ceiling damage: Clogged gutters can also cause water leaks on the inside of your home. Trapped water can rot the wooden fascia boards your gutters are mounted to, letting moisture enter your home.

#guttercleaning #gutterservices #gutters #cleangutters #exteriorcleaningservices



**Ridgeline Construction Roofing & Exteriors** is in Madison, Alabama.  
November 17 at 9:19 AM · 🌐

Ridgeline is your trusted #roofing & #exteriors expert. We installed #fascia, #soffit, and #gutters on this building 🏠🔧  
ridgelineconstructionhsv.com



## Drill/driver can reach tight spaces

**DEWALT**® has made available its XTREME™ 12V MAX Brushless Cordless 5-in-1 Drill/Driver (DCD703). Designed for use in hard-to-reach spaces, the drill/driver is less than 5 inches long and has a two-speed transmission with 15 clutch settings for enhanced control. The XTREME 12V MAX Brushless Cordless 5-in-1 Drill/Driver features four attachment solutions. A 1/4-inch hex right-angle attachment allows a user to drill and fasten in confined spaces with ease, and a 1/4-inch hex quick-release offset accessory is said to improve performance in corners. A user can load the 1/4-inch hex accessory bits using one hand with a 1/4-inch hex quick-release add-on and complete precision applications with a 3/8-inch ratcheting chuck attachment. The drill/driver also features a built-in 1/4-inch hex bit holder with an internal magnet to help keep accessories on hand.

**dewalt.com**



## Digital tool compatible with measurement tools

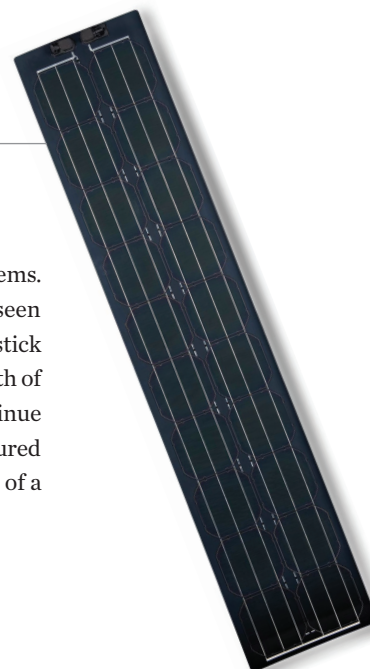
**Paradigm**® has announced Paradigm Vendo,™ a digital selling solution that helps sales professionals showcase home improvement options to customers, now is compatible with Bosch laser measurement tools. Bosch device users now can automatically transfer measurements to Paradigm Vendo. Paradigm Vendo is compatible with Bosch's Blaze™ lineup of Bluetooth®-enabled measuring tools, including the Blaze 165-foot Laser Measure, Blaze Connected Green-Beam 165-foot Laser Measure and Blaze Outdoor 400-foot Connected Lithium-ion Laser Measure with Camera. The integration reportedly allows users to access stored measurements, configure and quote products, showcase options to homeowners and quickly close sales.

**myparadigm.com**

## Solar panels install without roof penetrations

**Sunflare** has introduced its PowerFit 20 solar panels for standing-seam metal roof systems. The thin, flexible 60-watt solar panels lie flat between a roof system's seams and can't be seen from the ground. PowerFit 20 solar panels feature a butyl adhesive backing for peel-and-stick installation without roof penetrations and can be seamlessly connected to cover the length of a roof. The solar panels have bypass diodes for individual cells enabling a panel to continue producing power when only some cells are shaded. PowerFit 20 solar panels are manufactured without glass, don't need aluminum racking and are said to be one quarter of the weight of a silicon panel.

**sunflaresolar.com**







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— Chip M.

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## Metal finishes will not rust

**Petersen** has made available PAC-CLAD® Ore finishes designed to replicate the look of natural metal patinas. The PVDF finishes reportedly will not tarnish, discolor or rust. Available on PAC-CLAD roof and wall panels, coil and sheet in 16 colors, Ore finishes are said to enhance architectural style. PAC-CLAD Ore finishes are available on 22- and 24-gauge steel and .032- to .063-gauge aluminum, as well as coil in 36.25-inch widths.

[pac-clad.com](http://pac-clad.com)



## Weather barrier for steep-slope roof systems

**Georgia-Pacific** has announced its ForceField® Weather Barrier System now is approved for use with steep-slope roof systems. The system reportedly helps reduce weather-related delays by drying in multifamily and residential structures faster than traditional weather barrier systems. The ForceField Weather Barrier System is composed of integrated weather-resistant sheathing panels and compatible wall and roof tape accessories. Together, the components are said to have more than 90% drainage efficiency. The ForceField Weather Barrier System is available in 4- by 8-, 4- by 9- and 4- by 10-foot panel sizes.

[buildgp.com/forcefield](http://buildgp.com/forcefield)

## Sealant is available in clear

**Mule-Hide Products Co.** has added clear to the color palette for JTS 1 joint and termination sealant, allowing users to complete projects without needing to color match. JTS 1 is a 100% solids, moisture-cured urethane joint and termination sealant said to be ideal for applications where significant movement or vibration is expected. The sealant adheres to dry and wet surfaces without shrinking and can be used to seal larger joints up to 2 inches wide and 1 inch deep. JTS 1 adheres to concrete, masonry, EPDM, PVC, wood, vinyl and most other common building materials. The sealant is available in 10-ounce cartridges.

[mulehide.com](http://mulehide.com)







**NRCA**  
PROCertification®

## ARE YOU READY TO BECOME NRCA PROCERTIFIED?®

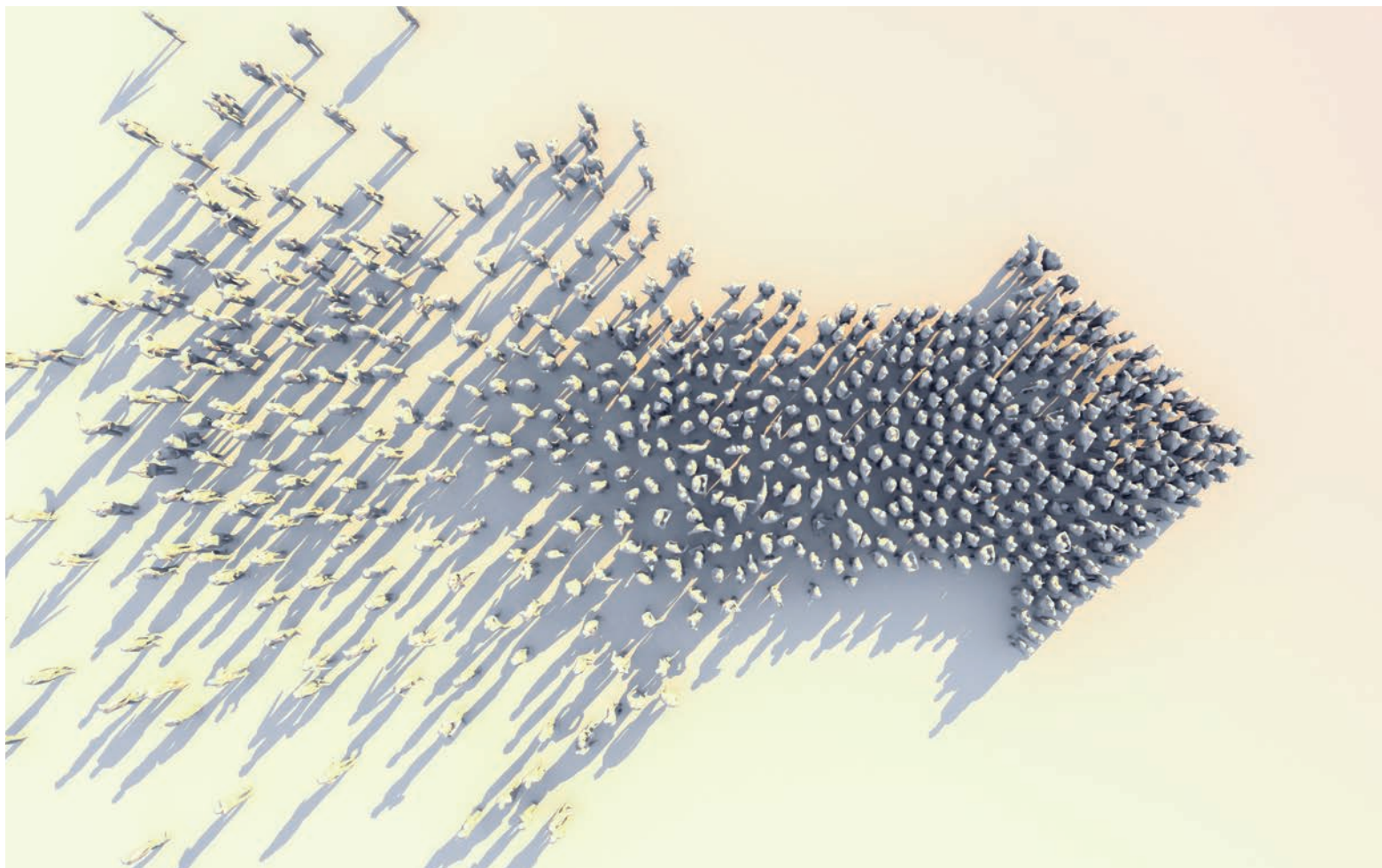
Roof system installers can take their NRCA ProCertification online knowledge exams and thermoplastic systems hands-on performance exams **FREE** during the 2022 International Roofing Expo® in booth 1461.

	Online Knowledge Exams	Hands-on Performance Exams
Tuesday, Feb. 1	11 a.m.-5 p.m.	6:30 a.m.-5 p.m.
Wednesday, Feb. 2	11 a.m.-5 p.m.	6:30 a.m.-5 p.m.
Thursday, Feb. 3	11 a.m.-3 p.m.	9:30 a.m.-2:30 p.m.

Preregistration is required for hands-on performance exams. Candidates must **register at [nrca.net/handsonexams](https://nrca.net/handsonexams)** and pay the application fees by Jan. 21 to take advantage of this unique opportunity.

**Want to learn more about NRCA ProCertification?  
Visit NRCA's ProCertification booth 1359.**

Have questions? Contact Brad Martz, NRCA's services sales manager, at (847) 493-7574 or [bmartz@nrca.net](mailto:bmartz@nrca.net).



## Change is for the better

NRCA continues to adapt for the betterment of the industry

by Reid Ribble

Where has the time gone? Five years ago, I walked into NRCA's headquarters ready to embrace new challenges in life. After running my small roofing company in Wisconsin and then serving six years in the U.S. House of Representatives, I was excited for the opportunity.

When NRCA's longtime CEO Bill Good retired and I took over the reins, I wanted to find out where the industry thought NRCA should focus. As I discussed this with staff, I asked NRCA's Vice President of Enterprise Risk Management and Executive Education Tom Shanahan to work with me to develop a new strategic plan. It was not as important to me to lead the organization where I thought it should go; rather, I wanted to discover where members thought NRCA should go. It was a journey that changed the association's direction dramatically.

During many months, we had discussions with NRCA's Executive Committee, board of directors and members at large as well as industry stakeholders from the design, manufacturing and distribution communities. This



process of stakeholder engagement ultimately resulted in casting a new vision for NRCA and the supporting activities to accomplish it.

Our vision statement reads: “Since 1886, the National Roofing Contractors Association has been the home for generations of entrepreneurial craftsmen and enterprises who shelter and protect America’s families and businesses and each other. Our vision is the recognition of our members as professionals and to unite the industry to that purpose.”

The vision statement includes NRCA’s legacy (since 1886, the National Roofing Contractors Association);

who NRCA represents (generations of entrepreneurial craftsman and enterprises); what those members do (shelter and protect America’s families, businesses and each other); and NRCA’s long-term vision (the recognition of our members as professionals and to unite the industry to that purpose).

We determined the strategic plan should last 10 years to signal the commitment the association has to this vision.

The vision statement has, in many ways, been NRCA’s north star. If we ever felt lost or unsure of ourselves, our committees, volunteer leaders and staff referred to this statement to make sure we were headed in the right direction. The strategic plan has been printed on a large poster board and is displayed in my office. I see it every day. And our entire team

is committed to making sure it doesn’t end up on a shelf somewhere collecting dust.

Although having the plan visible to NRCA staff is crucial, it’s equally important for NRCA member volunteers to be aware of it. Every committee meeting starts with a review of its objective and the question: “Does the work we are about to do fit into this vision for the association and roofing industry?” I’ve been involved in too many strategy sessions in my life that went nowhere. But I am dedicated to the execution of this plan, and it’s working.

The industry is communicating better now than at any time in my nearly four decades in it. I have calls regularly with my counterparts around the U.S. and the world. Our teams get together via video conference calls monthly. We seek areas of agreement to move the industry forward, and we extend grace when parochial interests set us apart. NRCA is not executing perfectly, but we are trying harder than ever to do things the right way. Unifying an entire industry is tough, messy work. But it is rewarding.

Since COVID-19 hit our shores, it seems we are more connected and distant at the same time. And because most everyone at the staff

Proper execution is a journey, and sometimes we feel lost as we get caught up in the work of the moment. It’s also a journey that doesn’t necessarily go in a straight line. We zig and zag through life and work all the time. Learning, growing, improving and sometimes making mistakes along the way. But wow, what an adventure!

We make mistakes despite our best intentions, and we continue to move forward. Now, five years later, my time as CEO will soon come to an end and new leadership will take over June 1. New plans will be made. New adventures await. But I have a suspicion: The idea of a more unified industry that raises the bar of professionalism will continue. Good ideas like that always do. 🚀🌟

---

REID RIBBLE is NRCA’s CEO.

 @NRCA\_CEO

“ The idea of a more unified industry that raises the bar of professionalism will continue ”

level has been working remotely because of restrictions in the Chicago area, we don’t see each other as much. And when we join virtual meetings, we are focused on the work and not keeping people too long. So it can seem as though the emphasis of working on implementation can feel less important. It’s not.



## Roofing Alliance presents new Bennett Award

The Roofing Alliance has presented its new Bennett Award to Bennett Judson, former executive director of the Roofing Alliance. Judson was recognized as an individual who makes things happen for the betterment of the roofing industry. She accepted the award during a Roofing Alliance ceremony at NRCA's Fall Meetings in November 2021.

Judson began her career at NRCA more than 40 years ago. As the executive director of the Roofing Alliance from 2003-21, she embodied the type of leadership that truly brings the highest level of professionalism to the roofing industry.

"The Bennett Award acknowledges the venerable Bennett Judson and her inspiring 40-year career in the roofing industry," says Dave Lawlor, the 2021-22 Roofing Alliance president. "Bennett is an exemplary team player who is also organized, passionate, tireless, professional, humble and positive. Anyone who has had the pleasure to work with or alongside her knows this recognition is well deserved."

Future Bennett Awards will be presented annually and recognize individuals who volunteer and offer notable positive accomplishments on behalf of the Roofing Alliance and roofing industry. This recognition will be presented to future honorees during the Roofing Alliance's spring meeting.



Judson



## Military veterans can be assets to the construction industry

During a time when contractors are facing a labor shortage, it is key to recognize people with military training and experience can be assets to the construction industry, according to [forconstructionpros.com](http://forconstructionpros.com).

Contractors often seek employees who are hardworking, safety-oriented and able to perform effectively under stressful conditions. Military veterans value teamwork, understand how to demonstrate and respond to leadership, and have the ability to overcome adversity. Construction can be a strong match for men and women transitioning from military to civilian life and looking for jobs that offer good wages and competitive benefits.

"Veterans provide an excellent talent base for construction companies because they have a foundation of skills that are strong assets at the worksite," says Kelly French, veterans—talent acquisition program specialist for United Rentals, Stamford, Conn. "Many people with military experience have traits and qualities contractors look for in new hires: loyalty, integrity, dedication, service excellence and a focus on safety. It's a smart move for companies to build on what veterans have learned in the military to address hiring needs with skilled, motivated people."

Following are three steps contractors can take to support veterans looking to enter the construction industry.

1. Add a tool such as a military skills translator to company websites. These online tools allow service members and veterans to input their military occupation codes and receive an instant list of open positions that match their various skills and attributes.
2. Participate in job fairs that target military personnel and veterans. Recruiters also can engage with employment outreach programs such as Work for Warriors, Hiring our Heroes and Helmets to Hardhats, as well as programs offered by the Department of Veterans Affairs.
3. Provide work-study programs to help veterans smoothly and efficiently transition into civilian positions. These programs deliver job-readiness instruction, including a mix of intensive technical training and corporate skills training.



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DISCOVER

## Industry professionals might struggle to discuss mental health

A new survey of the construction workforce addresses construction culture regarding mental health and offers important insights, according to forconstructionpros.com. The survey was conducted in spring 2021 to examine mental health experiences and needs in the industry.

The survey was distributed by the American Psychiatric Association Foundation's Center for Workplace Mental Health; Minneapolis-based construction risk management company Cobb, Strecker, Dunphy and Zimmermann; the Construction Financial Management Association; and insurance brokerage Holmes Murphy, West Des Moines, Iowa, as well as state chapters of national construction trade associations, labor unions and joint labor-management benefit trusts. Of the

1,175 respondents, 29% were CFOs, controllers or financial professionals; 22% were in safety or risk management; and 16% were CEOs, presidents and owners.

Following are some of the survey's key findings:

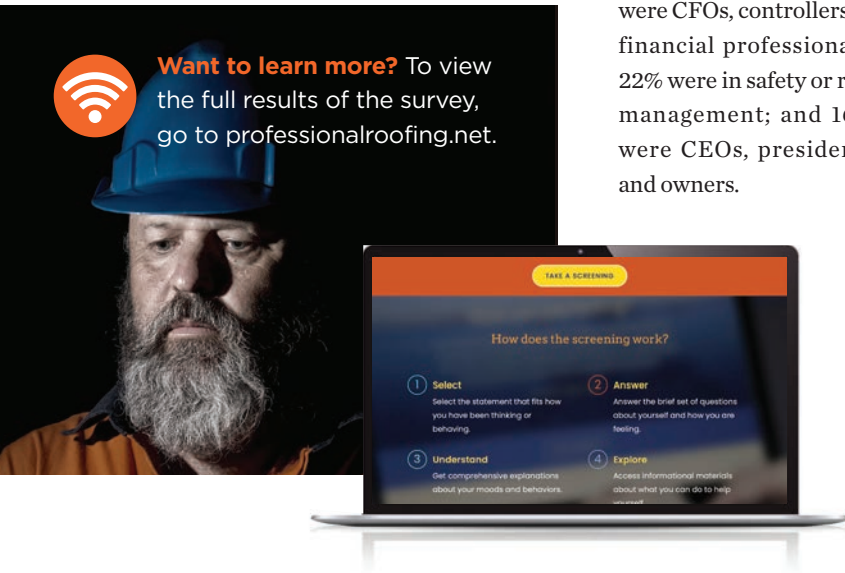
- Ninety-three percent of survey respondents recognize addressing mental health at work as a sound business practice; among presidents, CEOs and owners, 77% indicate mental health is prioritized at work.
- When asked whether workers are likely to seek needed mental health care, only 26% of respondents believe workers are likely to seek care; 43% do not know; and 31% say workers are unlikely to seek care.
- Overall, respondents say their organizations make supervisor training or employee training available; 69% identify supervisor training as most helpful, and 66% identify employee training as most helpful.
- Only 17% of respondents say workers would openly discuss mental health with supervisors; 37% indicate their workers would not, and 46% are undecided or do not know.
- Only 18% of respondents say workers would openly discuss mental health with co-workers; 31% say their workers would not, and 51% are undecided or do not know.

The top four reasons given for the hesitancy to discuss mental health are shame and stigma (78%); fear of judgment by peers (77%); fear of negative consequences (55%); and not knowing how to access care (46%).

To support industry professionals, the Construction Industry Alliance for Suicide Prevention offers free anonymous mental health screening tools on its website, [preventconstructionsuicide.com](http://preventconstructionsuicide.com), as well as suicide-prevention resources for employers.



**Want to learn more?** To view the full results of the survey, go to [professionalroofing.net](http://professionalroofing.net).



## Construction expected to power the global economy through 2030

A new global forecast produced by Oxford Economics, Oxford, U.K., and New York-based Marsh McLennan companies Marsh and Guy Carpenter says construction will drive global economic growth from 2020 to 2030, with output expected to be 35% higher than during 2010-20, according to [globalconstructionreview.com](http://globalconstructionreview.com).

Household savings, pandemic stimulus programs and population growth are expected to spur average annual growth of 3.6% between now and 2030, with construction growth outpacing manufacturing.

Four countries—China, India, the U.S. and Indonesia—will account for about 58% of

projected global expansion. However, the forecast contains some surprises, such as growth in the U.K.'s infrastructure averaging 3.7% per year to rival China.

Graham Robinson, global infrastructure lead at Oxford Economics and the report's lead author, says it was unusual to see construction outstripping growth in services and manufacturing during a sustained period.

"But it's not surprising that construction is expected to power the global economy over this next decade, considering the unprecedented nature of stimulus spending on infrastructure by governments and the unleashing

of excess household savings in the wake of COVID-19," Robinson says.

Extra output during the decade will amount to \$4.5 trillion, giving construction an output worth \$15.2 trillion by 2030 and 13.5% of global gross domestic product. Growth was expected to begin in 2021, with a 6.6% output expansion globally in 2021 driven by government stimulus plans such as the \$1.2 trillion bipartisan infrastructure bill in the U.S.

The report notes climate change and the race to net zero are the greatest challenges for the construction industry and are expected to drive new deconstruction opportunities.



## Homeowners interested in eco-friendly construction materials, practices

From reducing air pollution to using renewable energy as a power source, U.S. homeowners have an overwhelming desire for eco-friendly construction materials and practices, according to the 2021 3M Home Renovation Study.

Commissioned by 3M, the independent research study gauges homeowners' level of interest in eco-friendly construction materials and whether the industry is meeting homeowner needs. The study was conducted from March through April 2021.

According to the study, 74% of homeowners surveyed agree using eco-friendly construction materials would strongly affect the environment, and 70% of homeowners plan to purchase eco-friendly materials for their next renovation project.

Homeowners' eco-friendly purchases may also be influenced by others. Fifty-two percent of homeowners surveyed say they would be more active in considering eco-friendly materials if their friends and family were integrating eco-friendly options into their lives.

Homeowners believe recycling and reducing waste are the top activities that will positively affect the environment, as well as eliminating single-use plastics, using renewable energy, reducing air pollution and selecting energy-efficient products.



To read the 2021 3M Home Renovation Study, go to [professionalroofing.net](https://professionalroofing.net).

## Roofing Alliance is accepting scholarship applications

The Roofing Alliance is accepting applications for its Melvin Kruger Endowed Scholarship Program. There are three scholarship opportunities available for the 2022-23 academic year.

The Accredited Post-Secondary Institution Scholarship is for employees, their spouses and their dependent children who are pursuing postsecondary education. Scholarship recipients are awarded \$5,000 per year for up to four years of undergraduate study.

The Accredited Career Technical Education Scholarship is for employees, their spouses and their dependent children who are pursuing an education at a vocational or technical trade school; the scholarship is not designed for careers that require a four-year degree. Scholarship recipients are awarded \$1,000 per year; awards are not renewable, but students may reapply each year provided they meet the requirements.

The Diversity Scholarship is for employees, their spouses and their dependent children who are pursuing a construction science education at either an accredited postsecondary institution or an accredited vocational or technical trade school. It is open to African American, Black, Hispanic or Latino, Asian, Pacific Islander, Native American, Native Hawaiian, Indigenous, LGBTQ+ and multiracial students. All female students also are eligible regardless of race or ethnicity. Other students who come from backgrounds that would add to the cause of diversity, regardless of race or gender, are eligible to apply, including applicants with physical, mental or other disabilities. Scholarship recipients are awarded \$1,000 per year; awards are not renewable, but students may reapply each year provided they meet the requirements.

The application deadline is Jan. 31 at 3 p.m. CST. The application is available at [learnmore.scholarsapply.org/melvinkruger](https://learnmore.scholarsapply.org/melvinkruger). For more information, visit [roofingalliance.net/education-research/scholarship](https://roofingalliance.net/education-research/scholarship) or contact Jessica Priske, the Roofing Alliance's director, at (847) 493-7517 or [jpriske@roofingalliance.net](mailto:jpriske@roofingalliance.net).



## Three companies join NRCA's One Voice initiative

Captive Resources LLC, Itasca, Ill.; Furman Insurance, an Acrisure® Partner, Pompano Beach, Fla.; and Roofers-CoffeeShop,® Sisters, Ore., have joined NRCA's One Voice initiative and upgraded their memberships to partner member.

NRCA's One Voice initiative is a transformational approach to addressing the roofing industry's most critical issues and concerns—with one voice—to secure its future.

NRCA invites manufacturers, distributors, architects, engineers, consultants and service providers to fully engage with NRCA, as partners, and actively address the industry's most pressing issues, including workforce certification; effecting change in Washington, D.C.; building codes and insurance; and increasing professionalism in all industry sectors.

For more information about NRCA and its One Voice initiative, including a list of the 45 current One Voice member partners, visit [nrca.net/onevoice](https://nrca.net/onevoice).





## Construction-generated moisture

Unintended moisture accumulation can affect roof system performances

by Mark S. Graham

The process of constructing buildings and certain building systems and finishes can result in the generation and release of relatively large amounts of moisture. Left unaccounted for and allowed to become entrapped within a building, this moisture can result in premature deterioration of some building systems and materials, including roof systems. Following is a brief discussion of some construction-generated moisture sources and examples of how their effects can be mitigated.

### Moisture sources

During construction, large amounts of water are used in the manufacture and installation of certain building materials. For example, a normal-weight structural concrete mix with a water-to-cement ratio of 0.45 contains about 30 gallons of water per cubic yard of concrete. In some instances, additional water is added to ease the transport and placement of concrete. About half of this water will be consumed during the concrete's hydration and curing process. The remaining water is left to dissipate by evaporation and moisture vapor transport over time.

Similarly, many building construction finish materials contain large amounts of water. Plaster, drywall, drywall compounds, some adhesives





and paints contain water that is released during the materials' curing or drying processes. Water-based products contain and release more water than products with low volatile organic compounds and traditional solvent-based products.

Even some common roofing materials contain large amounts of water. Similar to structural concrete, lightweight insulating concrete contains significant excess water; only a portion of the water the concrete contains at the time of placement is consumed by hydration and curing. Also, water-based primers, adhesives and roof coatings

contain significant amounts of water. This water is intended to evaporate during curing and drying; however, some water will be absorbed by the roofing materials the water-based products contact and any excess water is released over time by moisture vapor transport.

Use of temporary heating and enclosures during construction also can result in unintended moisture accumulation. For example, propane combustion, such as that from propane-fired heaters, produces about 1 gallon of liquid water for every gallon of liquid propane consumed.

Construction enclosures intended to contain temporary heat and minimize precipitation entry also can restrict moisture release from the enclosure area. Use of unvented temporary enclosures intended to allow materials

“During construction, large amounts of water are used in the manufacture and installation of certain building materials.”

to dry or cure can result in moisture transfer from wet materials to other materials within the enclosure via moisture vapor transport.

Roof system components readily can take on construction-generated moisture via moisture vapor transport. An example of this phenomenon is condensation development on the bottom side of a roof membrane or in relatively impermeable insulation materials where no correlating roof system leakage has been identified.

Experience has shown construction-generated moisture issues to be more problematic during cooler months than warm months.

### Mitigation

Construction-generated moisture should be recognized and addressed by all parties involved in the construction process, including building owners, designers, general contractors, construction managers and specialty contractors. In this context, accumulation of construction-generated moisture in roof systems should not be considered the responsibility of roofing contractors because the moisture did not likely originate with roofing materials or roof system application methods.

NRCA suggests the following to help mitigate construction-generated moisture:

- Concrete floor and roof deck slabs should be poured before roof system installation. Concrete placement inside enclosed buildings likely will result in moisture accumulation in building envelope assemblies.

- When using low volatile organic compound or water-based products, manufacturers' recommended minimum application temperatures should be considered. During construction in cooler months, the use of alternative products or components might be necessary. Specific specialty contractors should not have the responsibility of bearing the costs of switching to alternative materials.

- When using temporary heating during construction, the use of nonvented, propane-fired heating equipment should be avoided. The use of electrical-resistance heating units is preferred for temporary heating.

- If temporary enclosures are used below roof assemblies, they should be constructed to allow for venting of accumulating moisture to the building's exterior.

- If construction-generated moisture inside a building cannot be properly addressed, incorporating a properly designed vapor retarder should be considered for the roof assembly to minimize the potential of interior moisture infiltrating the roof system. If a vapor retarder has not been included in a project's original design, it should not be the roofing contractor's responsibility to bear the cost of adding the vapor retarder for this purpose.

Additional information about construction-generated moisture and moisture vapor transport is provided in Chapter 1—Fundamentals of Condensation and Air Leakage Control of the Condensation and Air Leakage Control Section of The NRCA Roofing Manual: Architectural Metal Flashing and Condensation and Air Leakage Control. 🌐🔗

To read SPRI's Advisory Bulletin, "Construction-Generated Moisture and its Effects on Roofing Systems," go to [professionalroofing.net](http://professionalroofing.net).



**MARK S. GRAHAM** is NRCA's vice president of technical services.

 [@MarkGrahamNRCA](https://twitter.com/MarkGrahamNRCA)

## Energy-efficient roof systems reduce costs, emissions

A new study from ICF International, a Fairfax, Va.-based technology services and consulting firm, demonstrates code-compliant levels of roof insulation installed entirely above the roof deck as part of a roof system replacement project can help building owners achieve energy reduction goals while cutting costs and carbon emissions.

The study, commissioned by the Polyisocyanurate Insulation Manufacturers Association, quantifies the benefits of energy code-compliant roof system replacements in terms of energy and carbon emissions savings for common building types based on the U.S. Department of Energy prototype buildings: primary school, retail store, strip mall and small office. For the purposes of the study, the buildings were located in reference cities representing ASHRAE Climate Zones 2-6 for the U.S. and Canada per DOE's methodology.

Specific findings from the study include:

- Roof system replacements are life-cycle economical under various conditions even when subjected to higher incremental installation costs and discount rates.
- Roof system replacements support the transition to building electrification through a significant reduction in natural gas fossil fuel use and overall improvement in energy efficiency.
- Roof system replacements support building performance standards and carbon emissions reduction goals by offering a cost-effective tool to help building owners reduce energy use and lower their carbon footprints.

For an existing roof system that requires replacement and contains insulation entirely above the roof deck, model energy codes and standards require the replacement roof system comply with minimum thermal envelope insulation levels. For buildings constructed before the widespread adoption of energy codes, energy-code compliant roof system replacements can significantly decrease whole-building energy use, reducing associated costs and carbon emissions.

“There are hundreds of millions of square feet of nonresidential, low-slope roofs across the U.S. and Canada, each with a limited life span and many are under insulated by today’s standards. Roof replacement offers a unique opportunity to cost-effectively improve overall building energy performance,” says Justin Koscher, president of PIMA. “The energy codes have improved over the past decade and require replacement roof systems to comply with minimum insulation levels. The ICF International study confirms that while there are costs to increase insulation levels, there also are tremendous benefits that extend for years and recapture the initial investment many times over.”



To access the ICF International study and download fact sheets that highlight the study's results in various climate zones, go to [professionalroofing.net](http://professionalroofing.net).

## ASTM International signs memorandum with Mexico's standards body



On Oct. 29, ASTM International and Mexico's national standards body, Dirección General de Normas, signed a Memorandum of Understanding. Dirección General de Normas coordinates the development of standards and regulations and promotes standardization use in Mexico.

The Memorandum of Understanding serves as a cooperation agreement allowing ASTM International to continue its ongoing outreach to Mexico. ASTM International will continue to enhance communications to build government and industry awareness of ASTM International as a trusted technical source of information that supports public health and safety and the overall quality of life; encourages collaboration regarding topics of mutual interest; and promotes standards education and related activities for students and professors. In addition, Mexican stakeholders will be invited to help develop ASTM International standards to help develop ASTM International standards to share knowledge and best practices, ensuring ASTM International standards meet and support Mexico's local and global needs.

“To sign this Memorandum of Understanding is for us a historical moment,” says Alfonso Guati Rojo Sánchez, general director of standards in Mexico's Ministry of Economy. “It's relevant in the evolution of the processes of implementation of the quality infrastructure in Mexico. It's important to set these kinds of agreements to disseminate and share information and train ourselves in the best way possible on high quality standards that are prepared around the world to be able to improve our systems.”



## Construction industry data breaches increased 800% in one year

The 2021 Data Breach Outlook Study by Kroll, a New York-based risk consulting firm, shows the number of data breaches in the construction industry increased 800% from 2019 to 2020, according to forconstructionpros.com.

In recent years, the increase of new technologies and connections on job sites has made companies vulnerable to cyberattacks. At least 43% of those surveyed for the study believe they are ill-prepared for a breach.

Brian Lapidus, global practice leader for Kroll's Identity Theft and Breach Notification practice, provides the following tips to help contractors keep their businesses safe:

1. Have a cyberexpert and an attorney on retainer so you know who to call when a problem arises.
2. Practice your company's response to a cyberthreat the way schoolchildren and some businesses practice fire drills. For example, training exercises can include how to react to suspicious emails.
3. Renew training periodically to improve employee responses to potential threats.
4. Before a cyberbreach occurs, be sure you know where your company's data—employee data, customer data, security data, proprietary data—is kept.
5. Ensure someone on your team stays current regarding cybersecurity threats and technology.
6. Encrypting data is a best practice within the cybersecurity industry, but it is not enough to protect a company. Lapidus recommends using a virtual private network as an additional layer of security.
7. Monitor your networks to ensure all entry points are protected. Protecting entry points also helps inform a company about whether its network has been infiltrated by a cyberintruder.
8. When contractors pay subcontractors and vendors, large amounts of money exchange hands. Your company needs to be sure such transfers are secure and

safe from cyberthreats. For example, you can provide wire instructions and then force a phone call for a password or specific digits.

9. Appoint someone at your company to oversee cybersecurity information and make decisions.
10. If your company experiences a cybersecurity breach, it is important to communicate with and protect employees from any potential risk. Be cognizant of the effects a breach of data would have on your employees.

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## An important cause

ROOFPAC supports political candidates who will help the roofing industry thrive

by Teri Dorn

Every seat in the House of Representatives and 34 seats in the Senate will be up for election Nov. 8. Although that may seem far in the future, campaign season already is in full swing in Washington, D.C. Major fundraising and campaigning used to occur in the six months leading up to an election, but those six months have morphed into a continuous cycle that begins anew the day after representatives and senators are sworn in.

This new timeline provides a longer period during which politicians are keenly tuned in to their constituents' concerns and needs. It presents an opportunity for the roofing industry to make its voice heard and invest in candidates who support policies that will help the industry thrive.

### Working on your behalf

When the new Congress took office in January 2021, NRCA's Washington, D.C., staff was hard at work. Having supported many candidates who ran successful campaigns, NRCA made sure all incumbents and newly elected freshmen members were up to speed regarding the roofing industry's critical issues, such as labor shortages, and proposed solutions. ROOFPAC, NRCA's political action committee, plays a key role in amplifying the roofing industry's voice on





Capitol Hill as NRCA's staff works with members of Congress to address key issues. ROOFPAC is the only political action committee dedicated to advancing the roofing industry's interests at the federal level.

ROOFPAC's activities greatly strengthen NRCA's efforts to proactively advance government policies that enable roofing industry entrepreneurs to successfully operate and grow their businesses. Created in 1990, ROOFPAC has supported hundreds of pro-business congressional candidates. ROOFPAC relies on personal contributions made by NRCA members, and NRCA is working to expand member participation.

### Join in

NRCA members have several exciting opportunities to support ROOFPAC during NRCA's 135th Annual Convention and the 2022 International Roofing Expo® in New Orleans Jan. 30-Feb. 3.

Building on the smashing success of the past few years, NRCA will partner with National Women in Roofing to host "Salute to the Big Easy," a cocktail reception and live auction Jan. 31. Held at The American Sector Restaurant and Bar at the National WWII Museum from 4-7 p.m., the event will allow guests



To learn more about NRCA's advocacy efforts, go to [professionalroofing.net](http://professionalroofing.net).

“ ROOFPAC's activities greatly strengthen NRCA's efforts to proactively advance government policies that enable roofing industry entrepreneurs to successfully operate and grow their businesses ”

to bid on vacations, artwork and more. Register for this fun-filled event by visiting [nrca.net/roofpac-ire-2022-event](http://nrca.net/roofpac-ire-2022-event).

NRCA also will host a silent auction benefiting ROOFPAC. A variety of jewelry, trips, electronics and more will be available for bidding. Participants can view and bid on silent auction items electronically at [roofpac22.givesmart.com](http://roofpac22.givesmart.com). Attendance at the convention and trade show is not required to place bids.

### Thank you!

NRCA is grateful for many generous sponsors who help underwrite the costs of these events so all proceeds may directly benefit ROOFPAC. After many events were negatively affected by the COVID-19 pandemic, member support is more important than ever.

NRCA members can contribute any amount to ROOFPAC up to \$5,000 annually, and there are three club levels that offer benefits and recognition, including:

- Emerging Leaders Club: \$250
- Capitol Hill Club: \$1,000
- Political Insiders Council: \$5,000

Every contribution to ROOFPAC matters, and even a modest contribution can go a long way. One individual from each NRCA member company giving \$50 annually to ROOFPAC would raise more than \$350,000 per year.

NRCA greatly appreciates however you choose to support ROOFPAC, and I look forward to seeing you in New Orleans! 🇺🇸🌟

**TERI DORN** is NRCA's director of political affairs.



## OSHA is accepting comments for proposed heat hazards rule

Record-breaking heat in the U.S. during 2021 endangered millions of workers in indoor and outdoor work environments, according to [osha.gov](http://osha.gov).

On Oct. 27, 2021, the Occupational Safety and Health Administration published an Advance Notice of Proposed Rulemaking for Heat Injury and Illness Prevention in Outdoor and Indoor Work Settings.

Currently, OSHA does not have a specific standard for hazardous heat conditions; however, some

OSHA state-plan states, such as California, already have heat-related illness standards in place. This action began the process to consider a national heat-specific workplace rule. Once published, OSHA state-plan states will have to ensure their rules are at least as effective as the new federal rule.

The Advance Notice of Proposed Rulemaking initiated a comment period to gather perspectives regarding topics such as heat-stress thresholds, heat-acclimatization planning and exposure monitoring. Comments can be submitted at [regulations.gov](http://regulations.gov). Comments must refer to Docket No. OSHA-2021-0009, and all comments must be submitted by Jan. 26. NRCA will submit comments on behalf of its members.



To read President Biden's statement regarding Mobilizing the Administration to Address Extreme Heat, go to [professionalroofing.net](http://professionalroofing.net).



## Vaccine mandate for federal contractors is blocked nationwide

The Biden administration's mandate for federal contractors' employees to be vaccinated will be halted nationwide amid a series of challenges from states that claim the president overstepped his authority in requiring the COVID-19 shots, according to Bloomberg Law.

The mandate, which was set to take effect Jan. 4, applies to about a quarter of the U.S. workforce and affects companies that conduct business with the federal government.

A federal judge in Georgia blocked the mandate Dec. 7, 2021. The latest order follows a Kentucky federal judge's grant of a preliminary injunction in a lawsuit involving Kentucky, Ohio and Tennessee.

The government contractor mandate led to a series of federal lawsuits from states seeking to block its implementation, including Arizona, Florida, Georgia, Oklahoma and Texas. They argue the administration lacks the authority to require vaccinations and the mandate violates the U.S. Constitution.

## Fall protection again tops list of OSHA's most-cited violations

Recent data from the Occupational Safety and Health Administration show dangers from falls at construction sites remain the most frequently cited hazard on OSHA's list of most-cited violations for fiscal year 2021, which ended Sept. 30. Construction blog constructconnect.com shared a list of OSHA's top 10 construction-specific violations.

Other rules related to construction falls are among the top 10 violations, including ladders, scaffolds and training.

OSHA generally requires construction workers exposed to falls of 6 feet or more to wear protective gear, such as harnesses, or be protected by guardrails and trained regarding how to avoid falling.



Following are the top 10 most-cited violations in construction for fiscal year 2021:

1. Fall protection—Duty to have fall protection: 4,279 violations
2. Ladders: 1,602 violations
3. Scaffolds—General requirements: 1,468 violations
4. Fall protection—Training requirements: 1,356 violations
5. Personal protective and lifesaving equipment—Eye and face protection: 1,209 violations
6. Personal protective and lifesaving equipment—Head protection: 651 violations
7. General safety and health provisions: 648 violations
8. Scaffolds—Aerial lifts: 436 violations
9. Excavations—Specific excavation requirements: 391 violations
10. Fall protection—Fall-protection systems criteria and practices: 343 violations

OSHA issued 16,749 citations from 6,624 inspections during fiscal year 2021 to construction companies, totaling more than \$58 million in penalties.



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To get a complimentary evaluation of your existing retirement plan (NRCA members only), visit [nrca.net/retirement](https://nrca.net/retirement) or contact Jack Krapf with the Krapf-Bonfim Group at (478) 471-4105 or [Jack\\_Krapf@ml.com](mailto:Jack_Krapf@ml.com).





# the **majority** workforce







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## Keeping **millennial** employees **engaged** requires **effective training** and **management**

by Josh White

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**M**illennials (those 21 to 39 years old) often are portrayed unfairly because of misconceptions such as being lazy and entitled. In the workplace, some believe millennials look for employer handouts and lack self-motivation to accomplish goals. These and other negative perceptions can deter young, talented individuals from seeking employment in certain industries and companies.

But many millennial employees are the opposite of those notions. According to a “Multi-Generational Impacts on the Workplace” study conducted in 2017 by the Center for Women and Business at Bentley University, Waltham, Mass., 84% of millennial workers say they care more about making a difference at their jobs than personal success. This shows millennials are incredibly impact-motivated, passionate and driven employees. As many roofing businesses need capable workers, these characteristics in an employee can be invaluable.

Millennials currently represent a majority of the U.S. workforce. To attract and retain top talent from this generation, employers must adapt their training and management styles. Following are a few principles you

can implement to help train and manage millennial employees effectively and create a more enjoyable work environment and higher return on investment, which all can make a tremendous difference in your company’s future success.

### TRAINING

Millennial workers are searching for an optimal company culture with effective leadership and opportunities to learn.

#### Provide e-learning content

Whether for education, work or entertainment, millennials routinely use modern technology. Most of their days are spent in front of digital screens of some sort. Business owners from older generations weren’t introduced to these technological capabilities until adulthood, hindering their ability to grow with them during most of their lives. This can cause some to be unaware of how vital technology is to a millennial’s everyday life. To engage millennial employees, adapt your training programs for their preferences and skill sets by incorporating technology such as videos, online articles, podcasts and quizzes.





For an article related to this topic, see “Reshaping the workplace,” February 2019 issue.

By using such technology, you can deliver small pieces of information at a time in a dynamic and interesting way. Providing information in smaller doses allows new employees to consume the content without devoting a lot of time upfront while still gathering what they need to understand. Many millennials learned material in school using these technologies, which means the familiarity with this learning style is a huge advantage for them.

#### Provide onboarding mentors

Having a mentor may be one of the more underrated aspects of developing a successful employee. In fact, a 2006 report from Gartner,<sup>®</sup> a Stamford, Conn.-based research and development firm, found employees who have mentors are five times more likely to get a pay raise or promotion than employees who do not have mentors.

Mentors provide understudies with guidance and expertise, and millennial employees want to become experts in their professions. According to a 2012 survey conducted by careerbuilder.com, only 55% of millennials prefer face-to-face communication compared with 60% of adults who are 55 or older. Additionally, 35% of millennials prefer digital communication, seven points higher than the older population, showing how much communication has shifted one generation. With the preference some millennials have for digital communication, they may be less likely to approach one of their colleagues about having him or her as a mentor.

You can help this process by providing a mentor for your millennial employees during onboarding. Ideally, you want to pair an experienced employee with a specific trainee where their strengths and weaknesses balance one another and/or create a pairing of similar backgrounds. When new employees can interact with employees like them, they will feel more comfortable approaching a mentor with questions and concerns, which can lead to a more successful employee.

#### Provide leadership education

They may not be leaders on day one, but in time, millennial employees eventually will be the faces of your business, internally and externally. This is why it's important to work on their leadership skills early and continue to grow these skills during employment. Fortunately, millennial employees already are seeking this training. “The 2016 Deloitte<sup>®</sup> Millennial Study” found 60% of millennials are interested in leadership skills, looking well down the line in their careers.

Training millennials to be leaders can consist of a variety of things, such as you or other company leaders personally leading them and providing guidance about how to be an effective leader. You also can provide your employees with leadership resources, digitally and in print, they can review to help expand these skills. The sooner millennial employees can grow confidence in their leadership abilities, the sooner they will become integral leaders of your company.

## MANAGING

Millennials yearn for purposeful opportunities within their careers, and this yearning decides which company they ultimately will join. But once they are hired and complete training, how can you keep them motivated and satisfied? Promote a sense of purpose, promote collaboration and provide feedback.

#### Promote a sense of purpose

Millennials desire worthwhile, meaningful work beyond simply making money for themselves or their companies. It can be challenging to recruit millennials into the roofing industry when skilled trade positions have been dubbed inferior to other industries. But the truth is a skilled trade career can be one of the better fields to enter for a variety of reasons, including the chance to positively affect people every day, something that should be emphasized to each new employee.

Whether it's installing a residential roof system that



will protect a family or a commercial roof system that protects an entire community, the work roofing professionals do is bigger than one small project, which can be incredibly appealing and fulfilling to millennials.

### Promote collaboration

Because millennials thrive on the opportunity to make a difference and be a part of something bigger than themselves, it's not surprising they look for opportunities to work within a team setting in which they can engage and build relationships with colleagues.

You can help millennial employees gain valuable communication skills by presenting more opportunities for team members to interact with each other and build comradery. Although constantly changing health guidelines can make in-person interactions tricky, virtual team building and team events are a great way to bring employees together.

Challenging millennials by providing chances to show their leadership and opportunities outside of their existing roles help them form connections that extend beyond the job site, enhancing collaboration among the entire team. Not only can your business benefit from the results of a close-knit team but employees also will grow as individuals by building confidence and comfortability, something the millennial generation wants.

### Provide feedback

Like many individuals who are looking to build upon their strengths and diminish their weaknesses while climbing the proverbial professional ladder, millennials seek feedback from supervisors as part of their self-improvement process. A 2016 Gallup® survey found 44% of millennials would be more likely to increase their work engagement if their supervisors met with them more frequently. Unfortunately, only 21% meet with their supervisors weekly.

Be sure to set up quarterly supervisor meetings to

Millennials yearn for purposeful opportunities within their careers, and this yearning decides which company they ultimately will join.

review employee skills and share constructive comments to help millennial employees improve. Too often employers worry about hurting employees' feelings and avoid constructive criticism, but clear, honest feedback can jumpstart improvement.

Providing frequent feedback also builds trust between employers and workers and demonstrates supervisors truly care about employee growth while also giving employees clarity about how they can improve. Employees then can take this feedback and set clear objectives and goals for improvement, keeping them challenged and inspired to continually improve.

## INVEST IN YOUR MILLENNIALS

The millennial generation will change the workforce indefinitely. The burden is on roofing industry leaders to prioritize investing in millennial employees—not just as workers but also as people, professionally and personally. When you follow the discussed principles to train and manage your millennial employees, you provide them with the tools they need to positively affect the future of your business, the clients they serve and the overall community. 🌱🌟

**JOSH WHITE** is president of Hoosier Contractors LLC, Indianapolis.



To read the studies and reports mentioned in this article, go to [professionalroofing.net](http://professionalroofing.net).





SAFETY PROGRAMS  
ALWAYS FACE HURDLES,  
BUT TRAINING  
**COMPETENT PERSONS**  
PROPERLY WILL HELP





# A NEW APPROACH TO SAFETY

by Tom Shanahan, CAE

Falls continue to hold the No. 1 spot for construction worker fatalities year after year. Sadly, fall-related deaths among roofing workers are one of the biggest contributors to that sobering statistic. It comes as no surprise that falls from roofs, slips, trips and falls from ladders command tremendous attention from the government, academia, unions, trade associations and contractors.

NRCA engages with all these stakeholder groups, and despite often approaching matters from divergent perspectives, stakeholders show tremendous unanimity in searching for ways to reduce and eliminate these tragedies. NRCA has been working with these groups through its Health and Safety Committee, and a new approach has been added to the effort.

## Routes of attack

Reducing or eliminating falls, slips and trips is no small task; however, roofing work presents an almost insurmountable number of hurdles not the least of which is starting many jobs on top of a structure that is sloped. Add weather, labor turnover, and material and production challenges, and it might appear downright impossible. During the 32 years I've worked for NRCA, I have witnessed many approaches to fall protection with varying degrees of success. For example, the Occupational Safety and Health Administration issues citations and penalties and offers training grants and outreach programs; the National Institute for Occupational Safety and Health conducts research and offers innumerable training and educational products (many for free); and many contractors implement discipline and incentive programs.

When OSHA was formed in 1970, NRCA expressed its concerns to Congress regarding the agency's inspection, citation and penalty provisions as being overly intrusive and onerous. In fact, over the years, the number of citations and dollar amounts of penalties have been significant. Specifically, of the top 10 OSHA construction citations issued, fall protection-related violations issued because of lack of use, incorrect implementation and/or lack of proper (or any) training consistently rank in the top five. It is no surprise the roofing industry continues to be in OSHA's inspection crosshairs given the grim fall-related data.

Contractors try to self regulate by disciplining workers when noncompliance occurs, and it is now commonplace to see active fall-prevention and -protection methods employed at job sites.

But this commitment is not without consequence: Strict adherence to these





## SAFETY RESOURCES

In 2014, NRCA was approached by CPWR, The Center for Construction Research and Training, to form a partnership with the United Union of Roofers, Waterproofers and Allied Workers to address safety challenges in the roofing industry.

Fall protection and ladder safety are a main area of focus. There is a wide variety of training materials available from CPWR and, in particular, its Stop Construction Falls webpage ([stopconstructionfalls.com](http://stopconstructionfalls.com)) houses a number of webinars and safety materials directed at roofing fall prevention developed through the partnership.

In addition, NRCA updated its fall-protection compliance program, *Serving Up Safety: A Recipe for Avoiding Falls on the Job*. This program helps you comply with OSHA fall-protection regulations in every state; there are specific sections addressing state-plan regulations that differ from federal OSHA rules. The program is available at [shop.nrca.net](http://shop.nrca.net).

policies includes knowing it will be extremely hard to replace a worker who is terminated for not following safety protocol. This fact and pressure from already upset customers who have been waiting for projects delayed because of supply chain issues are creating significant headwinds for contractors who follow through with their safety promises.

Roofing contractors have tried many incentive-based programs to encourage safe behaviors. Whether it's company swag or gift cards, roofing workers respond well to competition and rewards when programs are set up well.

For example, if you notice workers aren't consistently tying off or are wearing their harnesses too loosely, create an incentive program that targets the specific desired

behavior. There are some tenets to keep in mind to ensure a successful incentive effort:

- Keep the rules simple to understand and accomplish.
- Create a fair scoring system.
- Report results at regular intervals.
- For behavior that seems difficult to change, begin by awarding the prize(s) daily and then move to multiple days and end with a weekly cycle when it becomes apparent the crew's behavior is aligning with the safety goal.

Successful incentive programs are targeted, short in duration, easy to accomplish and fair—they often add a little fun to the workplace, too.

### A new effort

NRCA has seen success generated from providing training that includes demonstration and testing, such as via

its torch safety certification programs. In its continuing effort to reduce the industry's falls-related incidents and help contractors succeed with their safety efforts, NRCA's Health and Safety Committee has helped create a new program that takes fall-protection training to a new level. Starting in February, NRCA will offer a three-day, comprehensive fall-protection training and educational program that will give attendees the necessary tools to satisfy OSHA's requirements for competent and qualified persons.

In its construction standards, OSHA defines a competent person at 29CFR 1926.32(f) as “... one who is capable of identifying existing and predictable hazards in the surroundings or working conditions which are unsanitary, hazardous, or dangerous to employees, and who has authorization to take prompt corrective measures to eliminate them.”

Accordingly, there are three hurdles: being able to identify existing hazards; knowing what protective measures to take to eliminate them; and having the authority to do so promptly.

The rule specifically calls out the competent person requirement as applying to a safety monitor: “Section 1926.502(h)(1) requires that safety monitoring systems must designate a competent person to be the safety monitor for employees working in areas where no other fall protection measures are used.”

Section 1926.502(h)(1) also specifies, among other things, that safety monitors must be on the same walking-working surface, be within visual sight of workers—close enough to orally communicate with the workers they are monitoring—and not have any other responsibilities that could take their attention away from the workers they are monitoring. In addition, safety monitors must warn workers when it appears the workers are not aware of fall hazards or are acting in an unsafe manner.

OSHA defines a qualified person as “... one who, by possession of a recognized degree, certificate, or professional standing, or who by extensive knowledge, training, and experience, has successfully demonstrated his ability to solve or resolve problems relating to the subject matter, the work, or the project.” This person may exceed a competent person's expertise in a specific area by virtue of possessing recognized greater knowledge of or experience with a given topic.

It may sound as if these two “persons” are the same, but they are not. The rule provides two examples of how they are used in different scenarios. First, OSHA provides



clear guidance about who the safety monitor is and the scope of his or her duties. Specifically, a safety monitor is a competent person who knows how to recognize hazards, has the authority to stop exposed workers and, if necessary, knows when to call on a qualified person to advise about specific details.

Second, in the construction fall-protection standards published in 1998, OSHA states: “The employer shall assure that each employee has been trained, as necessary, by a competent person *qualified* in the following areas ...” and goes on to list specific items. In this case, OSHA calls for a trainer to be a competent person who is also qualified. But it doesn’t define “qualified.”

However, in its 2016 final rule updating its general industry standards for fall protection-related rules, OSHA recognized the perceived confusion with these terms. It clarified competent persons qualified to train workers in all subjects and topics must have met the requirements of a qualified person. Specifically, a trainer must have, at a minimum, a certificate that addresses or extensive knowledge of:

1. The types of fall hazards, how to recognize them and the procedures to minimize them
2. The correct procedures for installing, inspecting, operating, maintaining and disassembling personal fall-arrest systems
3. The correct use of PFAS and other specified equipment

In this unique situation, OSHA requires that for the purpose of fall-protection training, a trainer must have met the requirements of *both* a qualified person (one who has the recognized breadth of knowledge and demonstrated fall-protection ability) and competent person (one who has the authority to identify hazards and take corrective measures as needed).

Appreciating this unique distinction, NRCA developed its fall-protection competent person training course to not only raise the level of sophistication for roofing professionals who train and are charged with keeping workers safe but also to meet and provide these required designations to attendees. Just as roof system installation training has become more technically complex, industry safety and health training must follow suit.

The 24 hours of training NRCA’s program provides is

intended to arm attendees with an unprecedented level of in-depth fall-protection knowledge. Attendees can be foremen, superintendents, safety directors, owners or anyone else responsible for training roofing workers and will receive a comprehensive, interactive, hands-on learning experience. The core content is based on OSHA regulations; agency letters of interpretation; ANSI Z359, “Fall Protection and Fall Restraint,” requirements; U.S. Army Corps of Engineers’ EM-385 safety manual; and fall-protection equipment manufacturers’ product instructions and materials.

NRCA’s program is designed to meet OSHA’s competent and qualified person certification and training requirements and the U.S. Army Corps of Engineers’ EM-385 24-hour training requirements. NRCA has created numerous interactive exercises and demonstrations related to:

- Fall-hazard analysis
- Anchor placement and installation
- Deck integrity assessment
- Self-retracting devices
- Harness fit and inspection
- Suspension trauma, proof testing, maximum arresting force, self-rescue and assisted rescue from an arrested fall
- Fall-protection system installations to build comprehensive knowledge of fall-protection issues and controls

## A long-term goal

There is no better goal than to have roofing-related falls, slips and trips be a distant memory. But the industry still has a lot of work to do. A critical analysis of all the elements used in the roofing industry to reduce and

eliminate falls must be ongoing and focused on ending fall-related injuries and deaths suffered by workers. Building the awareness of and competency in fall protection and prevention through effective training will do just that. Working toward this goal

is worthy of the full dedication of the industry and its partners. 🌐🌱

For an article related to this topic, see “A new twist,” April 2017 issue.

**TOM SHANAHAN, CAE**, is NRCA’s vice president of enterprise risk management.



n Nov. 19, 1882, the first Catholic mass in the thriving town of Roanoke, Va., was held in a passenger train coach. A land developer offered a gift of any unused site in his company's holdings, and a priest chose two lots atop what is now St. Andrew's hill. A brick church was built on the land, and the parish flourished.

By 1897, the brick church was inadequate for the growing congregation and the current St. Andrew's Catholic Church was constructed for \$108,000. Architect William P. Ginter designed the Gothic structure that mimics cathedrals in France and occupies one of the highest knolls in Roanoke. The exterior is made of buff-colored brick and Ohio sandstone with a slate roof system and copper finishes. White marble for the altars and railings was imported from Italy, and 15 large stained-glass windows depicting saints were imported from Germany.

In 2014, a team from The Durable Slate Company, Columbus, Ohio, was putting together an estimate for a roofing project down the street from the church.

"The fellow we were doing the estimate for said we sounded like the kind of contractor the church needed for its upcoming restoration project," says Gary Howes, COO for The Durable Slate Company. "So we stopped by the church and introduced ourselves. We subsequently won the contract and were asked to work alongside the church's architect and structural engineer to provide an in-depth evaluation of the condition of the three spires as well as the lower main roof and gutter systems."

## Assessment

The church's principal features include two 175-foot-tall steeples clad in ornamental copper, a Virginia Buckingham® slate roof system and a center copper spire at the rear of the building. One of the restoration project's main goals was the repair, restoration and

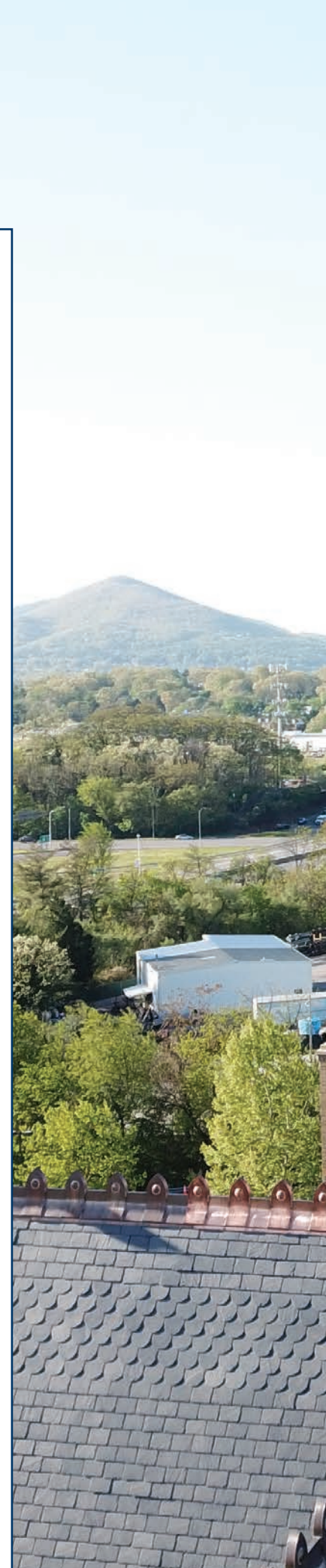
preservation of the historical twin steeples on the east and west sides of the church. Each steeple consists of slate and copper above square masonry towers with belfries.

The Durable Slate Company team conducted a detailed assessment of the steeples' interiors and exteriors, confirming significant structural deterioration and insect damage. Both steeples were out of plumb by about 10 to 12 inches at the tops. A subsequent evaluation determined the top of the east steeple had moved an additional  $\frac{3}{8}$  of an inch during a six-month period.

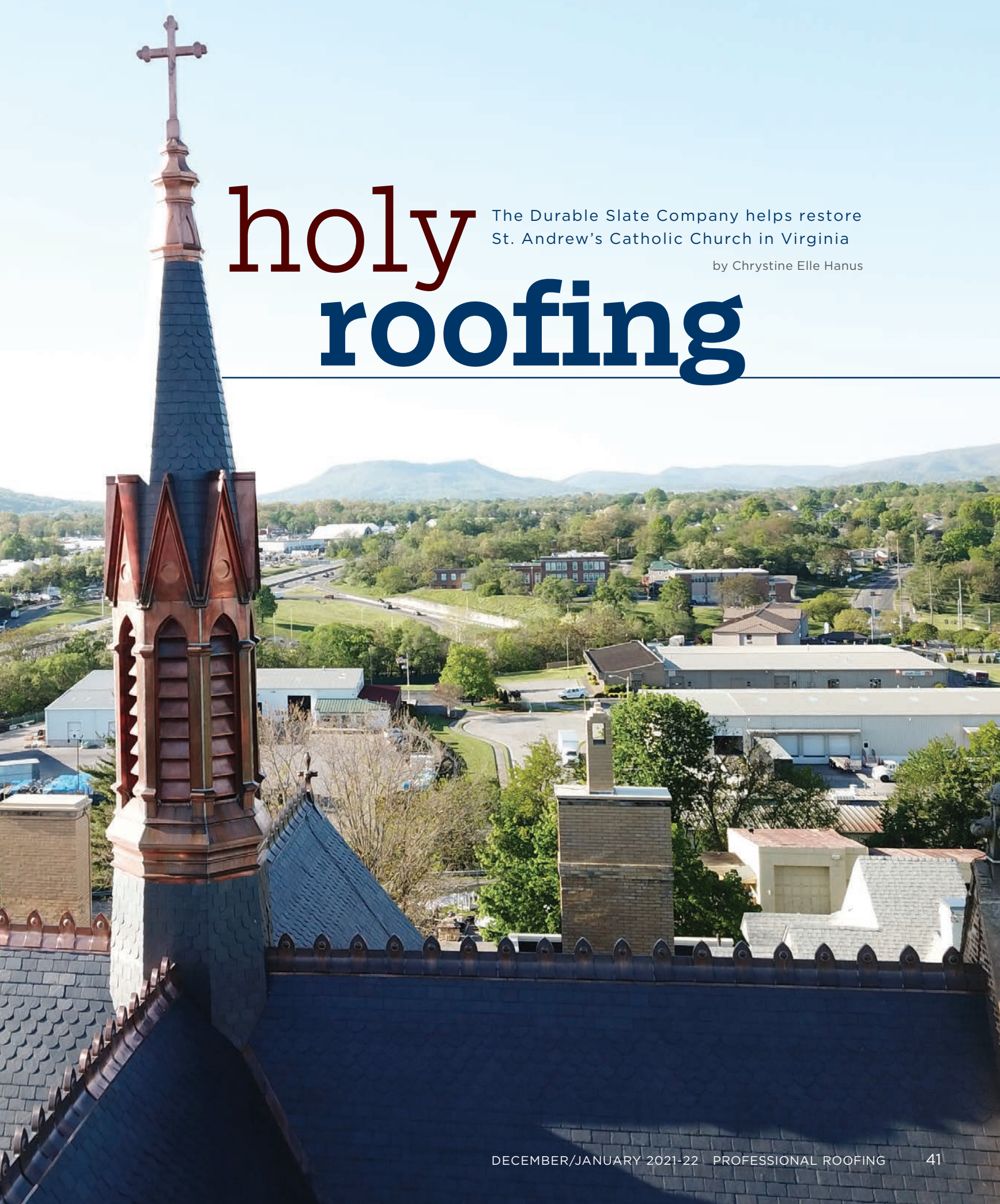
"Based on these results, the decision was made to replace the two wood-framed steeples with new steel-framed steeples to avoid the risk of future damage from termites and other insects and restore both masonry towers," Howes says.

## Steeple

The St. Andrew's Catholic Church project was completed in two phases starting in January 2014. The first phase included restoring the steeples.







# holy roofing

The Durable Slate Company helps restore  
St. Andrew's Catholic Church in Virginia

by Chrystine Elle Hanus





Workers removed and replaced the steeples simultaneously following the original 1902 architectural design but used steel instead of wood for the framing.



The project's second phase of work included installing a new slate roof system with ornamental copper. Each piece of slate was hand-cut to match its original size and shape.

The Durable Slate Company team worked with a sub-contractor to erect scaffolding around the twin steeples with deck platforms to access each level of work. Scaffolding also was erected along all eaves and gable ends of the main roof for safe and easy access to the work areas. Crew members were required to use personal fall-arrest systems after they stepped off the scaffolding in areas higher than 6 feet above the scaffolding deck.

“Of course, all our field crew members are required to always wear their PPE items such as hard hats, gloves, eye protection and any other work-specific equipment needed to safely perform their work,” Howes explains. “Because of the age of the church, we had samples taken before the start of the project to see whether there was asbestos in the underlayment and roof coatings from previous roof repairs. The results indicated there was asbestos in the roof coatings but none in the underlayment.”

To ensure the safety of church employees and related pedestrian and vehicular traffic, workers used netting to catch falling debris, extended the scaffolding overhead, and created pathways using fencing and signage.

Once safety procedures were in place, the crew, which varied in size from 10 to 12 workers, removed and replaced the steeples simultaneously following the original 1902 architectural design but used steel instead of wood framing. This process required team members to cut the wood loose from the bell towers and lower each steeple to the ground using a crane.

“This was an intense process because no one could be sure the steeples would hold together coming off the bell tower because of advanced deterioration,” Howes says. “The first steeple held together all the way to the ground. But the second one fell apart as it was laid down on the ground.”

## Roof system

The project's second phase began in January 2019 and included installing a new slate roof system with ornamental copper and restoring the copper spire on the main roof.

“In 1975, the slate was caulked, which trapped water and eventually caused leaks,” Howes explains. “The slate eventually started to crack and break because the ridged caulk fixing all the slates together did not allow the slate to move independently. The broken slate slid down the roof over time, creating a safety issue for the church and more leaks. As a result, the roof was at the end of its



service life, albeit prematurely. Properly maintained, the Virginia Buckingham slate had the ability to last another 150-plus years before replacement. However, the caulking brought the slate to a premature end of life.”

Team members removed 16,500 square feet of slate and flashings down to the wood deck.

“The main roof had a 16:12 slope, and the length of the run was 45 feet,” Howes says. “This made lowering the old slate to the ground particularly labor intensive.”

Workers applied Carlisle® WIP 300HT underlayment on the eaves, valleys and around all penetrations. For the remaining roof areas, workers nailed two layers of 30-pound felt followed by new 3/8-inch-thick Virginia Buckingham slate hand-cut by The Durable Slate Company craftsmen to match the original sizes and shapes.

## Center spire

The team also restored the center spire using new 20-ounce copper. Accessing this piece was difficult because the project’s structural engineer determined the roof structure could not withstand the weight of scaffolding around the spire.

“We were faced with the undesirable option of cutting the spire loose from the existing frame and lowering it to the ground to gain access to do the work,” Howes explains. “We erected scaffolding on the ground that was as tall as the spire but in the shape of a circle so we could use a crane to lower the spire straight down inside the scaffolding. We then wrapped the scaffolding with high-temperature-resistant reinforced plastic and installed a temporary framed roof to protect the spire from weather and allow work to proceed through the winter.”

To help stabilize the spire, workers braced it to the scaffolding using a structural channel bolted to an engineered base with adjustable jacks set between the spire and scaffolding frame. The team then set concrete Jersey barriers around the outside of the scaffolding and used steel cables and turnbuckles to hold the scaffolding in place.

“Once the spire was clad in copper fabricated by our craftsmen, we hoisted it back up and reset it in place,” Howes says. “It was quite a moving moment to see the shiny copper spire make its way out of the scaffolding and become visible to the crowd of people there to watch the process. Everyone was so impressed to see the beautiful piece of architecture glide across the sky and be set back into its proper place.”



Scaffolding was erected around the steeple.



Workers clad the spire in customized copper.



The roof could not withstand scaffolding weight, so the spire was lowered to the ground for restoration.



Left and right: The crew replicated and replaced each piece of copper.



**Project name:** St. Andrew's Catholic Church

**Project location:** Roanoke, Va.

**Project duration:** Phase one: January-December 2014; Phase two: January 2019-April 2020

**Roof system type:** Slate with copper

**Roofing contractor:** The Durable Slate Company, Columbus, Ohio

**Roofing manufacturers:** Buckingham® Slate Co., Arvonnia, Va.; Carlisle® WIP Products, Carlisle, Pa.; Chicago Metal Supply, Chicago; GAF, Parsippany, N.J.; Ornametals,™ Cullman, Ala.



The spire was restored using 20-ounce copper.



The Durable Slate Company craftsmen hand-soldered each piece of copper to ensure a watertight fit.



The newly restored roof system and spire

The crew also replicated and replaced copper cladding and ornaments to match the original designs. Team members carefully removed each piece of copper and catalogued them according to where they were removed from the spire and roof. Each piece was custom-fabricated by Chicago Metal Supply and Ornametals™ teams and then custom fit by The Durable Slate Company craftsmen, hand-soldering each piece in place to ensure a watertight fit.

## Stewards of the building

In April 2020, The Durable Slate Company team completed work on St. Andrew's Catholic Church. Although the crew faced challenges with structure degradation, all building elements successfully were restored to historical details, and both phases of work were completed on time and within budget.

According to Howes, working on a building that is such an integral part of the Roanoke city skyline and history comes with responsibility.

"The building was built with traditional materials and construction techniques and has an important connection to the local community, so it was important for us to be sensitive in matching the original materials and installation techniques," he says. "We see ourselves as stewards of the building, and our goal was to repair and replace in kind so as not to change the original design, look and performance of the building. We believe if the job is worth doing, it is worth doing right. That is true value."

For its work on St. Andrew's Catholic Church, The Durable Slate Company was named a Roofing Alliance

2021 Gold Circle Awards finalist in the outstanding workmanship and innovative solutions category. The project also was a runner-up for a 2021 IFD Award by the International Federation for the Roofing

Trades and won a 2021 Copper in Architecture Award from the Copper Development Association Inc.

"The skilled craftsmen at The Durable Slate Company brought back the details that had been lost as a result of time and weather," says Wayne C. Gould, project manager for St. Andrew's Catholic Church. "Now the church looks like it did 125 years ago." 🏠🔨



To view drone footage of the St. Andrew's Catholic Church roof restoration project, go to [professionalroofing.net](https://professionalroofing.net).

**CHRISTINE ELLE HANUS** is *Professional Roofing's* associate editor and an NRCA director of communications.





# What is happening in D.C.? **A lot! And it affects your business!**

NRCA's political action committee, ROOFPAC, needs your support—now—so we can effectively advocate for pro-growth economic policies, career and technical education programs, reasonable immigration reform and more!

NRCA members can contribute any amount, and there are three club levels that offer benefits and recognition, including:

- **EMERGING LEADERS CLUB:** \$250 (NEW!)
- **CAPITOL HILL CLUB:** \$1,000
- **POLITICAL INSIDERS COUNCIL:** \$5,000



To learn more and contribute, visit [nrca.net/roofpac](http://nrca.net/roofpac)



**NRCA**  
ROOFPAC



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**NRCA**  
ROOFPAC





# Welcome All

NRCA returns to New Orleans for  
its **135th annual convention** and the  
**2022 International Roofing Expo®**

*by* Sara Vaughn





You are most welcome and encouraged to join your industry peers for NRCA's 135th Annual Convention and New York-based Informa's 2022 International Roofing Expo in New Orleans Jan. 30-Feb. 3.

Held at the Ernest N. Morial Convention Center, this year's show offers attendees safe, engaging opportunities to network with peers, learn from industry experts, explore the latest product offerings, visit exhibits on the expo floor, and experience the excitement and charm of authentic New Orleans.

"The IRE in New Orleans is the roofing industry's must-attend event of 2022," says Reid Ribble, NRCA's CEO. "NRCA is proud to support and sponsor the largest gathering of industry professionals in the U.S. New Orleans is a great convention city with vibrant nightlife, history and restaurants. I look forward to seeing you there."

## Convention kickoff

NRCA events begin Sunday, Jan. 30, with NRCA's Executive Committee meeting from 8 a.m.-1 p.m. and NRCA's board of directors meeting from 1-4 p.m. NRCA's Affiliate Executives meeting will take place the following day from 10 a.m.-2 p.m. The meetings will be held at the Hilton New Orleans Riverside.

The fifth annual National Women in Roofing Day, a conference for multidisciplinary female professionals, will be held Jan. 30 from 9 a.m.-7 p.m. The full-day program offers participants an opportunity to network with peers while learning about the latest business strategies, tactics and secrets to success. Additional information is available at [nationalwomeninroofing.org](http://nationalwomeninroofing.org).

To help ensure roofing professionals attending the expo can make the most of their experience, a First-Time Attendees Reception will be held Tuesday, Feb. 1, from 5:30-6 p.m. Participants can network with peers and chat with NRCA and IRE staff while enjoying Mardi Gras World, a popular attraction where floats are made for Mardi Gras parades. The IRE welcome party immediately follows the reception.

## Educational offerings

Roofing professionals have opportunities to attend several NRCA educational programs during the convention and expo. An NRCA Roofing Industry Fall





# COVID-19 *Safety* *information*

To help attendees stay healthy and safe, the IRE will be organized in accordance with Informa AllSecure measures, including:

- Sanitizer stations will be provided throughout the expo floor, and guests will be encouraged to regularly wash and disinfect their hands.
- A qualified first-aid responder will be available to attend to any immediate medical needs and answer medical questions.
- Lines and entry transactions will be minimized. Guests are encouraged to register online before the show, enabling barcode scanning for contactless entry. Customer service areas will have partitions between guests and staff.
- Guests must adhere to a 1.5-foot radial distance/ 3 feet of physical distance per person standard. Entrances and exits to and from the exhibit hall will be one-way only. Lounges, table rounds and seating areas will be arranged to ensure physical distancing, and elevators and restrooms will have capacity controls.
- Credential scanning upon entering the exhibit hall will allow show management to monitor the number of people on the floor to ensure each person is physically able to maintain a 3-foot distance.
- Enhanced sanitation will take place during the event with a focus on high-touch surfaces such as door handles, restrooms, and food and beverage areas.
- The Ernest N. Morial Convention Center's HVAC system will remain running throughout the event to constantly introduce fresh air into the building.

At press time, there is neither a mask mandate nor proof of vaccination or negative COVID-19 test requirement in place for guests. The latest health and safety information is available at [theroofingexpo.com/en/health-safety-faq.html](http://theroofingexpo.com/en/health-safety-faq.html).

Protection from A to Z class will be held Monday, Jan. 31, from 8 a.m.-4:30 p.m. Students will learn about fall-protection systems and the most recent state-specific Occupational Safety and Health Administration regulations and observe demonstrations of fall-protection equipment and self-rescue techniques. By the end of the class, participants will be able to recognize fall hazards present during roof system installations and repair; use appropriate controls for fall hazards on low- and steep-slope projects; and identify strategies for self-rescue and the rescue of others while on a job site.

On Thursday, Feb. 3, NRCA will hold its Foreman Leadership Training, Level 1, program from 8 a.m.-4 p.m. Field managers, foremen and superintendents will engage in interactive exercises designed to help them learn how to communicate effectively, work well with all types of people, handle tough situations tactfully, build rapport with crew members and motivate workers to improve job-site productivity.

NRCA also is offering NRCA ProCertification® online knowledge exams and hands-on performance exams Feb. 1-3 in booth 1461. Thermoplastic roof system installer candidates who have paid applications on file with NRCA are invited to take their hands-on performance exams for free during the expo. Candidates can register at [nrca.net/handsonexams](http://nrca.net/handsonexams); registration must be completed by Jan. 21. Availability is on a first-come, first-served basis, and space is limited.

In addition, NRCA University's Future Executives Institute—Class 9 and FEI—Class 10 will meet separately Monday, Jan. 31, and Tuesday, Feb. 1, from 8 a.m.-5 p.m. FEI is a three-year program that teaches roofing professionals about leadership theory and practice and helps them develop management and communication skills so they are ready to effectively lead and manage thriving roofing businesses. All FEI students are invited to an FEI and Executives Management Institute alumni reception Feb. 1 from 5-6:30 p.m. where they can network with alumni. FEI—9 students will complete their program and graduate during NRCA's Awards Ceremony and Cocktail Reception Feb. 2.

## Community Service Day

Join in the spirit of service during IRE's 13th annual Community Service Day Monday, Jan. 31, from 7:30 a.m.-3 p.m. Funded in part with \$15,000 donated by sponsor Sika® Sarnafil®, Canton, Mass., and hosted by the IRE and Rebuilding Together® New Orleans,

the event will involve volunteers renovating the homes of low-income residents affected by Hurricane Ida in August 2021.

Skilled volunteers are needed from various construction disciplines to help with home renovations. Additional volunteers can assist with setup, cleanup and miscellaneous projects. All volunteers must be 18 years of age or older and will be asked to sign a waiver of liability. A volunteer registration fee will cover the costs of transportation, breakfast, lunch and beverages.

Financial donations also are needed, and all donors will receive tax-deductible receipts. In addition to volunteers' and donors' efforts, the IRE will donate \$10,000 to the project. And sponsor GAF, Parsippany, N.J., will assist with local roof system replacement projects.

Additional Community Service Day sponsors include safety sponsor Carlisle Construction Materials, Carlisle, Pa.; CentiMark Corp., Canonsburg, Pa.; Damato Enterprises, Hoschton, Ga.; ICP Building Solutions Group, Andover, Mass.; and OMG® Inc., Agawam, Mass.

To volunteer for Community Service Day or make a donation, visit [theroofingexpo.com/en/events](http://theroofingexpo.com/en/events) or contact Brandi McElhaney, Informa's senior conference manager, at (212) 600-3720 or [brandi.mcelhaney@informa.com](mailto:brandi.mcelhaney@informa.com).

## Expo info

On Tuesday, Feb. 1, Ribble will deliver the event's keynote address, "Lessons ... An insider's look at 40 years of learning, falling, failing and succeeding," from 9:30-11 a.m. Before he became NRCA's CEO, Ribble was president of his roofing company in Kaukauna, Wis., for more than 30 years and served as NRCA's president from 2005-06. He also served six years in the U.S. House of Representatives. Ribble will share lessons he learned from his father, business, his time in Congress and his time leading NRCA. Attendees will hear about his secrets of success and learn how they, too, can achieve it in the roofing industry.

A welcome party will be held at Mardi Gras World Feb. 1 from 6-8 p.m. Opened in 1984, Mardi Gras World welcomes hundreds of thousands of visitors annually and provides a behind-the-scenes look at the work that goes into creating the legendary floats and costumes for New Orleans Mardi Gras affairs. Guests are invited to relax and mingle with friends and peers while enjoying hors d'oeuvres and drinks and soaking in the colorful sights.

During the trade show, you will want to make sure to visit NRCA Booth No. 2119 to speak with NRCA staff and

members to learn about the benefits of NRCA membership, NRCA ProCertification, Training for Roof Application Careers, workforce recruitment resources, supply chain information, Roofing Day in D.C. 2022, LEGALCon 2022, and a variety of technical topics and risk management issues. Visitors also will find information about the 2022 edition of The NRCA Roofing Manual, *Professional Roofing* magazine and more.

All visitors to NRCA's booth will have the opportunity to "Spin to Win" prizes, including a Big Green Egg® grill, Bosch job-site radio, free NRCA ProCertification registration, Chicago pizza package and free NRCA membership for one year, among other prizes. Expo attendees are encouraged to take advantage of special show discounts, including \$200 off NRCA membership dues (new members only). And NRCA members can relax in the NRCA member lounge.

## Support ROOFPAC

On Monday, Jan. 31, ROOFPAC will host "Salute to the Big Easy," an NRCA/ROOFPAC reception held in conjunction with National Women in Roofing at The American Sector Restaurant and Bar at the National WWII Museum from 4-7 p.m. Industry professionals are invited to enjoy a cocktail reception and live auction with exciting items available for bidding, including vacations, artwork, seafood delivery service and more.

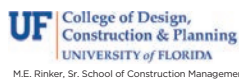
ROOFPAC's annual silent auction will begin Tuesday, Feb. 1, at 11 a.m. and continue through Wednesday, Feb. 2, at 4 p.m. Held in NRCA Booth No. 2119, the ROOFPAC Silent Auction will feature jewelry, vacations and electronics, among other items. Participants also can view and place bids on silent auction items electronically by accessing [roofpac22.givesmart.com](http://roofpac22.givesmart.com). An open bar will be provided for registered bidders from 2-4 p.m. Feb. 2 during the auction's final two hours. All proceeds benefit ROOFPAC's efforts in Washington, D.C. Auction winners will be notified at 4 p.m. Feb. 2. Winning items may be picked up at that time or in NRCA's booth Thursday, Feb. 3, from 11 a.m.-3 p.m. For information about how to participate in either event, contact NRCA's Washington, D.C., office staff at (800) 338-5765.

## Did you know?

You can connect with the 2022 International Roofing Expo® via the **free IRE app** available in the Apple App Store and Google Play, as well as all your favorite social media channels:







M.E. Rinker, Sr. School of Construction Management

## Student competition

Seven construction management schools are participating in the Roofing Alliance's eighth annual Construction Management Student Competition. The competition is designed to challenge the roofing knowledge, project management capabilities and presentation skills of students and interest them in pursuing careers in the roofing industry. The student teams were tasked with creating a bid for a reroofing project on the Four Points Sheraton Hotel on Bourbon Street in New Orleans. Each team was required to research the project, review plans and specifications, and assemble a full estimate and proposal to submit a qualified bid package before preparing oral presentations.

Student teams from the following schools are participating in this year's competition:

- Bradley University, Peoria, Ill.
- California Polytechnic State University, San Luis Obispo
- Clemson University, Clemson, S.C.

- Colorado State University's Department of Construction Management, Fort Collins
- Minnesota State University Mankato's Department of Construction Management, Mankato
- Texas A&M University, College Station
- University of Florida's M.E. Rinker Sr. School of Construction Management, Gainesville

Up to five finalist teams selected by the competition's judges will present their oral proposals at the Ernest N. Morial Convention Center Wednesday, Feb. 2, from 8-11:30 a.m. Each team will make a 15-minute presentation to the panel of judges followed by a 10-minute question-and-answer period. The winning teams will be announced that evening during NRCA's Industry Awards Ceremony and Cocktail Reception.

## Honoring the best

Join NRCA in recognizing the honorable recipients of the roofing industry's most prestigious awards during NRCA's Awards Ceremony and Cocktail

# Did you know?

THE ERNEST N. MORIAL CONVENTION CENTER IS COMMITTED TO REDUCING ITS ENVIRONMENTAL IMPACT THROUGH SUSTAINABLE PRACTICES.



A new **7-acre** pedestrian park manages stormwater in gardens planted with native Louisiana wetland plants.



More than **250,000** pounds of materials were diverted from landfills through recycling programs in 2019.



More than **115,000** pounds of food were donated to local charity partners in recent years, and **24,000** pounds of grease have been converted into biofuels.



**Five thousand** light fixtures have been upgraded to LEDs, including all exhibit hall lighting.



Water bottle **filling stations** have been installed in lobbies and next to all bathrooms.



More information about the Ernest N. Morial Convention Center's sustainable practices is available at [mccno.com/sustainability](http://mccno.com/sustainability).

Reception. Held Wednesday, Feb. 2, from 5-7 p.m., the event will begin with the presentation and election of NRCA's 2022-23 board of directors.

Next, students from FEI—9 formally will graduate, and the winning teams of the Roofing Alliance's Construction Management Student Competition will be announced. The highlight of the ceremony will be the presentation of the industry's top awards: NRCA's J.A. Piper Award; NRCA's new John Bradford Volunteer of the Year Award; the CNA/NRCA Community Involvement Award; the Roofing Alliance's Gold Circle Awards and Most Valuable Player Awards; and NRCA's Charlie Raymond Award.

Established in 1947 to honor former NRCA President J.A. Piper's extraordinary efforts to keep the association alive during the Great Depression, the J.A. Piper Award is presented annually to a roofing professional who has demonstrated outstanding service to NRCA and the industry. The award is considered the most prestigious in the roofing industry. Previous winners have included NRCA presidents/chairmen of the board, committee members and other professionals who have dedicated their lives to advancing the industry.

The John Bradford Volunteer of the Year Award will be presented to an individual who has demonstrated exceptional volunteerism for the industry. Established by the NRCA Awards Committee, the award recognizes volunteer acts in service to NRCA and within communities.

The annual CNA/NRCA Community Involvement Award, a collaboration between CNA and NRCA, recognizes charitable works performed by NRCA contractor member companies between Jan. 1 and Dec. 1, 2021. The winning charity will receive \$7,500; a second-place winner will receive \$5,000; and a third-place winner will receive \$2,500. A People's Choice winning charity selected via online voting will receive \$1,500.

The Roofing Alliance's Gold Circle Awards honor Roofing Alliance and NRCA members for their outstanding contributions to the industry in the form of unique roofing projects, programs and services completed between June 1, 2019, and May 31, 2021. The 2022 award categories include Outstanding Workmanship; Innovative Solutions; and Safety Preparedness and Performance. Three finalists have been selected, and the winners will be announced during the ceremony.

This year, 10 nominations were submitted for the Roofing Alliance's MVP Awards. The awards recognize noteworthy roofing professionals who achieve work-related and personal goals to which others aspire.

Recipients are recognized for their outstanding on-the-job performance/workmanship and outstanding performance/other noteworthy contributions outside the workplace. One MVP Awards winner will be named *Professional Roofing's* Best of the Best—an elite recognition co-sponsored by *Professional Roofing* and OMG Roofing Products—and will be featured in an article in the May issue of *Professional Roofing* magazine.

The Charlie Raymond Award is the most prestigious membership recruitment award NRCA bestows. Named for former NRCA President and J.A. Piper Award recipient Charlie Raymond, the annual award is given to an NRCA member who has recruited the most new NRCA members during the calendar year.

All convention and expo attendees are invited to the ceremony to honor the winners and enjoy complimentary refreshments. The event is free; advance registration for this event is requested.

## See you soon!

Make plans now to attend NRCA's 135th Annual Convention and the 2022 IRE. You'll spend the week fully engaged with the roofing industry at its best and leave with fresh ideas, fun memories and a wealth of industry knowledge. You won't want to miss it! 🎉🌟

**SARA VAUGHN** is *Professional Roofing's* assistant editor and NRCA's manager of communications.

## Registration *information:*

For more information and to register for NRCA's 135th Annual Convention and the 2022 International Roofing Expo,<sup>®</sup> visit IRE's website, [theroofingexpo.com](http://theroofingexpo.com). You also can contact Jolyne Doyle, IRE operations manager, at [jolyne.doyle@informa.com](mailto:jolyne.doyle@informa.com), or Shelby Snelson, IRE show manager, at [shelby.snelson@informa.com](mailto:shelby.snelson@informa.com), or call (800) 684-5761.

For more information about NRCA offerings, contact the following:

- NRCA convention events and the Roofing Alliance: **Jessica Priske**, NRCA's director of meeting services and director of the Roofing Alliance, at (847) 493-7517 or [jpriske@nrca.net](mailto:jpriske@nrca.net)
- NRCA ProCertification:<sup>®</sup> **Denise Malcolm**, NRCA's manager of certification administration, at (847) 493-7560 or [dmalcolm@nrca.net](mailto:dmalcolm@nrca.net)
- NRCA University: **Amy Staska**, vice president of NRCA University, at (847) 493-7566 or [astaska@nrca.net](mailto:astaska@nrca.net)
- ROOFPAC: **Teri Dorn**, NRCA's director of political affairs, at (202) 510-0920 or [tdorn@nrca.net](mailto:tdorn@nrca.net)





ROOFING  
**ALLIANCE**  **25** YEARS  
THE FOUNDATION OF NRCA

# A LOOK BACK





For a link to the Roofing Alliance 25th Anniversary Top 25 Accomplishments ebook, go to [professionalroofing.net](http://professionalroofing.net).

BY HEIDI J. ELLSWORTH AND BENNETT JUDSON

## THE ROOFING ALLIANCE HAS FOCUSED ON EDUCATION, TECHNOLOGY, SUSTAINABILITY AND PHILANTHROPY

For the past 25 years, the Roofing Alliance has been supporting roofing industry efforts to address a variety of challenges from workforce development to regulatory compliance to roofing technology and research. The Roofing Alliance also has been working to enhance the professional image of the industry through positive branding and philanthropic outreach. Starting with a key group of roofing professionals in 1996, members of the Roofing Alliance continue to believe in the most important mission of the organization: giving back.

The Roofing Alliance's mission has never wavered. As the 501(C)(3) foundation of NRCA, the Roofing Alliance focuses on four core values: education and training, technology and research, sustainability and philanthropy. In celebration of its 25th anniversary, we will look at some of the Roofing Alliance's top accomplishments in each of these four core values.

### Education and training

The Roofing Alliance began investing in groundbreaking initiatives when it funded a Gallup study of the roofing industry workforce in 1997. The Gallup study led to additional Roofing Alliance-funded initiatives such as NRCA ProCertification® and Training for Roof Application Careers to help develop a future industry workforce. The

Gallup study acknowledged and warned of the upcoming labor shortage the industry still faces.

To that end, the Roofing Alliance began an initiative to work with construction management departments at major U.S. universities. The Roofing Alliance funded the following faculty-led studies:

- A Study of the U.S. Roofing Industry and its Workforce at Arizona State University, Tempe
- Evaluating the Efficacy of Virtual Reality Technology at Mississippi State, Starkville
- Heat Stress Conditions and Awareness for Roofing Workers at Florida Gulf Coast University, Fort Myers
- Principles of Roofing from Design to Installation and Beyond, Phase I at Clemson University, Clemson, S.C.
- Workforce Education and Retention, Phase II at Clemson University

Two major outcomes from the partnerships with construction management schools are an annual student competition and development of roofing-specific course materials. The Roofing Alliance Construction Management Student Competition promotes careers in roofing industry management while also providing a significant learning opportunity. The competition fosters an environment that brings out the best in each team;



## GET INVOLVED, GIVE BACK

Financial support is critical to the Roofing Alliance, and its strength comes from its members. The roofing industry has a history of generosity, and for roofing professionals who would like to be involved with giving back to the industry that has given so much to them, the Roofing Alliance provides the perfect opportunity to do so.

The Roofing Alliance offers different levels of membership to encourage small-, medium- and large-sized firms to join and have a voice in determining the roofing industry's future. The leadership of the Roofing Alliance includes roofing contractors; roofing material and equipment manufacturers; distributors; and service providers. Commitments to the Roofing Alliance can be pledged over three- to five-year periods.

The Roofing Alliance also provides roofing professionals the opportunity to fulfill their philanthropic goals through a variety of planned giving opportunities, including bequests, gifts of real estate or appreciate stock, life insurance policies, retirement plan assets and charitable trusts.

Roofing professionals also are encouraged to support the Melvin Kruger Endowed Scholarship program, which provides financial support for students furthering their education to pursue careers in the roofing or building construction industries. Gifts to the scholarship program are tax-deductible to the extent allowed by law and can be paid during a period up to five years.

For more information about how you can make a commitment to the Roofing Alliance, contact Alison L. LaValley, CAE, the Roofing Alliance's executive director, at (847) 493-7573, or [alavalley@nrca.net](mailto:alavalley@nrca.net).

encourages dialogue among the students; and promotes team spirit as students rise to meet the competition's challenges. The competition tests students' roofing knowledge and project management, estimating, safety, quality control and presentation skills.

Clemson University's faculty adviser Dhaval Gajjar has been instrumental in creating the first roofing-specific university-level class. Gajjar is developing three courses (totaling nine credits) that will lead to a formal Roofing Certificate Program for university students and corporate-level industry professionals. The first phase of this study created and implemented an in-person, three-credit roofing introductory course specific to the roofing industry. The study saw graduate and undergraduate students enrolled during spring 2020. Sixteen Roofing Alliance member companies participated in guest lectures and 90 companies provided funds for content development.

"Along with developing the online certificate program, we have done analyses for various economic factors such as salary, benefits and career advancement within the roofing industry," Gajjar says. "This is due to the important contributing factors that influence the career choices of younger generations. These are the factors the industry needs to better understand if it wishes to attract and maintain a talented workforce."

Because the Roofing Alliance owns the course materials developed by Clemson University, it makes the course available to other construction management schools.

One of the oldest Roofing Alliance programs to address current and future workplace issues while ensuring a qualified, trained workforce is the Melvin Kruger Endowed Scholarship Program. Annual scholarships are awarded to individuals planning to attend post-secondary colleges and universities or vocational and technical trade schools with the intent of pursuing careers in the roofing or building construction industries.

The program offers three scholarship categories: the accredited Post-Secondary Institution Scholarship, the accredited Career Technical Education Scholarship and the Diversity Scholarship. Industry professionals, their spouses and their dependent children are eligible to apply.

The scholarship endowment fund currently stands at \$1.5 million. To date, \$945,000 has been awarded to 137 scholarship recipients. For the 2021-22 academic year, \$65,000 was awarded.

### Technology and research

The Roofing Alliance provides timely and forward-thinking industry responses to major economic and technological issues. Understanding that technology and research will continue to improve the industry, the Roofing Alliance has been collecting data through research programs.

For example, in collaboration with major universities, the Roofing Alliance funded a study by faculty members at Arizona State University who analyzed the industry and concluded there are more than 50,000 roofing contracting companies in the U.S.—far more than some people realized.

The Roofing Alliance also made a significant contribution to a study conducted by Structural Research Inc., Middleton, Wis., that evaluated moisture in concrete roof decks. The findings indicated there is more moisture in structural concrete roof decks than previously known, and it is retained longer than expected. The finding has helped contractors and manufacturers address roof system failures.

Other roofing technology and research accomplishments affecting the roofing industry funded by the Roofing Alliance include:

- The Futures Study, 2005 to 2025, which helped industry professionals strategically plan for the future
- A study to examine ergonomics that resulted in practical recommendations for reducing strains,

sprains and hernias—the most common injuries suffered by roofing workers

- A significant contribution to Florida International University's Wall of Wind, which provided a more sophisticated understanding of how to prevent wind-related damage when designing and installing roof systems
- Funding NRCA's silica objective data collection so contractors do not have to conduct exposure testing on every project where silica might be present
- Studying the cultural issues surrounding an increasingly Spanish-speaking workforce

## Sustainability

Leading the industry into the solar field early on, the Roofing Alliance funded work by Penn State University, State College, Pa., in 2007 to help the industry understand the implications of rooftop solar installations and identify issues related to solar integration. The Roofing Alliance continued to look for projects that would find solutions for sustainability in the built environment.

As energy and environmental concerns mounted, the Roofing Alliance knew it would be important to quantify the role reflective roof systems play in mitigating heat absorption. The Roofing Alliance funded a major study to understand and promote the growth of roof reflectivity and how roofing contractors could be a larger part of the movement. The study concluded the life expectancy of a typical low-slope roof system is about 18 years. This helped NRCA to change depreciation rules for roof systems, saving building owners thousands of dollars and spurring demand for roof system replacements.

## Philanthropy

Philanthropy is an important part of the Roofing Alliance. The organization's most significant philanthropic effort is its partnership with Ronald McDonald House Charities.® Roofing Alliance and NRCA members have adopted the roofs of all 165 standalone Ronald McDonald House® programs in the U.S. Members agree to maintain the roof systems through annual inspections, respond to emergency repairs, and help with expansions and new roof systems when needed.

Other initiatives include:

- Creating the Most Valuable Player Awards program,

which recognizes field, warehouse and manufacturing plant workers who not only do exemplary work for their companies but also affect their communities with charitable outreach

- Showcasing the industry through the annual Gold Circle Awards program, which recognizes contractors for their workmanship, innovative solutions and safety
- Creating the Helping Our Own program, which provides assistance on an as-needed basis to people in the industry who experience life-altering circumstances. Most notably, the program provided financial assistance to two roofing workers who were injured during the Boston Marathon bombing.
- In 1990, the Roofing Alliance developed a relationship with Rebuilding Together,® an organization that rehabilitates single-family homes for people in need and veterans. For several years, the Roofing Alliance co-sponsored Community Service Days with local Rebuilding Together chapters and was a sponsor for Kickoff to Rebuild, an annual event held in conjunction with the Super Bowl.

## More to come

The Roofing Alliance has accomplished a great deal during the past 25 years. And as it embarks on the next 25 years, it will continue its mission of promoting the advancement of the roofing industry through education and training, technology and research, sustainability and philanthropy. 🤝🌱

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**HEIDI J. ELLSWORTH** is partner with RoofersCoffeeShop® and owner of HJE Consulting, Camp Sherman, Ore., and **BENNETT JUDSON** is the Roofing Alliance's former executive director.

## PASSING THE TORCH

Bennett Judson, former NRCA vice president of meeting services and former Roofing Alliance executive director, retired Dec. 31, 2021, after more than 40 years of service.

For the past 17 years, Judson helped grow the Roofing Alliance's philanthropic and educational initiatives. She has been an integral part of the Roofing Alliance's Most Valuable Player Awards program; Construction Management Schools initiative; Ronald McDonald House Charities partnership; and many research projects.

Judson will continue her involvement part-time with Roofing Alliance programs.

Alison L. LaValley, CAE, will move into the position of Roofing Alliance executive director. LaValley has been with NRCA for 34 years in various capacities, most recently serving as executive director of NRCA's Legal Resource Center as well as spearheading NRCA's career and technical education and diversity and inclusion initiatives.



## MANUFACTURER NEWS

### TAMKO® Building Products wins employer awards

**TAMKO Building Products**, Galena, Kan., has been recognized as a preferred employer and iconic business in the annual Reader's Choice Favorites of the Four States contest held by *The Joplin Globe*.

Every year, *The Joplin Globe's* community contest garners significant local interest and participation from community members in the area where Arkansas, Kansas, Missouri and Oklahoma connect. Community members can vote for their favorite businesses in a variety of categories, including automotive, financial, entertainment and recreation, medical and retail. More than 30,000 votes were cast during the 2021 contest.

TAMKO Building Products was voted Favorite Industrial Employer for a fourth consecutive year; Favorite Employer overall for a third consecutive year; and Most Iconic Business in the Community.



### Owens Corning® announces Shingle Color of the Year

**Owens Corning**, Toledo, Ohio, has announced Bourbon, a shingle color from the company's TruDefinition® Duration® Designer Colors collection, is its 2022 Shingle Color of the Year. Owens Corning's Shingle Color of the Year is an annual roofing color initiative intended to highlight the roof as a design element that can express a homeowner's style and contribute to a home's curb appeal.

A rich blend of steely gray-blue granules mixed with black and shades of butterscotch, Bourbon is designed to entice the eye with soothing brown shades that remind viewers of rich caramel, worn leather and chocolate. The resulting shingle color is said to add depth and style to residential roof systems.

Bourbon is Owens Corning's sixth Shingle Color of the Year, following Aged Copper in 2021, Pacific Wave in 2020, Black Sable in 2019, Sand Dune in 2018 and Sedona Canyon in 2017. Bourbon is now available throughout the U.S.

### GAF begins production at manufacturing plant

**GAF**, Parsippany, N.J., has begun production at its fourth polyisocyanurate insulation manufacturing plant for EnergyGuard™ products.

Located in New Columbia, Pa., the new facility enables GAF to add manufacturing capacity and support for customers in the Northeast. Construction on the 250,000-square-foot building began in 2019. Production will ramp up to full capacity as raw materials become more readily available.

GAF New Columbia also manufactures commercial TPO products and Cobra® Ridge Vent products for residential applications in a building adjacent to the new plant. GAF now can bundle shipments for TPO and polyisocyanurate insulation, ensuring the products can be delivered to a job site together.

The company also manufactures GAF EnergyGuard™ polyisocyanurate insulation at its Cedar City, Utah; Gainesville, Texas; and Statesboro, Ga., locations.



## CONTRACTOR NEWS

### Korellis recognized for prioritizing safety

**Korellis Inc.**, Hammond, Ind., was named a certified participant in the Indiana Safety and Health Achievement Recognition Program by the Indiana Department of Labor.

Korellis now is part of a select group of employers recognized with INSHARP certification for exceeding occupational safety and health expectations and demonstrated commitment to worker well-being.

The INSHARP program is part of the federal Safety and Health Achievement Recognition Program and is administered by the state's DOL INSafe division. The program recognizes and supports small Indiana businesses with exemplary safety and health programs.

"The accomplishments made by Korellis are incredible," says Joe Hoage, commissioner of the Indiana DOL. "Construction, roofing in particular, is a hazardous industry. They have truly made safety and health priorities in their business culture. The leadership and dedication shown by the management and employees at Korellis have cast them among some of the most elite companies in Indiana."

### Longtime industry professional passes away

Larry Reardon, CEO of Enterprise Roofing Service Inc., Concord, Calif., and a former NRCA board member, passed away Nov. 12.



Reardon

Reardon was involved with the roofing and waterproofing industries for more than 50 years. He made Enterprise Roofing Service a top commercial roofing and waterproofing provider in the San Francisco Bay area. Reardon served as a board member for NRCA and the Roofing Contractors Association of California. He also served on the board of the Associated Roofing Contractors of the Bay Area Counties Inc. from 1986-2016 and was inducted into the ARCBAC Hall of Fame in 2005.



# ROOFING DAY IN D.C.

2022

**April 5-6**

**Join hundreds of roofing professionals as we converge LIVE on Capitol Hill for the most important advocacy event of the year!**

Members of Congress need to meet with you—and your key employees—to hear about the critical issues facing your company and the roofing industry.

**Be part of this unique, fun and unforgettable experience!**

Register today at [nrca.net/roofingday](https://nrca.net/roofingday).

**WE'RE GOING BACK TO D.C.!**







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## DISTRIBUTOR NEWS

### Beacon Roofing Supply awards roof systems to veterans

**Beacon Roofing Supply Inc.**, Herndon, Va., has revealed the six grand-prize winners of its annual Beacon of Hope contest that awards new roof systems to military veterans.

For a third consecutive year, Beacon Roofing Supply will provide roof system replacements at no cost to the grand-prize winners. Six second-place winners will each receive \$2,500 to put toward necessary repairs.

Inspiring stories from the top 12 finalists were shared on the Beacon of Hope website, [go.becn.com/beaconofhope](http://go.becn.com/beaconofhope), for voters' consideration. The new roof installations will be completed between November 2021 and spring 2022. IKO Industries, Wilmington, Del., a strategic manufacturing partner, will provide the roofing materials.

"Once again we received thousands of votes from people across the country showing support for deserving veterans," says Jonathan Bennett, chief commercial officer for Beacon Roofing Supply. "We created Beacon of Hope as part of our commitment to giving back to the men and women who have served to protect our country and our freedoms. We're honored to do a small part in improving the lives of these veterans by awarding them with new roofs or the support needed to complete much-needed repairs."



### Gulfeagle Supply to open Texas location

**Gulfeagle Supply**, Tampa, Fla., has announced plans to open a new location in south Houston.

Grand-opening celebrations will be scheduled for the spring along with the company's first customer motorcycle ride. With the new location, Gulfeagle Supply will have more than 80 locations in the U.S.

### ABC Supply opens location in Texas

**ABC Supply Co. Inc.**, Beloit, Wis., has opened a new location in Baytown, Texas.

The branch is ABC Supply's 44th location in Texas and will offer steep- and low-slope roofing materials, accessories and other exterior building products to local contractors.

## OTHER NEWS

### SPFA shares suicide-prevention resources

The **Spray Polyurethane Foam Alliance** partnered with Cal Beyer, vice president of workforce risk and mental well-being for construction risk management firm CSDZ, Minneapolis, to provide suicide- and substance abuse-prevention education and resources to industry professionals.

Fueled in part by ongoing stressors including the COVID-19 pandemic, SPFA's board of directors initiated its campaign to support the industry. As part of its efforts, SPFA hosted an informative webinar led by Beyer Nov. 18, 2021. A recording of the webinar and additional resources, including statistics, links to supportive organizations, articles, toolbox talks and national hotline information, are available at [sprayfoam.org/health\\_and\\_safety](http://sprayfoam.org/health_and_safety).

"As a leading construction trade association, we are acutely aware of the suicide and substance abuse issues that plague our industry," says Rick Duncan, SPFA's executive director. "As the pandemic, building materials shortages and regular everyday challenges continue to negatively affect businesses and workers, it is increasingly imperative that organizations like ours provide key resources to members and the industry at large."

### Copper Development Association names new CEO

The **Copper Development Association Inc.** has named Andrew G. Kireta Jr. its new president and CEO effective Jan. 1. Kireta succeeds Thomas S. Passek, who retired after seven years with the organization.

Kireta brings nearly 30 years of copper industry experience to the role. He has been with CDA since 1992 and held several roles in market development, strategy and organizational management regionally and nationally. Kireta most recently was CDA's vice president of market development across all copper and copper alloy product and market areas.

"Andy has immense knowledge of copper markets and the opportunities and challenges associated with copper use. He is well-known throughout the industry and has the respect and trust of the CDA staff team," Passek says. "His support and leadership during my seven years shows his character and confirms he is ideally placed to take on this new role."



## EVENTS

## JANUARY

26

**NRCA's Virtual CERTA Train-the-trainer**

NRCA

Online

Contact: NRCA's Customer Service Department  
(866) ASK-NRCA (275-6722) or info@nrca.net  
nrca.net

Jan. 30-Feb. 3

**NRCA's 135th Annual Convention**

NRCA

New Orleans

Contact: NRCA's Customer Service Department  
(866) ASK-NRCA (275-6722) or info@nrca.net  
nrca.net

## FEBRUARY

1-3

**2022 International Roofing Expo®**

Informa Markets

New Orleans

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(800) 684-5761 or info@theroofingexpo.com  
theroofingexpo.com

VISIT NRCA BOOTH 2119

8-10

**NAHB International Builders Show**

National Association of Home Builders

Orlando, Fla.

Contact: NAHB  
(747) 226-7761 or NAHB@maritz.com  
buildersshow.com

22-24

**Fall Protection Competent Person Training**

NRCA

Elgin, Ill.

Contact: NRCA's Customer Service Department  
(866) ASK-NRCA (275-6722) or info@nrca.net  
nrca.net

## UP THE LADDER

Atlas® Roofing Corp. has named **Tim Milroy** senior director of sales—roof insulation (U.S.), **Richard Owens** director of national accounts—roof insulation, **Kyle Rowe** Midwest regional manager, **Jenny Sansone** West regional manager and **Craig Woodson** director of national accounts—wall insulation.

OMG® Roofing Products has named **Stephen Childs** technical services manager, **Sean Dougherty** national solar sales manager, **Jaren Makuch** customer service representative and **Cecile Mejean** director of the new product development & innovation department.

Simpson Gumpertz & Heger has named **James Parker** CEO and **Niklas Vigener** chief technical officer.

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## NRCA NEW MEMBERS

1 Regal Enterprise LLC, Hyattsville, Md.  
 A & K Roofing and Gutters, Pueblo, Colo.  
 A. Poletto & Associates Inc., West Chester, Pa.  
 Alpha Roofing LLC, Lawrence, Kan.  
 American Home Specialists, Hyattsville, Md.  
 Atlanta Premier Roofing, Stone Mountain, Ga.  
 Black Stone Roofing LLC, Winchester, Va.  
 BradCo Companies, La Vista, Neb.  
 Canga Restoration, Schaumburg, Ill.  
 Carroll Group LLC, Slocomb, Ala.  
 CBRE, Atlanta  
 Central Roofing, Gardena, Calif.  
 CIMA+, Terrebonne, Québec  
 Columbine Roofing LLC, Thornton, Colo.  
 Contractors Plus Roofing & Construction LLC, Dallas  
 Covenant Roofing and Construction, Greensboro, N.C.  
 CROFT, Kennesaw, Ga.  
 Crownline Construction LLC, Waxahachie, Texas  
 CRW Inc., Englewood, Colo.  
 D&D Roof Services Inc., New Caney, Texas  
 Daylight Studio LLC, Oak Park, Ill.  
 DLG Roofing Corp., Doral, Fla.  
 EGT Holdings LLC, d/b/a Stephens Roofing and Remodeling, San Antonio  
 Elite Home Restoration, Streamwood, Ill.  
 Excel Roofing LLC, Grand Rapids, Mich.  
 Fairfield Metal, Fairfield, N.J.  
 Federal Aviation Administration, Washington, D.C.  
 Fisher's Roofing Services, Leland, N.C.  
 Five Starz Construction Inc., Burbank, Ill.  
 Freddy & Son Roofing, Manassas, Va.  
 G and W Engineering, Brighton, Ill.  
 Garduno Sheet Metal LLC, Dallas  
 GMS Roofing and Construction LLC, Sarasota, Fla.  
 Grand View Roofing Systems, Dundee, Ohio  
 Instinctive Metals, Novi, Mich.  
 Juju Manandhar, Champaign, Ill.  
 Just Remodeling LLC, Houston  
 KD Murray Roofing LLC, Ozark, Mo.  
 King Roofing Service Inc., Naples, Fla.  
 Knox Roofing, Dallas  
 Laing Roofing Ltd., Kelowna, British Columbia  
 Legal Eagle Contractors Co., Bellaire, Texas  
 Mighty Dog Roofing of West Fort Worth, Fort Worth, Texas  
 NuLife Power Electric Services LLC, Santa Clara, Calif.  
 Over The Top Roofing & Remodeling, Lawrenceburg, Ind.  
 PAC Shield Roof Services Inc., Modesto, Calif.  
 Paducah Roofing LLC, Paducah, Ky.  
 Parker Roofing, Cincinnati  
 Partin Roofing LLC, Baton Rouge, La.  
 Perfectly Pitched Roofs LLC, Overland Park, Kan.  
 Pinnacle Roofing, Escondido, Calif.  
 Poletto Roofing LLC, West Chester, Pa.  
 Pranam GlobalTech Inc., Livonia, Mich.  
 Remarkable Roofing, Auckland, New Zealand  
 Revolution Roofing LLC, Houma, La.  
 Roof One Restoration, Kirkwood, Mo.  
 Roof Restoration Inc., Loveland, Colo.  
 Roof Smart, Dayton, Ohio  
 Roof Spec Inc., Saint Paul, Minn.  
 Roofmatic Inc., d/b/a RoofTek, Plano, Texas  
 Royal Energy Roofing Inc., Goldsboro, N.C.  
 Rural Construction LLC, American Fork, Utah  
 Scope Technologies Inc., d/b/a RoofScope, Denver  
 Sheet Metal Unlimited PL Inc., Fort Lauderdale, Fla.  
 Skyline Technical LLC, Mequon, Wis.  
 South East Roofing and Gutters, Morrow, Ga.  
 Southern Roofing and Renovations Mississippi, Southaven  
 Sparkk Construction, Warrenton, Va.  
 Starnes Exteriors LLC, Marshville, N.C.  
 Suncoast Roofers, Land o' Lakes, Fla.  
 Superior Roof Systems LLC, Howard, Ohio  
 Tadco Roofing, Spring, Texas  
 Taliaferro Roofing Co. Inc., Atlantic City, N.J.  
 United Frontier Contractors Group Corp., Calumet Park, Ill.  
 Vertical Solutions Roofing & Construction, Oklahoma City  
 Veteran Construction Enterprises LLC, Wesley Chapel, Fla.  
 Walker Consultants, Chicago  
 Wallace & Todd PLLC, Lexington, Ky.  
 WEBCO Services LLC, Metairie, La.  
 Wolfman Construction, Mandeville, La.  
 Woodlocked Construction Corp., Deer Park, N.Y.  
 World's Greatest Roofing LLC, Youngstown, Ohio  
 Zaman Roofing LLC, Berlin, Conn.



## Maintenance and repair roof flashing

Offering exceptional strength and elasticity, **Mule-Hide Products'** Seal-Fast Repair Hero roof flashing is an all-system, all-weather maintenance and repair product. A universal solution, the solvent-based, fiber-reinforced terpolymer sealant adheres to all roof substrates, including asphalt, polymer-modified bitumen, metal, TPO, EPDM, PVC, Kynar,<sup>®</sup> concrete, Elvaloy<sup>®</sup>/PVC, Hypalon<sup>®</sup> (CSPE) and polyisobutylene (PIB). Contact Mule-Hide Products at (800) 786-1492 or mulehide@mulehide.com, or visit mulehide.com for more information.



## SpeedStand speeds up jobs

**SpeedStand** makes protecting workers from falls quick and easy. Compact, one-piece stands set up instantly and are made with a broad base that allows them to be spaced 40 feet apart. The durable welded steel stands meet OSHA requirements and have rubber-padded legs to protect the roof membrane. They're engineered to save labor and increase production job after job. To see why SpeedStand has been the industry standard for 18 years, call (800) 460-7579 or visit [qe-1.com](http://qe-1.com).



## Metal Deck 101 Videos released

**A.C.T. Metal Deck Supply** announces the release of Metal Deck 101 Videos, which give industry professionals a resource to enhance their knowledge about metal decks and metal deck accessories and addresses FAQ. The video library, in English and Spanish versions, will be housed on A.C.T. Metal Deck Supply's website, mobile sites and YouTube channel. The videos range from product knowledge, what is and isn't a metal deck to accessories and company history. Visit [metaldecksupply.com](http://metaldecksupply.com) or call (800) 894-7741.



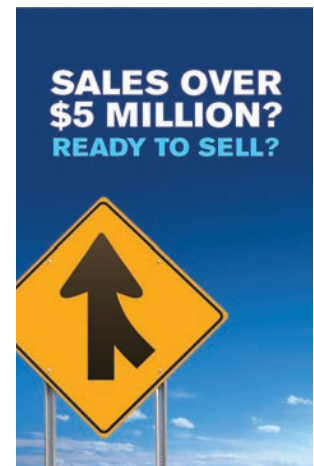
## It's not just what you know but who you know. You need to know Dave.

What is your true value? Would you just like to know what's out there? Do you have estimating software experience? Don't make a career change until you speak with **Dave Peterson**. Dave has helped hundreds of roofing professionals obtain better jobs, get the pay they deserve, get better working conditions and move up the career ladder. If you are considering a change, contact Dave at [dave@onlinepcg.com](mailto:dave@onlinepcg.com) or (800) 269-7319, or visit [onlinepcg.com](http://onlinepcg.com). All information is confidential; fees are paid by the employer.



## Are you considering selling your roofing, sheet metal and/or HVAC business?

Join us. With a solid financial base, available capital and an appreciation for what's already working in your business, our group has a solid track record of creating successful alliances. We can tailor the sale to meet your needs. If you have an interest, please email [acquisition.pr@gmail.com](mailto:acquisition.pr@gmail.com). All responses will be kept confidential.



## Save time and labor with ADESO<sup>®</sup> Self-Adhered Technology

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# MARK DEFREITAS



**WHAT IS YOUR POSITION WITHIN YOUR COMPANY?** I am vice president of national and strategic accounts for SOPREMA® Inc., Wadsworth, Ohio. I am based in Dallas.



**WHAT IS THE MOST UNUSUAL PROJECT OF WHICH YOU HAVE BEEN A PART?** I worked on the Cincinnati Music Hall early in my career. Built in 1878, the music hall is a national historical landmark and has Victorian gothic architecture. It houses the Cincinnati Opera, the second-oldest opera company in the U.S. We torch-applied a copper-faced polymer-modified bitumen roof system. I attended the final inspection, and the foreman said we had a problem with streaks on the slope. I wanted to show I knew what I was doing, so I knelt in the area, rubbed my finger in the substance and prepared to taste it to see whether it was oil or residue. The foreman stopped me and explained what it was, laughing. If you know, you know! I still laugh about it to this day.

**WHY DID YOU BECOME INVOLVED IN THE ROOFING INDUSTRY?** My wife's family owns William Kramer and

Son Inc., Cincinnati, a roofing contracting company established in 1907. I was working there when a roofing manufacturer came by looking for a trainee salesperson. The job appealed to me because I liked the people in the industry, and I know everyone needs a roof! After 30 years, I can honestly say it was a great decision.

**WHAT WAS YOUR FIRST ROOFING EXPERIENCE?** Climbing 30 feet up a bouncy wooden ladder on a windy day to get to a rooftop so I could learn the art of roof system installation. As a newbie, I must have looked quite shaken when I reached the top!

**WHAT IS YOUR ROOFING INDUSTRY INVOLVEMENT?** I take industry involvement seriously and believe we all need to volunteer. You get back way more than you give. I am on NRCA's Diversity + Inclusion, Future Executives Institute and Global Strategy committees. I also am on the Asphalt Roofing Manufacturers Association's Communication, Marketing and Education Committee. And I am a board member for SPRI and served as SPRI's president from 2007-08.

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**WHAT QUALITY DO YOU MOST ADMIRE IN A PERSON?** Honesty. Without honesty, trust and respect can be difficult.

**IF YOU COULD HAVE ANY SUPERPOWER, WHAT WOULD IT BE?** The power to heal all sickness, suffering and hate in this world.

**PEOPLE WOULD BE SURPRISED TO KNOW ...** I played four years of rugby at Xavier University in Cincinnati when I was lighter and faster than I am now!



**WHAT DO YOU CONSIDER YOUR MOST REWARDING EXPERIENCE?** I have lived in many countries, met so many wonderful people and experienced different cultures. I am blessed to live a wonderful life with a wonderful family. Experiencing life with all the good and bad things has been and will continue to be the most rewarding experience.

**WHAT DO YOU CONSIDER A WASTE OF TIME?** Regret is wasted energy and can take you to a dark place. The wonderful thing about life is every experience is part of what makes us who we are. I make the best decisions I can at the time, and I carry on.

**WHAT'S THE MOST EXCITING/ADVENTUROUS THING YOU'VE DONE?** Flipping a Boston whaler boat while trying to do a trick in the Caribbean Sea. I was knocked unconscious and picked up by a nearby fishing boat. My first of many concussions!

**WHAT THREE CONDIMENTS ALWAYS ARE IN YOUR FRIDGE?** Skyline Chili hot sauce, mango chutney and Yamaroku shoyu soy sauce



**WHAT SONG ARE YOU LISTENING TO OVER AND OVER?** "Sideways" by ILLENIUM, Nurko and Valerie Broussard

**WHAT ARE YOUR FAVORITE STRESS RELIEVERS?** Playing with my Jack Russell Terrier, Oliver, and going to music festivals with my family

**WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BE WHEN YOU GREW UP?** A good husband and father

**MY FAVORITE PART ABOUT WORKING IN THE ROOFING INDUSTRY IS ...** The people. Our industry is full of good people, opportunity and the desire to make things better. It is a macro-cosm of America. If you work hard and are willing to learn, you can accomplish anything.



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