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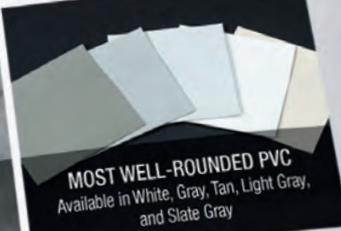
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Keep the romance alive

You might be looking for new employees, but don't forget about the ones who stayed

by Ambika Puniani Reid



don't think any organization has been immune to the Great Resignation, and though some companies have been harder hit than others, all companies have had employees who stayed. *The Harvard Business Review* cautions all business owners not to ignore this important group.

In the article, "With so many people quitting, don't overlook those who stay," the authors write: "In the frantic need to hire more people, the group we often forget to attend to are the folks who stay. ... Think about what these people ... need now. ... It's your job as the leader to make sure they're getting the recognition they deserve."

The authors explain four steps you can take to properly recognize those who have stayed with you:

1. *Manage your actions and reactions.* The authors ask: "How do you message the realities of ... pain points to your people? Are you unintentionally adding to their fear and uncertainty? When you become aware of your impact, you can control it and steer it in the right direction."

2. *Focus on potential and possibility.* The authors note hiring new employees provides an opportunity to show gratitude and recognition of what your staff will face onboarding new hires. You should ask them to share what excites them about adding to the team, how they envision a larger team working together and what the best possible outcomes can be. Open communication is one way to lead with potential and possibility instead of fear and uncertainty.

3. *Make it OK to break up.* No one will stay with you forever, and even loyal, longtime employees eventually will leave. Rather than taking these departures personally, the authors suggest you recognize what the employees have contributed. The authors write: "Rather than viewing a resignation as a rejection of the relationship, what could be possible if you began to view it as an inflection point in its evolution?"

4. *Re-recruit them.* This is the time to rekindle the energy and excitement you and your employees had when they first were hired. Prioritize understanding their motivations and ambitions and help them fulfill unrealized dreams. The authors suggest you also "acknowledge not just what they are doing but why it matters. Let them know what you appreciate about how they are showing up during difficult times."

These conversations and recognition should be ongoing and throughout your organization—in the office and on job sites. People want to know they are making a difference, and when they are recognized, they are more likely to stay with you.

Ambika

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





GAF, Parsippany, N.J., recently pledged \$100,000 through its Community Matters initiative to replace the roof system on Winsborough Hall at Stillman College, Tuscaloosa, Ala.

Built in 1922, Winsborough Hall is listed on the National Register of Historic Places and is the oldest structure on campus. With the assistance of GAF, the building will be renovated and reopen as the Winsborough Living and Learning Center for active older adults.

To submit a photo to Close-up, email professionalroofing@professionalroofing.net. Submittals should include a photo, as well as a description of the photo.



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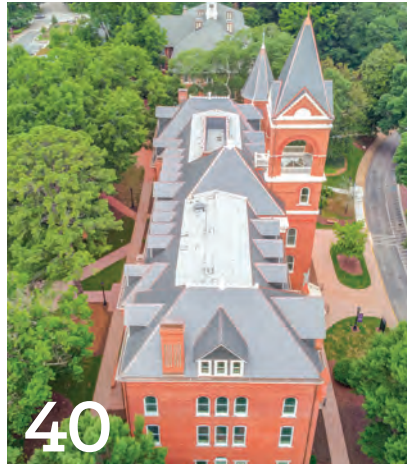
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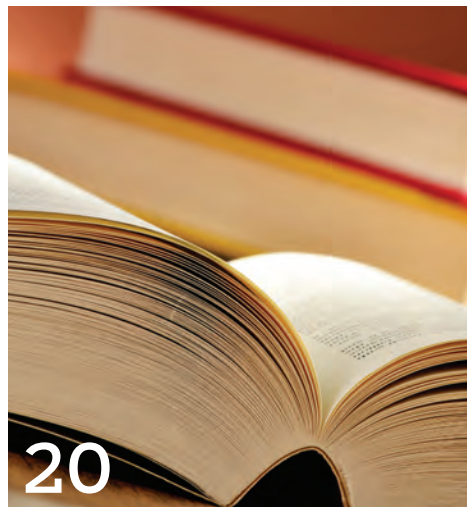
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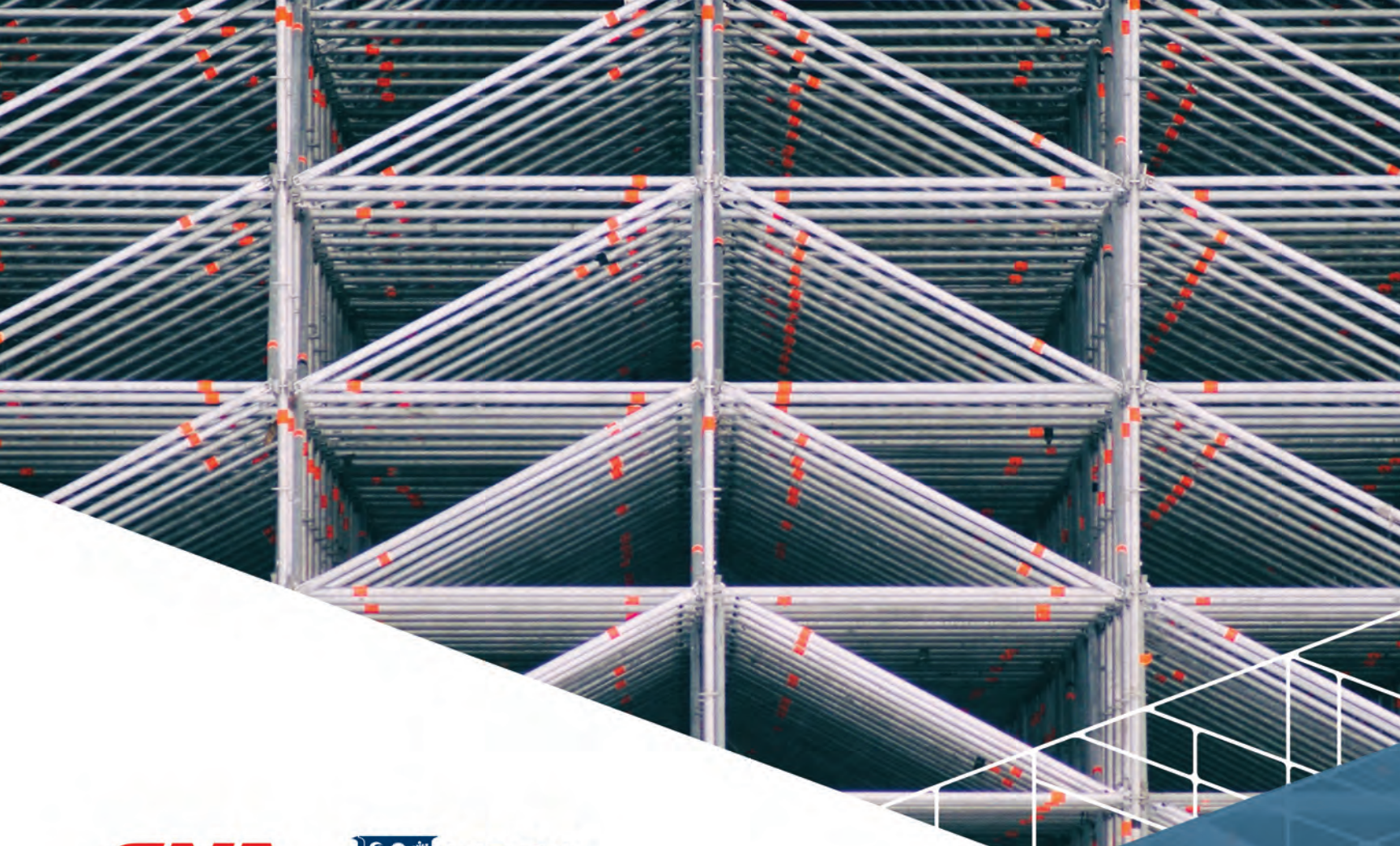
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Simple rules keep little slips from becoming big falls.

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.

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#HASHTAG

#IRE2022

The 2022 International Roofing Expo® was held in New Orleans Feb. 1-3. More than 10,000 roofing professionals from throughout the world came together for education, innovation and networking! Check out what attendees were up to in The Big Easy for #IRE2022 on social media!



SOPREMA USA
February 1 at 2:18 PM · 🌐

Big news from SOPREMA USA at the International Roofing Expo! We have a new booth! Make sure to stop by Booth #2209 to explore how SOPREMA products are Building, Protecting, and Sustaining, across the industry. #soprema #roofing #RoofingExpo #ire2022 #waterproofing #sustainability #laborsaving



GAF - Roofing ✓
February 1 at 1:30 PM · 🌐

Hello New Orleans! Come check out the GAF booth #701 at International Roofing Expo! If you stop by, be sure to snap a pic and tag us for a chance to be featured! #roofingexpo #IRE2022



Antis Roofing & Waterproofing
February 2 at 2:02 PM · 🌐

We're VERY proud of our Senior Field Operations Manager, Narciso Alarcon, and our Field Supervisor, Jesus Zermeno, both recipients of the MVP Awards from Roofing Alliance and National Roofing Contractors Association! #waybackwednesday

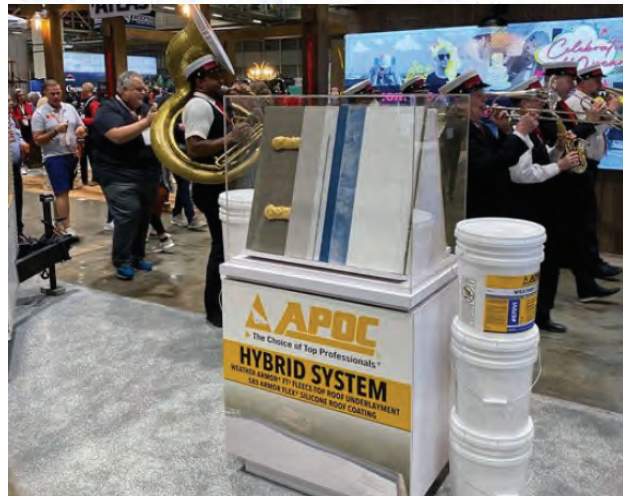
Tonight we get to welcome the new inductees of MVPs in the #RoofingIndustry at International Roofing Expo in New Orleans. #RoofingExpo2022 #IRE2022

Find out more about the MVP Awards and see the full list of winners: www.roofingalliance.net/pr... See more



APOC Roofing & Waterproofing
February 2 at 10:05 AM · 🌐

Second line band performance yesterday down the aisles at International Roofing Expo courtesy of RYNO Strategic Solutions. So fun! #IRE2022 #RoofingExpo





eagleviewtech • Follow

eagleviewtech If you're attending the International Roofing Expo this week, visit us at booth #1309. We're excited to meet you and talk about how EagleView data can fuel your growth. Additionally, if you sign up for Aces, our customer advisory board, you could win \$1K in EagleView credits! #IRE2022 #RoofingExpo

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FEBRUARY 1

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acculynx • Follow

acculynx It's a good day when we're able to give away a 2022 Sportsman 570 ATV!

And it's even better when the winner is one of our newest customers! Day 2 at #roofingexpo has been one for the books.

#ire2022 #roofing #roofingexpo

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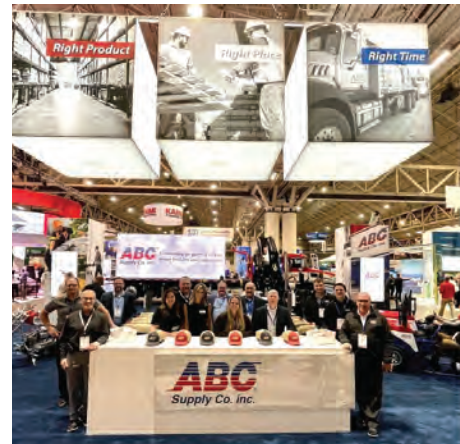
sikausa • Follow

sikausa Sika Roofing is down in New Orleans for the 2022 International Roofing Expo (IRE)! Before the show gets started we dedicated some time to give back and participate in @rebuildingtogether's Community Service Day. This is Sika Sarnafil's 12th year of being a sponsor and it is an event we always look forward to!

Swipe through the photos to see how the day went and also check out the

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JANUARY 31



abcsupplycoinc • Follow

abcsupplycoinc Visit us at IRE booth #1301 this week! We're celebrating our 40th anniversary with refreshments and giveaways, showcasing our custom ABC Supply motorcycle and sharing enhancements to myABCsupply. #IRE2022 #RoofingExpo #WeAreABC #ABCSupply

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CRCA Canadian Roofing Contractors Association @crcanews

CRCA president, Murray Tysowski, meets with @NRCAnews Executives at #IRE2022 in New Orleans. #cra #nrca



IKO IKO Roofing @IKORoofing

So far this week we've had the honor of visiting with ROOFPROs from across the country and Canada! Shout out to all of the IKO ROOFPRO's that have visited us so far at #IRE2022 #precisiongutterscda #toproofersLLC



Coatings can be applied multiple ways

Bitec Inc. has added Imper-Sol™ AC Acrylics, Imper-Sol EB All-in-One, Imper-Sol EB EP and Imper-Sol SI Silicone coating lines to its white reflective restoration coating offerings. The rubber and silicone coatings reportedly offer enhanced waterproofing and ultraviolet resistance. Single-component Imper-Sol coatings can be applied by brush or roller or sprayed on multiple roof substrate types. Imper-Sol coatings give customers an option to extend the life of a roof system by eliminating the need for full tear-off and replacement.

bi-tec.com



Underlayments are designed for hot temperatures

Mule-Hide Co. Inc. has made available four self-adhering roof underlayments designed for use in high-temperature applications. Shur-Gard MU Force HT and Shur-Gard MU Ultra HT are for use in metal roof systems. Shur-Gard TU Force HT and Shur-Gard TU Ultra HT are for use in steep-slope adhesive-bonded and mechanically attached concrete and clay tile roof systems. The SBS polymer-modified underlayments feature textured slip-resistant surfaces and reportedly can withstand exposure to ultraviolet light. Shur-Gard MU Ultra HT can be used for applications in which temperatures reach 250 F, and the other underlayments are temperature-resistant to 265 F. The underlayments also are designed for hassle-free installation: The adhesive is protected by a factory-applied split-release film, and a 3-inch adhesive self-edge edge is said to improve overlap bonding. Shur-Gard MU Force HT and Shur-Gard TU Force HT are reinforced with a flexible fiberglass mat for tensile strength; thermal stability; and conformation to valleys, corners and angles. Shur-Gard MU Ultra HT and Shur-Gard TU Ultra HT are nonreinforced and can be used as flashing membranes to protect leak-prone areas such as valleys, roof-to-wall transitions, and around vents and skylights.

mulehide.com

Shelf lighting for vans

WEATHER GUARD® has introduced WEATHER GUARD Van Shelf Lighting with integrated PowerSync™ Technology. The shelf lighting can be customized to provide the ideal lighting solution. WEATHER GUARD Van Shelf Lighting with PowerSync Technology features low-profile, commercial-grade LED light strips that brighten each shelf in a van's storage area. The lights can be placed in any location on the shelf and are compatible with WEATHER GUARD and standard van shelving. Lighting terminals connect directly to the van's battery, and the lights are activated by a switch mounted to the van's shelf or bulkhead. Integrated PowerSync Technology reportedly provides increased illumination and does not require cutting, splicing or battery replacement.

weatherguard.com



Stapler is cordless

KYOCERA SENCO Industrial Tools Inc. has introduced its F-LXP cordless stapler. SENCO's FUSION technology reportedly enables the stapler to feel and perform like a pneumatic stapler without a hose or compressor. The F-LXP shoots 18-gauge L-wire staples with a 1/4-inch crown. Ideal for insulation, underlayment, siding, soffits and more, the F-LXP accommodates staples from 3/8 of an inch to 1 1/2 inches in length. The stapler features a self-contained compressed air cylinder to drive fasteners like a traditional stapler. The F-LXP's 18-volt, lithium-ion battery powers an electric motor that recompresses air in a fraction of a second, allowing for instant firing with no ramp-up time. Additional features include an LED light, jam-reduction intelligence, dry fire lockout, selectable actuation switch and streamlined contact elements for safety.

senco.com



Capsules resist algae growth

GAF has added time-release algae-fighting technology to its Timberline HDZ® asphalt shingles. The new technology now is standard for many shingles in GAF's residential product line, including ridge cap and visible starter strip shingles. The technology is made of specially engineered capsules said to release copper steadily over time. Compared with more traditional copper-coated granules that eventually can degrade and become less effective, GAF's capsules are infused throughout with thousands of copper microsites to fight algae.

gaf.com

Membrane system improves water resistance

The Garland Co. has introduced its Cool-Sil™ fluid-applied membrane system. The liquid rubber membrane is said to extend the lives of aging single-ply, polymer-modified bitumen and metal roof systems by significantly enhancing watertight performance. The solvent-free system has a high solids content that reportedly provides a durable mold- and mildew-resistant roof covering. Its high reflectivity can reduce a building's energy cooling costs and provide a more comfortable indoor environment. Cool-Sil also is P151-certified by NSF International, a global product testing organization, as being safe for waterways. The Cool-Sil line has product variations to meet various performance and application requirements, including a high-build version for maximum protection, flashing-grade option, primers, all-purpose sealant and skylight sealer.

garlandco.com





It doesn't have to be like this

Let NRCA help you combat inflation woes with worker recruitment tools

by Reid Ribble

During the 2022 International Roofing Expo,[®] the most common questions I was asked were about inflation and rising material and labor costs. Sadly, there are no good answers. I suppose if I had a better handle on what the current administration is going to do or be allowed to do by Congress, the answer would come more easily. Unfortunately, it is still a mystery.

Yet the recent past certainly offers some clues. President Biden's Build Back Better proposal came to a screeching halt in December 2021 when Sen. Joe Manchin (D-W.Va.) finally admitted what we already knew: He would not support it. Manchin is from a conservative state that in the most recent presidential election went to Donald Trump with more than 68% of the vote. There was never a chance he was going to support Build Back Better knowing another \$1.75 trillion would only serve to fan the inferno of existing inflation.

Inflation, from a government perspective, creates a "dog chasing its tail" phenomenon because it triggers automatic adjustments in entitlement

spending that correlate to the previous year's inflation.

For example, Social Security payments, welfare payments, veterans benefits, federal retirement programs, etc., all have automatic cost-of-living increases. But it gets more insidious. Federal spending, even on the discretionary side, often comes with an automatic right to refund with increases. Everything gets more expensive, which requires even more deficit spending and the subsequent demand from voters and politicians alike to provide relief in the form of direct payments. And the cycle continues.

Phil Gramm and Mike Solon wrote about this very idea in an op-ed published in *The Wall Street Journal*. They state: "In virtually every case where [Secretary of the Treasury] Yellen claims that Build Back Better will expand employment and production, experience and logic suggest otherwise. Almost 43% of the first year's cost of the bill is funding the expanded child tax credit with no work requirement. A quartet of University of Chicago economists have concluded the expanded child tax credit would reduce labor supply by 1.5 million workers, just as soaring pandemic transfer payments resulted in 2.5 million workers dropping out of the labor market. More than 20% of the bill's first-year cost, \$52 billion, would fund tax cuts for rich people in high-tax states, not exactly a supply chain fixer."

“Inflation is here to stay until the next recession corrects it”

They continue: "At some point, the Biden administration and Congress must accept a corollary to Adam Smith's truism: 'It is not from the benevolence of the butcher, the brewer, or the baker, that we expect our dinner but from their regard to their own interest.' When government gives people the things they normally must work to be able to buy, many will butcher, brew and bake less. This is the lesson of the War on Poverty. When means-tested transfer payments rose dramatically, the share of prime work-age people in the bottom 20% of American income earners who actually worked fell to 36% from 68% over the ensuing 50 years. All analysis of the labor component of the supply chain must recognize that if the government gives people things they typically get by working, many people will quit working."

I think it's normal to look at the increased costs of the roofing materials you purchase and struggle trying to explain them. Yet every raw material supplier, manufacturer, trucking company and distributor are facing the same labor pressures as contractors. Everyone is working hard to do more with less labor.

Inflation is in no small part a result of the constriction of labor. I have spoken about this for the past five years. I focused mostly on demographics, but government transfer payments have brought an already difficult labor situation more clearly into focus. That's why NRCA has a laser-driven emphasis on workforce issues. As legal labor becomes more difficult to find, NRCA has the certification, training and educational tools to put you in the best possible place to capture more workers. Our lobbying efforts in Washington, D.C., have targeted career and technical education dollars and pragmatic, thoughtful immigration reform.

You are not helpless in this. You can take part in Roofing Day in D.C. 2022 April 5-6, the industry's national fly-in event, to educate legislators about issues of importance to your business. You can separate your company from the competition by having NRCA Pro-Certified® crews that we believe will be more valuable in the marketplace. People are willing to pay more for the assurance of skilled roofing crews, and you can make more money with fewer workers using this program.

Inflation is here to stay until the next recession corrects it. Until then, I humbly suggest you partner with us. The programs NRCA developed have been put in place and built by roofing contractors just like you. You can benefit from their work. It's there for the taking. 🌟🌟

REID RIBBLE is NRCA's CEO.

 @NRCA_CEO



ROCKWOOL announces reduced lead times for roofing products

ROCKWOOL, Milton, Ontario, the world's leading manufacturer of stone wool products, has announced significant reductions in lead times for its roofing products.

The operations of ROCKWOOL's newest North American facility in West Virginia have helped reduce lead times. The facility opened in 2021, and as production capabilities have ramped up, the increased capacity is making it easier and faster for the company to supply customers and distributors in the U.S. during a time when supply chain issues are affecting the roofing industry.



Workers are spending more on health care costs

A study released in January by the Commonwealth Fund, a New York-based health care research organization, shows workers in most states paid nearly 12% of median income for health insurance premiums and out-of-pocket expenses in 2020 compared with 9% in 2010, according to Bloomberg Law.

The report, “State Trends in Employer Premiums and Deductibles, 2010-2020,” found those health care costs take up 10% or more of median income in 37 states compared with 10 states a decade ago.

The report also found employer health coverage has been relatively stable during the COVID-19 pandemic, with only 6% of working-age adults losing employer health coverage and few becoming uninsured.

According to the study, rising health insurance costs and deductibles are fueled by high health care and drug prices.

Middle-income workers in Mississippi and New Mexico faced the highest potential costs relative to income at 19% and 18%, respectively. On average across all states, employees’ premium costs in 2020 amounted to 6.9% of income compared with 5.8% in 2010, and the average deductible for a middle-income household was 4.7% of income compared with 3.3% in 2010.

The average total cost of premiums and potential spending on deductibles rose to \$8,070, with costs ranging from a low of \$6,528 in Hawaii to a high of more than \$9,000 in Florida, Kansas, Missouri, South Dakota and Texas for 2020.

In nearly half the states, middle-income households faced average deductibles equivalent to 5% or more of income compared with only one state in 2010.



To read the Commonwealth Fund’s report, go to professionalroofing.net.

Private construction industry fatalities fell, fatal injury rate rose in 2020

On Dec. 16, 2021, the Bureau of Labor Statistics released its annual National Census of Fatal Occupational Injuries report for 2020, which showed the private construction industry had 1,008 fatal injuries for the year—down 5% from 1,061 fatal injuries in 2019, according to enr.com. The number of fatal injuries in 2020 is the same as the 2018 figure and higher than the number of construction fatalities in any year from 2011 to 2017.

Additionally, the industry’s 2020 fatal injury rate rose to 10.2 per 100,000 full-time equivalent workers from 9.7 in 2019 and is the highest rate for at least the past 10 years.

The fatal injury rate is viewed as a key safety indicator because it adjusts for yearly changes in the overall number of workers and amount of construction work.

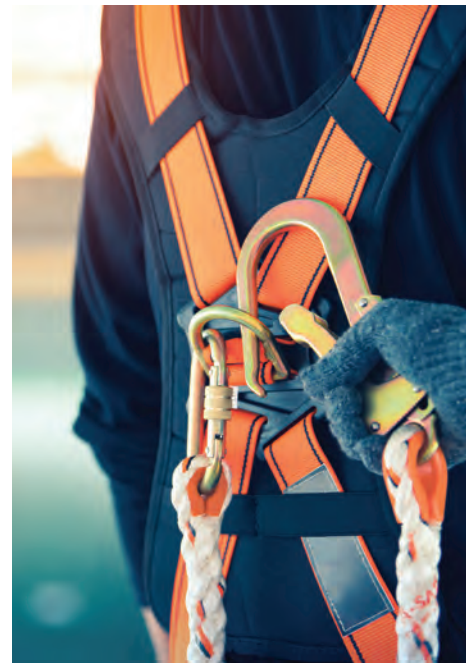
BLS noted its fatal workplace injury report does not include illness-related information, including COVID-19.

“One fatality in the construction industry is one too many,” says Greg Sizemore, Associated Builders and Contractors’ vice president of health, safety environment and workforce development. “While the annual report is disappointing, it reveals the important truth that much more work must be done in

our industry to protect our people from hazards, strengthen safety cultures in the workplace and improve the total human health of the entire construction workforce.”

Overall, BLS reported the total number of fatal occupational injuries was down 10.7%, falling from 5,333 in 2019 to 4,764 in 2020. The national work fatality rate declined to 3.4 per 100,000 full-time employees from 3.5 in 2019.

The National Census of Fatal Occupational Injuries report is available at bls.gov.



NRCA outperforms nonprofit average on social media

Recent data from social media management platform Sprout Social show NRCA consistently outperformed other nonprofit organizations, as well as overall industries, on its social media platforms in 2021.

When compared with other nonprofits that use Sprout Social, NRCA's total impressions in 2021 reached 6.3 million, which is 125% higher than the industry average of 2.8 million. NRCA also delivered more social media content with 4,700 posts in 2021, which is 262% higher than the industry average of 1,300 posts.

NRCA gained 3,300 social media followers in 2021—106% higher

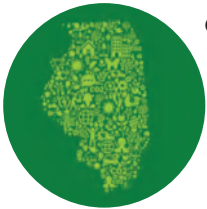
than the industry average of 1,600 followers. And NRCA's followers were engaged; the association had 489,700 engagements on social media in 2021, which is 388% higher than the nonprofit industry average of 100,300.

NRCA also fared well when compared with the average from all industries in Sprout Social's report, boasting 97% more impressions; 292% more content; 57% more new followers; and 311% more engagement.

Follow NRCA on social media! For links to NRCA's Facebook, Twitter, LinkedIn and Instagram pages, go to professionalroofing.net.



Illinois tops USGBC ranking of states for LEED® green building



Illinois topped the U.S. Green Building Council's annual ranking of states for LEED green building in 2021

after falling to No. 5 on the list in 2020, according to forconstructionpros.com.

States were ranked based on the number of LEED-certified square feet per capita in the state. In 2021, Illinois certified 87 LEED projects for a total of 3.16 square feet of LEED-certified building per person. The top 10 states and Washington, D.C., certified 1,105 projects and more than 247 million gross square feet under LEED.

The states following Illinois in the top 10 are Washington, Massachusetts, Colorado, Virginia, California, Maryland, Oregon, Utah and Nevada. USGBC notes Washington, D.C., would have had the highest ranking with 29.46 green square feet per capita and 103 green building projects, but it is not included because it is not a state.



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Keeping current

A new edition of The NRCA Roofing Manual is now available

by Mark S. Graham

In January, NRCA published its revised edition of *The NRCA Roofing Manual: Architectural Metal Flashing and Condensation and Air Leakage Control—2022*. Following is a brief discussion of NRCA's manual update process and the new information in this volume.

The NRCA Roofing Manual

NRCA published its first technical manual, *A Manual of Roofing Practice*, in 1969, which was superseded by five editions of The NRCA Roofing and Waterproofing Manual published in 1981, 1985, 1989, 1996 and 2001.

Since 2007, the four-volume set of The NRCA Roofing Manual has been published as an individual volume each year on a four-year repeating cycle. The current version of The NRCA Roofing Manual consists of four volumes:

- *The NRCA Roofing Manual: Architectural Metal Flashing and Condensation and Air Leakage Control—2022*
- *The NRCA Roofing Manual: Steep-slope Roof Systems—2021*
- *The NRCA Roofing Manual: Metal Panel and SPF Roof Systems—2020*
- *The NRCA Roofing Manual: Membrane Roof Systems—2019*



The manual represents NRCA's in-depth, best industry practices and technical information concerning the design, materials and installation of quality roof systems.

2022 volume

The 2022 volume consists of three primary sections addressing architectural metal flashing, condensation and air leakage control, and appendixes.

The Architectural Metal Flashing Section, Chapter 1-Guidelines Applicable to Metal has been updated as follows:

- Moving copper-coated stainless steel (Copper Plus) and zinc-tin-coated stainless steel (TCS II) to the Historic Metal section

- Updating the metal tables to include thickness tolerances and other pertinent data
- Adding information about color matching
- Updating information about oil canning, including adding information about tension precision leveling intended to minimize oil canning

Chapter 2-Guidelines Applicable to Low-slope Roof Systems and Chapter 3-Guidelines Applicable to Steep-slope Roof Systems have been revised to include information about shimming irregular walls and roof edges for metal roof edge flashings, parapet

“NRCA members can view and download electronic versions of The NRCA Roofing Manual free of charge”

saddle flashings, additional counterflashing options, and inside and outside corner joinery.

In Chapter 4-Construction Details, information has been added addressing fire-retardant-treated wood that contacts metal. Also, 14 of the 61 construction details have been revised.

In addition, two appendixes have been added to the section describing ANSI-SPRI/FM 4435/ES-1 testing of edge metal and ANSI/SPRI GT-1 testing of gutters.

In the Condensation and Air Leakage Control Section, ASHRAE's new climate zone map has been added and references the most recent editions of ASHRAE standards, ASTM International standards, 2021 I-Codes and CAN/ULC standards.

In Chapter 3-Condensation Control and Ventilation of Steep-slope Roof Assemblies, additional vent options have been added.

In Chapter 4-Air Retarders for Roof Assemblies, NRCA updated its guidance for air retarders to be consistent with the 2021 International Energy Conservation Code®; ASHRAE 90.1-2019, “Energy Standard for Buildings Except Low-Rise Residential Buildings”; and ASHRAE 189.1-2020, “Standard for the Design of High-Performance Green Buildings,” all of which are substantially revised from their previous editions.

In the appendixes to this section, Appendix 2-U.S. Climate Zones, Appendix 3-Typical Thermal Properties of Building Materials and Appendix 6-Climate Design Information have been updated.

In the appendixes section, a new appendix, Appendix 1-Energy Code Compliance for Roof Systems, has been added describing energy code requirements for low- and steep-

slope roof systems based on IECC 2021's commercial and residential provisions. Also, Appendix 3-Considerations for Lightning Protection Systems, Appendix 5-Reference Organizations and Appendix 6-NRCA Technical Dictionary have been updated.

Getting it

NRCA members can view and download electronic versions of The NRCA Roofing Manual free of charge by accessing shop.nrca.net. Also, for the first time, NRCA has published The NRCA Roofing Manual—2022 Set as a fully linked PDF of the manual's four volumes, which allows for easy cross-referencing of sections, chapters and volumes.

Printed versions of the 2022 manual and other volumes of The NRCA Roofing Manual can be purchased by accessing shop.nrca.net.

What's next?

NRCA's Manual Update Committee is reviewing, revising and updating *The NRCA Roofing Manual: Membrane Roof Systems—2019* with the intention of publishing a new version in January 2023. If you wish to submit recommendations for revisions or additions to the manual, contact NRCA's Technical Services Section at (847) 299-9070, option 4, or nrca.technical@nrca.net.

NRCA remains committed to its more than 50-year precedent of maintaining its manual as a best practices technical reference concerning the design, materials and installation of quality roof systems. 🌟🌟

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

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

Callback: *In the February issue, a comma was omitted from “Understanding R-value.” The sentence should read: “Designers may want to use R-values other than those based on a 75 F mean temperature when determining vapor retarder placement, for cold storage buildings, or in cold or hot climates, for example.” Professional Roofing regrets the error.*

Pamela Shinkoda joins ASTM International board of directors

Pamela M. Shinkoda, research associate and manager of technical solutions and quality for CGC Inc., Mississauga, Ontario, has joined ASTM International's board of directors. She will serve a three-year term.

ASTM International's board of directors is composed of 25 leaders from a variety of companies, associations and government bodies worldwide. CGC is a manufacturer and distributor of gypsum board products, interior finishing materials and suspended acoustical ceilings in Canada.

Shinkoda has served in her current role since 2015 and previously served as a technical manager and section manager of building products. She has been a member of ASTM International since 1998 and is past chairwoman of Committee C11 on Gypsum and Related Building Materials and Systems. Shinkoda also is a member of ASTM International's fiber-related cement products (C17), fire standards (E05), and building and environmental acoustics (E33) committees.



Shinkoda

ABC releases safety technology guide for contractors

Associated Builders and Contractors has made available its Safety Technology Resource Guide, according



to constructiondive.com. The guide is designed to assist contractors who want to implement new technology and innovate on job sites.

ABC's Safety Technology Resource Guide helps build the construction workforce's skills, increases safety and efficiency on job sites, and ensures contractors are in accordance with industry safety guidelines.

The safety guide addresses common issues contractors face while implementing technology on job sites. It includes general tips, cases and specific recommendations, as well as best practices for contractors, including:

- Start small, and test technology on one or two projects before rolling it out across all jobs.
- Assign a technology champion who is responsible for implementing the technology.
- Celebrate small wins and recognize success on any scale when innovating.
- Strategize a rollout to meet end users where they are.
- Identify necessary training for new technology and plan how training will be completed.
- Pair seasoned professionals with digital natives to create opportunities for employees to connect with one another, create a more inclusive culture, improve safety and raise efficiency with technology.
- Note what works and what doesn't to double down on successes and avoid repeating mistakes.

"To be a leader in the industry, contractors must be willing to innovate to deliver work and ensure our workforce gets home safely every single day," says Matthew Abeles, ABC vice president of construction technology and innovation.

ABC's Safety Technology Resource Guide is available at abc.org/safety-tech.

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A new way to give

There are several ways NRCA members can support ROOFPAC

by Teri Dorn

As the U.S. is seven months away from its midterm elections, NRCA is asking all members to contribute to ROOFPAC, the only political action committee dedicated to advancing the roofing industry's interests at the federal level. NRCA offers multiple ways to get involved with ROOFPAC, including joining donor clubs, attending fundraising events and contributing via our new online platform.

An important cause

During an election year, the importance of a strong political action committee cannot be overstated. Every seat in the House of Representatives and 35 seats in the Senate will be up for election Nov. 8. The stakes never have been higher, and the roofing industry cannot afford to be left behind. ROOFPAC is a perfect opportunity to invest in candidates who support pro-business policies that help the roofing industry thrive. By supporting ROOFPAC, members can amplify the industry's voice in Washington, D.C. ROOFPAC funds are carefully stewarded and successfully deployed. In 2020, more than 90% of candidates supported by ROOFPAC won their elections, strengthening the roofing industry's influence on Capitol Hill.



How to give

There are a variety of ways NRCA members can contribute to ROOFPAC. Three donor club levels offer benefits and recognition, including the Emerging Leaders Club (\$250), Capitol Hill Club (\$1,000) and Political Insiders Council (\$5,000). But any donation up to \$5,000 is appreciated. Every dollar helps!

Much of ROOFPAC's budget relies on fundraising events. During NRCA's 135th Annual Convention and the 2022 International Roofing Expo® in New Orleans Jan. 30-Feb. 3, NRCA partnered with National Women in Roofing to host "Salute to the Big Easy," a cocktail reception and live

auction benefiting ROOFPAC. Nearly 200 guests gathered at The American Sector Restaurant and Bar at the National WWII Museum. Attendees enjoyed cocktails and New Orleans-themed fare while bidding on luxury vacations, Pappy Van Winkle bourbon whiskey, Dom Pérignon, customized suit jackets, handmade copperwork, a customized quilt memorializing the evening and fresh lobsters for a year.

NRCA also held its popular ROOFPAC silent auction on the trade show floor during the IRE featuring jewelry, trips, electronics and more. With the support of generous

donors, the two events surpassed NRCA's fundraising goal and raised more than \$60,000 for ROOFPAC! Additional ROOFPAC fundraising events will be held during NRCA's mid-year and fall meetings, and a virtual option will be available for anyone who can't or prefers not to travel.

A new online feature at nrca.net/roofpac enables direct ROOFPAC donations, making donating to ROOFPAC easier and more efficient and allowing for more successful digital fundraising campaigns. NRCA would like to thank the following sponsors for their support of the project: Beacon Building Products, Herndon, Va.; Johns Manville, Denver; Kalkreuth Roofing and Sheet Metal, Wheeling, W.Va.; King of Texas Roofing Co. LP, Grand Prairie; R&B Roofing LLC, Garland, Texas; and Roofing Solutions LLC, Prairieville, La. Thank you for helping NRCA streamline the giving process!

ROOFPAC wins for you

NRCA and ROOFPAC have a strong track record of wins for the roofing industry, and every donation helps build upon these victories. From day one of the pandemic, NRCA led an industrywide effort to have roofing work deemed essential. It also worked to get

“ A new online feature at nrca.net/roofpac enables direct ROOFPAC donations, making donating to ROOFPAC easier and more efficient. ”

legislation passed to support businesses during the crisis such as the Paycheck Protection Program. In addition, NRCA was successful in

getting legislation passed to ensure expenses paid with forgiven Paycheck Protection Program loan funds are fully tax-deductible. NRCA also secured a \$52 million increase in

funding for career and technical education state grants that will benefit the industry throughout the supply chain.

Every dollar donated to ROOFPAC furthers the work being done to support pro-business lawmakers and candidates. One individual from each NRCA member company giving \$50 annually to ROOFPAC would raise more than \$350,000 per election cycle.

Thank you to the steadfast donors and businesses that have supported ROOFPAC. We've always known there are amazing people in the roofing industry, and during this pivotal time, roofing professionals and businesses continue to put the mission of growing ROOFPAC front and center. 🍷🌟

TERI DORN is NRCA's director of political affairs.

ROOFPAC is the federally registered political action committee of NRCA and contributions will be used for political purposes. Contributions to ROOFPAC are not tax deductible and the name, address, occupation and employer's name of individuals whose contributions exceed \$200 during a calendar year will be reported to the Federal Election Commission. Contributions are voluntary and you have the right to refuse to contribute without any reprisal.



To learn more about ROOFPAC's donor clubs, advocacy efforts and ways to donate, go to professionalroofing.net.

Entry-level driver training requirements have changed

On Feb. 7, changes took effect regarding the Federal Motor Carrier Safety Administration's Entry-level Driver Training regulations for a Commercial Driver's License.

The regulations set the baseline training requirements for drivers who are:

- Obtaining a Class A or Class B CDL for the first time
- Upgrading an existing Class B CDL to a Class A CDL
- Obtaining a school bus (S), passenger (P) or hazardous materials (H) endorsement for the first time

According to the new requirements, a candidate must complete a course that includes theory and behind-the-wheel training conducted by a trainer listed on the Federal Motor Carrier Safety Administration Training Provider Registry. This training must be successfully completed with proof of completion provided to the state driver licensing agency before an individual can take the new license or endorsement skills test.

Obtaining a Commercial Learner's Permit is the first step in the process to acquire a CDL. An applicant who meets one of the exceptions for taking a skills test is exempt from the new requirements. For example, a CDL is not required to operate a vehicle designed for fewer than 16 occupants or to operate an off-road construction vehicle designed for use only on a job site, so the new Entry-level Driver Training requirements do not apply.

A company can apply to be listed on the Training Provider Registry and provide the instruction. However, a company must meet the federal, state and/or local eligibil-

ity requirements for specific criteria related to curriculum, facilities, vehicles and instructors. A company also may enlist a third-party trainer to provide the training, provided the third-party trainer is listed on the Training Provider Registry.

Additional information is available on the Federal Motor Carrier Safety Administration's website at [fmcsa.dot.gov/regulations](https://www.fmcsa.dot.gov/regulations).



Interested in applying for a Commercial Driver's License? View a fact sheet and Q&A at [professionalroofing.net](https://www.professionalroofing.net).

Employers may be obligated to pay for employee COVID-19 tests

Although employers no longer are subject to the Occupational Safety and Health Administration's mandate requiring their unvaccinated employees to test for COVID-19, some still may choose to require testing and should consider whether they will be obligated to pay the cost of such tests, according to Bloomberg Law.

The Families First Coronavirus Response Act and the Coronavirus Aid, Relief, and Economic Security Act regulations have required that group health plans provide first dollar coverage for COVID-19 tests administered under medical supervision. Recently, the Health and Human Services, Labor and Treasury departments issued guidance expanding regulations to include coverage for over-the-counter COVID-19 tests.

By requiring coverage of at-home tests, the guidance improves access to testing but does not require coverage of all COVID-19 tests. Specifically, the regulations require coverage only of COVID-19 tests taken for diagnostic purposes—not surveillance purposes.

An example of a surveillance purpose is to demonstrate readiness for employment. Although the U.S. Supreme Court stopped OSHA from enforcing a “vaccine or test” rule for companies with 100 or more employees, some employers are considering whether to require testing for unvaccinated workers as a condition of continued employment.

Although the guidance and previous regulations do not require coverage for testing for these purposes, employers that self-fund their employees' health benefits may indirectly pay the cost of testing through their health plans.

It is not necessarily clear whether a test is for diagnostic or surveillance purposes; test results do not say why a test was taken. Determining whether a test was solely for employment is a challenge. Additionally, the regulations under the Family First/CARES Act generally prohibit health plans from using prior authorization, screening and other medical management techniques to find out.

There also could be confusion when differentiating between at-home tests required to be covered and those that are not; health plans typically do not process pharmacy claims for over-the-counter products. And apart from regulations, the terms of an employer's health plan could require coverage for tests taken for employment purposes. Some states also may require employers pay for tests they require employees to take.

Some employers may want to pay for tests their employees take as a condition for continued employment. However, attorneys at Dorsey & Whitney LLP, Minneapolis, say providing such coverage can create traps. Creating the apparatus to pay testing costs (outside of a group health plan) may create its own Employee Retirement Income Security Act of 1974 plan, including an Employee Assistance Plan. Such plans then may require compliance with complex rules and regulations, some of which may override state laws. Also, if not properly administered, on-site testing programs may raise Health Insurance Portability Accountability Act (HIPAA) and other privacy concerns.

Self-funded employers reportedly should watch for exorbitant testing fees. There are no liability caps regarding the cost per test for tests taken under medical supervision.

Self-funded employers also should pay attention to the testing costs their health plans pay—especially if they require their unvaccinated employees to test. Employers are encouraged to review the provisions of their health plans and state law, carefully follow Employee Retirement Income Security Act requirements and coordinate with their service providers to ensure the proper administration of COVID-19 testing claims.



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Social media



strategies

More than 4.48 billion people are actively using social media, according to Backlinko LLC, Cheyenne, Wyo., a search engine optimization training company. And grabbing their attention in an increasingly busy space is, to say the least, challenging. Do you have a solid understanding of how your company's social media is doing? When analyzing social media presence, a variety of free tools can help determine what is and is not working for your business's social media platforms.

Understanding algorithms, analytics, boosting posts and target ads will help you develop a social media strategy that works for your company.

Algorithms

Each social media platform has a different personality—what works on one site might not work on another. According to Amanda Triest, co-founder of Cardinal Communications, Salt Lake City, when creating a defined social media strategy, make sure your plan is pliable enough to pivot and react in a constantly evolving media landscape.

What users see in their social media feeds is determined by algorithms—sets of rules that rank and sort content. Algorithms sort posts based on relevancy as opposed to publish time, and they always are changing. *The Wall Street Journal* noted in a January 2021 article: “Ruled by robots programmed to keep our attention as long as possible, [algorithms] promote stuff we'd most likely tap, share or heart—and bury everything else.”

Social media platforms determine what users see based on previous social media behavior and with what they likely will engage. In 2019, Instagram posted: “What shows up first in your feed is determined by what posts and accounts you engage with the most, as well as other contributing factors such as the timeliness of posts, how often you use Instagram, how many people you follow, etc.”

Do you ever scroll through your feed and see suggested posts? The platform has looked at what you have engaged with in the past and suggests content for you. There are many factors that can skew an algorithm, making this an imperfect system, and this can affect your post reach or the number of users who see your specific post.

According to Sprout Social, a social media management platform, on any given day there are more than 262 million posts and 28 million images uploaded to Instagram.

Triest says to be successful on each social media platform, you need to dedicate time to reviewing your accounts' analytics to better understand what works best. As you identify changes and new trends, make sure to review upcoming content plans and make necessary changes.

Understanding algorithms can seem like a daunting task, but it's important to break through the noise to get your posts viewed by the right audience.

Following are some tips to get your posts seen:

- **Ask questions.** The more likes, comments and shares you have, the more algorithms become your friend. Give your audience a call to action. Question-based posts are an easy way to encourage post interaction and lead your community members to interact with one other. On which of these posts are you more likely to comment? "Adult attention span is now only six seconds on the web" or "did you know the adult attention span on the web is only one second longer than a goldfish?" Give your audience a reason to engage.

- **Tag other accounts.** Not only does tagging help your algorithm, but the account you are tagging also will appreciate the shout out (make sure you are tagging the correct account).

You also can offer a giveaway with another account and ask followers to like your page, like your giveaway partner's page and tag their friends.

But don't do this too often as it could have the opposite effect and spiral you into a social media black hole where your content will lose visibility.

- **Use hashtags.** It's important to pick the right hashtags for the right users to find your content. Hashtags are used to search for posts about specific topics. Algorithms help users who are searching for

content like yours see your post and page. Using relevant hashtags helps people searching for a specific hashtag see your posts. The rule for how many hashtags you should use on a post will forever be debated. Some say use one to three, others go as many as 15 to 20. On Instagram, you can use up to 30 hashtags per post. People can follow hashtags or track certain hashtags on social media platforms. By using a hashtag that is being followed, you are giving yourself a chance to show up in the "top post" feed on a platform or show up on someone's feed who doesn't follow you. Ultimately, this is something to play around with and see what works best. Do posts with more hashtags perform better compared with those without or with only a few hashtags? This is something to test and track to see what works best for your company.

- **Post timing.** Timing can affect the engagement your post receives. Each platform is different, and so is every audience. But according to Sprout Social, the general rule of thumb of when to post is:
 - o Facebook: Tuesday, Wednesday and Friday 9 a.m.–1 p.m.
 - o Instagram: Monday at 11 a.m., Tuesday 11 a.m.–2 p.m. and Wednesday through Friday at 11 a.m.
 - o Twitter: Tuesday 9–11 a.m., Wednesday 9 a.m.–3 p.m. and Thursday 9–11 a.m.
 - o LinkedIn: Tuesday through Thursday 9 a.m.–Noon.

These general days and times are a good starting point, but the best way to understand your audience is trying different times and days on different platforms to see which posts are getting the most engagement. Experiment and see what works best for your audience.

According to Triest, engaging with your community is the best way to keep your account featured. For example, including a link directly in your Facebook posts reduces the average post reach. Instead, opt for posting the link in the comments, encouraging further engagement without reducing the reach of the post. Ultimately, trial and error works best. Experiment with different types of content and styles to see what works for your pages.

Analytics

Collecting and analyzing data from your social media is the best way to measure what's working and what isn't.



To learn more about using social media platforms as a business strategy, go to professionalroofing.net.

There are a lot of fancy (and expensive) options that can give you insightful information. However, the social media platforms themselves offer free analytical tools that provide insight into your account to keep your pages successful. You can see engagement, demographic information, reach, top performing content and more.

The key takeaways when reviewing your analytics include:

- **Understanding performance.** This is important when figuring out which posts worked and your strategy moving forward. What content gives you likes? Which posts do people interact with the most? How many people saw your post and interacted with it? What type of content (links, images, videos, text only) is working the best?
- **Understanding your audience.** Who is viewing your page? This shows you who is interacting with your page, which helps you target your messages to the right people. This type of analytic includes demographic and geographic information, such as age, gender and location. Facebook takes it a step further and can show you potential audiences, helping you gear content toward a new set of eyes.
- **Optimizing your page.** Analytics can show you what people are doing once they get to your page. Are they clicking on posts? Are they clicking through to your website? How long are they watching the video you posted? If you posted a three-minute video but most of your audience is only watching it for three seconds, that's important information to know. This can help you adjust your strategy and steer your audience in the direction you want.

"The most important analytics to pay attention to are the ones that help you reach your goals," Triest explains. "For example, if your goals are to expand your community, you'll want to pay close attention to the number of community members you gain or lose from different types of content."

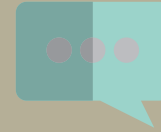
Figuring out what works for your pages saves money and time. It's important to continually revisit the analytics because social media is always changing. What works one month might not work the next.

Boosting a post

Boosting a social media post increases the amount of people who see your content. You are essentially

TRY THE FOLLOWING TIPS TO GROW YOUR SOCIAL MEDIA PRESENCE:

- **STAY ACTIVE.** Posting new, interesting content every day across all platforms shows your audience it should care because you do. This doesn't mean you can't recycle content. Good content can be used across all platforms, but you may have to tweak your messaging. Also, staying active doesn't mean you have to dedicate your entire day to social media. Carve out some time to post (or, even better, schedule posts) and interact with comments and messages. Ten-minute chunks throughout your day are all that is needed. You most likely are on your personal page quadruple that time, so it's easily achievable.
- **SET GOALS.** Set goals for your social media that are specific, measurable, achievable and timely. Choose a platform, a measurable and achievable goal and give yourself enough time to make it happen. This will help you avoid posting just to post without a purpose.
- **IDENTIFY YOUR AUDIENCE.** This is potentially the most underrated tip. If you don't know who you are trying to reach, how can you reach them? Everyone can't be your audience. Targeting your existing customers is going to sound and look a lot different than targeting new or potential customers. Messaging is everything. It not only reaches your audience but helps achieve the goals you set.



paying for your post to show up as a sponsored post on nonfollowers' feeds, which gives you more exposure. The more you pay, the more people see your post.

If you haven't already tried boosting a post, it's something you should take advantage of on Facebook, Twitter and Instagram.

"It's no secret Facebook, Twitter and Instagram are moving to a pay-to-play platform," Triest says. "Currently, only 10-20% of your followers will see the average post on your page. As a result, boosting posts is a great way to ensure your posts are being seen by those most important to your message."

What determines a good post to boost? That's up to you and your goals for your social media account. Do you want people visiting your social media page or your website? The post should have a call to action that leads your followers where you want them to go. In general, it's best to pick a post that's already performing well because you've already won half the battle of resonating with people.

Stay away from posts that are text heavy, and use an image that catches the eye as users scroll through all the other content on their feeds.

“Don’t boost every post! Designate a small budget that can be used to maximize specific posts you want to ensure are seen,” Triest recommends.

A benefit of paying to boost your posts is you determine your budget. With Facebook and Instagram, you can pay as little as \$1 per day for up to two weeks. Depending on your target audience, you could pay \$5 a day for six days and reach anywhere from 4,000-9,000 people for \$30. Twitter requires at least \$50 per day, so you can’t be as flexible with this budget. But overall, it can be an easy (and cheaper) option to get your content seen by more eyes.

Target ads

Target ads give you the opportunity to choose the people who see your ads. With Facebook, you can target people based on interests, gender, age, location, primary language, occupation and more. LinkedIn has options such as company size or industry. Twitter and LinkedIn can target based on keywords and hashtags.

“Using the existing data that a network provides to target a specific audience is a great way to ensure your resources are being used efficiently and effectively. If you have a limited budget and need to maximize your results, a targeted ad campaign is your best bet,” Triest says.

Each platform gives you the opportunity to target exactly who you want to see your ads, which should result in positive exposure for your company, social media page and website.

“To help your ads stand out, use bright colors and/or a striking image. Think of a digital ad as a small billboard. Don’t clutter the design with too much text or complicated design elements. If you can’t clearly read or understand the ad in three seconds, you need to rethink the design,” Triest recommends.

With the amount of people on social media, it may sound impossible to reach the right person at the right time on the right platform. Although there are no



For an article related to this topic, see “Social media marketing,” October 2021 issue.

guarantees, if you choose a highly specific and detailed audience, target ads can be extremely beneficial to reaching your goals.

“The biggest mistake people make is thinking they can simply plan out their schedules for weeks or months at a time, resulting in dry, bland content. Your social media plan should be proactive and reactive to what is happening around you—online and in the real world. Remember, have fun and show your personality. Audiences are more likely to seek out and engage with content from accounts they connect with,” Triest says.

Create content people want to see. There is a lot of noise on social media, and you need to break through it. According to Backlinko, globally, the average time a person spends on social media per day is two hours and 24 minutes. So if someone signed up for social media at 16 years old and lived to be 70, he or she would spend more than five years on social media. The audience is there, and it’s yours for the taking.

There is more to social media than just posting a few pictures and links a couple days per week. To have a successful social media business presence, you need a social media strategy. You don’t have to have a million followers to be successful, but you need an active community that engages with your posts.

Grow your presence

According to Hootsuite, a social media management platform, social media marketing experts agree a good engagement rate is between 1% to 5%; the more followers you have the more difficult the rate is to achieve. The key is growing your audience and keeping them engaged.

“The best way to grow your social media presence is by building a community rather than treating social media as a megaphone for your brand,” Triest suggests. “Remember, the ‘social’ component of social media provides you the direct opportunity to interact with individuals in your community and beyond. Take the time to engage in post comments and show your followers they’re part of the community.” 📍🌐🔗

“The best way to grow your social media presence is by building a community rather than treating social media as a megaphone for your brand,” Triest suggests. “Remember, the ‘social’ component of social media provides you the direct opportunity to interact with individuals in your community and beyond. Take the time to engage in post comments and show your followers they’re part of the community.” 📍🌐🔗

ALYSSA DeSANTIS is NRCA’s manager of online communications.



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to see
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**NRCA's 135th Annual
Convention and the 2022
International Roofing
Expo® brought the industry
together**

by Sara Vaughn

In the midst of challenging times, NRCA and New York-based Informa Markets brought roofing professionals together to reconnect, learn and have some fun during NRCA's annual convention and the 2022 IRE in New Orleans Jan. 30-Feb. 3. More than 10,000 professionals descended upon the Ernest N. Morial Convention Center to attend classes, network with peers, and hear the latest industry news and trends. The trade show floor boasted nearly 400 companies displaying their products and services in 142,483 square feet of exhibit space.

"This year's IRE was another outstanding event," says Reid Ribble, NRCA's CEO. "Attendees were treated to great educational content and a massive roofing exhibit. Feedback once again was excellent, and I look forward to seeing everyone in Dallas next year."

The convention kicked off Sunday, Jan. 30, with NRCA's Executive Committee and board of directors meetings at the Hilton New Orleans Riverside. NRCA's Affiliate Executives Council meeting was held at the hotel the following day.

The fifth annual National Women in Roofing Day, a full-day conference for multidisciplinary female professionals, was held Jan. 30. During the event, more than 280 participants networked with peers, learned about the latest business strategies and tactics, and shared their secrets to success.

Community *helpers*

On Monday, Jan. 31, Informa partnered with Rebuilding Together® New Orleans to host the IRE's 13th annual Community Service Day sponsored by Canton, Mass.-based Sika® Sarnafil. During the event, 56 volunteers helped renovate three homes of low-income residents affected by Hurricane Ida in August 2021. The volunteers painted and weatherized the houses, installed fencing and built safety railings.

"The IRE Community Service Day literally changes people's lives, and it's truly amazing to see each year," says Brandi McElhaney, senior conference

manager for Informa Markets. "For 13 years, roofing industry professionals have taken time out of their trips to the IRE to give back to others. And each year it gets even better. We are thankful for our volunteers and sponsors and their dedication to this cause."

Primary sponsor Sika Sarnafil donated \$15,000; the IRE donated \$10,000; and IRE attendees also donated to the event. In addition, GAF, Parsippany, N.J., will support Rebuilding Together New Orleans' efforts to replace 50 roof systems in the New Orleans area by July 1.

Additional Community Service Day sponsors included Carlisle Construction Materials, Carlisle, Pa.; CentiMark Corp., Canonsburg, Pa.; Damato Enterprises, Hoschton, Ga.; and ICP Building Solutions Group, Andover, Mass.

IRE *events*

On Tuesday, Feb. 1, the IRE kicked off with a keynote address delivered by Ribble and sponsored by Malarkey Roofing Products, Portland, Ore. Ribble spoke passionately about the roofing industry and shared insights and life lessons he learned from his father, roofing business, time spent in Congress and leading NRCA.

During the evening, a welcome party sponsored by ABC Supply Co. Inc., Beloit, Wis., was held at Mardi Gras World and offered visitors a behind-the-scenes look at the work that goes into creating Mardi Gras floats and costumes. Attendees enjoyed food, drinks and socializing during the colorful, lively party.

More than 700 roofing professionals visited NRCA's booth to learn about the benefits of NRCA membership and speak with NRCA experts about NRCA ProCertifica-

tion,® Training for Roof Application Careers, workforce recruitment resources, supply chain information, Roofing Day in D.C. 2022, LEGALCon 2022, the NRCA Health Care Program, and a variety of technical topics and risk management issues. Information about the 2022 edition of The NRCA Roofing Manual, *Professional Roofing* magazine and other resources

also was available. Visitors tried their luck at the NRCA "Spin to Win" wheel, where lucky winners received prizes



Volunteers helped renovate homes during Community Service Day.

NRCA's 2022-23 *Board of directors*

NRCA elected its 2022-23 slate of officers and directors during the 2022 NRCA Industry Awards and Celebration Feb. 2 in New Orleans. The officers and directors will begin their terms June 1.

Kyle Thomas, executive vice president of Thomas Industries Inc., Mobile, Ala., was named NRCA chairman of the board, and Lisa Sprick, president of Sprick Roofing Co. Inc., Corvallis, Ore., was named chairman of the board-elect. John Embow, president of Grove Roofing Services, Buffalo, N.Y.; Don Fry, president of Fry Roofing Inc., San Antonio; Rudy Gutierrez, president of Shell Roofing Solutions, Chino, Calif.; and Geoff Mitchell, CEO of Mid-South Roof Systems, Forest Park, Ga., were named vice chairmen.

Additionally, the following were named new NRCA directors:

- Refugio Alvarez, safety director for King of Texas Roofing Co. LP, Grand Prairie
- John Campbell, vice president of sales and marketing for Eagle Roofing Products, Rialto, Calif.
- Chuck Chapman, president of Tecta America Arizona LLC, Phoenix
- Chad Collins, president and co-owner of Bone Dry Roofing LLC, Bogart, Ga.
- Tupac de la Cruz, founder of Roofing Solutions LLC, Prairieville, La.
- Ed Gallos, president of Master Roofing Ltd., Winnipeg, Manitoba
- Greg Hudson, director of commercial Dens® sales for Georgia-Pacific Gypsum LLC, Atlanta
- Erica Jackson, president of CYE Enterprises Inc., Jacksonville, Fla.
- Brad Jones, owner of B.R. Jones Roofing Co., Stratham, N.H.
- Bob Morgan, CEO of Upstate Roofing & Painting Inc., Rochester, N.Y.
- Diana Petersen, director of administration for Red Pointe Roofing LP, Orange, Calif.
- Jason Stanley, CEO of IB Roof Systems, Grapevine, Texas
- Tom Walker, executive director of commercial roofing for ABC Supply Co. Inc., Beloit, Wis.
- David Workman, CEO of RoofConnect, Sheridan, Ark.

such as a Big Green Egg® grill, Bosch job-site radio, Chicago pizza package, free NRCA ProCertification registration and free NRCA membership for one year. Ten companies joined NRCA during the IRE.

NRCA's educational programs offered during the IRE were attended by enthusiastic industry professionals. Thirty people attended an NRCA Roofing Industry Fall Protection from A to Z class Jan. 31; and 15 field managers, foremen and superintendents attended NRCA's Foreman Leadership Training, Level 1, program Feb. 3.

NRCA once again offered NRCA Pro-Certification online knowledge exams and hands-on performance exams during the IRE. From Feb. 1-3, 15 thermoplastic roof system installer candidates completed the hands-on performance exam.

NRCA University's Future Executives Institute—Class 9 and FEI—Class 10 met separately twice during the week to study leadership theory and develop management and communication skills. FEI-9 students completed their three-year program and graduated during the 2022 NRCA Industry Awards and Celebration Feb. 2.

ROOFPAC *events*

ROOFPAC, NRCA's political action committee, hosted 180 industry professionals during "Salute to The Big Easy," a fundraising event held in conjunction with National Women in Roofing at The American Sector Restaurant and Bar at the National WWII Museum Jan. 31. Attendees enjoyed refreshments, a cocktail reception, and a live auction offering exciting items, including vacations, artwork and seafood delivery service. The event raised \$40,000 to benefit ROOFPAC.

In addition, ROOFPAC held its annual silent auction in NRCA's booth Feb. 1-2. Participants had the opportunity to bid against their peers for jewelry, vacations, electronics, advertising and consulting services, and other



Attendees enjoyed a live auction during ROOFPAC's "Salute to The Big Easy" fundraising event.

items. The silent auction raised \$28,000 for ROOFPAC.

NRCA appreciates the tremendous support of the sponsors who helped underwrite these successful ROOFPAC events. The funds raised will be used to support NRCA's ongoing efforts in Washington, D.C., to benefit the roofing industry.

Roofing Alliance *student competition*

The creativity and talent of future industry professionals were on display during the IRE as five finalist teams of college students competed in the eighth annual Roofing Alliance Construction Management Student Competition.

Student teams were each tasked with submitting a qualified bid package for a new roof system on the Four Points Sheraton Hotel on Bourbon Street in New Orleans. The teams were:

- California Polytechnic State University, San Luis Obispo
- Clemson University, Clemson, S.C.
- Colorado State University's Department of Construction Management, Fort Collins
- Texas A&M University, College Station
- University of Florida's M.E. Rinker Sr. School of Building Construction, Gainesville

Each team was required to research the project, review plans and specifications, and assemble a full proposal and price estimate. The teams delivered oral presentations before a panel of judges Feb. 2.



Five teams competed in the eighth annual Roofing Alliance Construction Management Student Competition.

Honoring the *best*

On Feb. 2, NRCA honored top roofing industry professionals during the 2022 NRCA Industry Awards and Celebration. The ceremony began with the presentation of the slate of officers for NRCA's 2022-23 board of directors, who were officially installed following a vote (see sidebar). In addition, students from NRCA University's Future Executives Institute—Class 9 formally graduated.

The winners of the Roofing Alliance Construction Management Student Competition also were announced during the ceremony. The student team from Texas A&M University won the competition. Members of the winning team were Blake Bocchino, Kyle Cahill, Kyler Hardison (team captain), Canyon Martine and Alexia Palomares (team alternate). The team received a trophy and a \$5,000 L.B. Conway scholarship for its school, and team members received individual awards.

The student team from Clemson University placed second. Team members were Jackson Davis, Declan Fay (team alternate), James Goodwin (team captain), Walker Moseley and Allie Stark. Clemson University team members received a team trophy, a \$2,500 Fred Good scholarship for their school and individual awards.

Allie Stark received the first-place award for Best Individual Student Presenter and received a \$300 gift card, and Blake Bocchino received the second-place award and a \$200 gift card.

The highlight of the ceremony was the presentation of the industry's most prestigious awards: the J.A. Piper Award; John Bradford Volunteer Award; CNA/NRCA Community Involvement Award; the Roofing Alliance's Gold Circle Awards and Most Valuable Player Awards; and NRCA's Charlie Raymond Award.

J.A. Piper Award

T. Allen Lancaster Jr., vice president of Metalcrafts, a Tecta America Company LLC, Savannah, Ga., received NRCA's 75th annual J.A. Piper Award. Named for former NRCA President Joseph A. Piper, whose extraordinary efforts kept NRCA alive during the Great Depression, the J.A. Piper Award is the industry's most prestigious honor. The award annually is presented to a roofing professional who has demonstrated constant, outstanding service to NRCA and the roofing industry.

Involved in the roofing industry for decades, Lancaster was elected to NRCA's board of directors in 1995 and served several terms, including as an NRCA director from 1995-98, 1999-2002, 2003-05 and 2007-09. He served as NRCA vice president from 2005-07, NRCA senior vice president from 2009-10 and NRCA president from 2010-11. Lancaster also has been involved with several NRCA committees, including the Architectural Sheet Metal and Metal Roofing Committee, Manual Update Committee, Technical Education Committee and Technical Operations Committee.



Allen Lancaster, vice president of Metalcrafts, a Tecta America Company LLC, Savannah, Ga., received NRCA's J.A. Piper Award.

"He has worked tirelessly for his business, his family and the roofing industry—serving in a myriad of roles at NRCA and regional associations," said Nelson Braddy, a former J.A. Piper Award recipient and founder of King of Texas Roofing Co. LP, Grand Prairie, when presenting the award. "He epitomizes what great people are—reliable, intelligent, trustworthy, and always ready and willing to help. And the roofing industry has been lucky enough to benefit from his leadership and volunteerism."

John Bradford Volunteer Award

Dane Bradford, John Bradford's son, presented the first John Bradford Volunteer Award to Jude Laperouse, former president of Edward J. Laperouse Metal Works Inc., Houma, La. Established by the NRCA Awards Committee, the award recognizes an individual who has consistently demonstrated outstanding acts of volunteerism.

Laperouse started volunteering his time with NRCA more than 30 years ago. In 1988, he was elected to NRCA's board of directors and served three terms. In 1991, he was elected to NRCA's Executive Committee and served as a vice president until 1993. He also served on numerous NRCA committees, including the Affiliate Relations Committee, Building Codes Education Operating Committee and Manual Update Committee.

Laperouse's volunteerism extended beyond NRCA. He served as president of the Rotary Club of Houma from 1982-83 and was named Outstanding Rotarian of the Year in 1986, as well as *The Courier's* Most Useful Citizen in 1987. He spent his career managing Edward J. Laperouse Metal Works, a roofing company started by his father, and retired in 2016.

The John Bradford Volunteer Award is named after John Bradford, who served as NRCA's president from 1982-83 and was a past president of the Midwest Roofing Contractors Association. He was instrumental in the development of the Montana Roofing Contractors Association, served on many boards during his roofing career and enjoyed civic involvements.

CNA/NRCA Community Involvement Award

NRCA and CNA presented the tenth annual CNA/NRCA Community Involvement Award to Great Lakes Roofing Corp., Germantown, Wis. The award honors charitable works performed by NRCA contractor members between

Jan. 1, 2021, and Dec. 1, 2021. Great Lakes Roofing was honored for its charitable efforts with Veterans Outreach of Wisconsin, which operates a village of 15 tiny homes that house military veterans who are at risk of homelessness or recovering out of homelessness. When the organization needed a new roof on its community center, Great Lakes Roofing

stepped up through its Helping Hands program. The company reroofed the building and did a company- and community-wide supplies drive to support Veterans Outreach of Wisconsin's free grocery store for veterans and their families. CNA awarded Great Lakes Roofing with \$7,500 for its charity.

Sutter Roofing & Metal Co. Inc., Clarksburg, W.Va., was chosen as the second-place winner for its charitable efforts with the Progressive Women's Association of Harrison County, a nonprofit organization that facilitates the

daily activities and upkeep of the Uptown Event Center in Clarksburg. It sponsors a food pantry and pet pantry and hosts women of distinction. The roof system on the center had exceeded its life expectancy, and the association was unable to afford the nearly \$60,000 price tag for a new one. Sutter Roofing & Metal, with assistance from Versico Roofing Systems, Carlisle, Pa., donated materials, labor and equipment to replace the 5,000-square-foot roof system. CNA awarded Sutter Roofing & Metal with \$5,000 for its charity.

Empire Roofing, Fort Worth, Texas, was chosen as the third-place winner for its work with Iglesia San Miguel, a church that supports the underprivileged Latino community in Fort Worth. It holds a summer Vacation Bible School that provides a safe place for children while parents work during the summer and teaches them to lean on Christ when they are having a difficult time. Empire Roofing provided lunch and snacks for more than 150 children. The company continues its support during the year through financial contributions and at the end of the year when low-income families are selected to receive a meal and presents from the Empire Roofing team. CNA awarded Empire Roofing with \$2,500 for its charity.

In addition, the winner of the People's Choice category was decided via online voting. CentiMark Corp., Canonsburg, Pa., won the People's Choice Award for its work with Children's Hospital of Pittsburgh Foundation. On Sept. 14, 2021, CentiMark held its 18th Annual CentiMark Southpointe Golfs for Children's to benefit Children's Hospital of Pittsburgh Foundation. This year was focused on nutrition and food security for families visiting in emergency rooms, clinics in low-income neighborhoods, and a mobile medical clinic that visits neighborhoods and schools. During 18 years, the company has raised more than \$1 million. CNA awarded CentiMark with \$1,500 for its charity.

Gold Circle Awards

The Roofing Alliance presented its Gold Circle Awards during the ceremony. Gold Circle Awards annually are presented to Roofing Alliance and NRCA members for their significant contributions to the roofing industry.

The Roofing Alliance's 2022 Gold Circle Awards finalists were:

- KPost Company, Dallas, for Globe Life Field, Arlington, Texas
- L.E. Schwartz & Son Inc., Macon, Ga., for Agnes Scott College Main Hall, Decatur, Ga.



For a list of ROOFPAC fundraising event sponsors, NRCA University's Future Executives Institute—Class 9 graduates, or to view a gallery of convention and IRE photos, go to professionalroofing.net.



L.E. Schwartz & Son Inc., Macon, Ga., received a Gold Circle Award for Agnes Scott College Main Hall.

- P&A Roofing & Sheet Metal Inc., Orlando, Fla., for Remy's Ratatouille Adventure, Orlando

The Gold Circle Awards winner for Outstanding Workmanship was L.E. Schwartz & Son for Agnes Scott College Main Hall (see "Schooled in roofing," page 40).

KPost Company received an honorable mention for Outstanding Workmanship for Globe Life Field.

More than 100 companies have been recognized for their achievements since the award's inception.

MVP Awards

The Roofing Alliance also announced the winners of its 22nd annual MVP Awards during the ceremony. The awards recognize exceptional roofing workers for outstanding on-the-job performance and workmanship and other noteworthy contributions outside the workplace.

The Roofing Alliance's MVP Awards winners were:

- Terry Archer, foreman for Midland Engineering Co.



Dennis Dudek (center), superintendent for Tecta America Southeast LLC, Sanford, Fla., was named the Best of the Best.

Inc., South Bend, Ind., for outstanding on-the-job performance and workmanship

- Darwin Carmody, foreman for R3NG LLC, Sheridan, Colo., for outstanding on-the-job performance and workmanship
- Justin Clark, field worker for Flynn Midwest LP, Kansas City, Mo., for outstanding on-the-job performance and workmanship
- Dennis Dudek, superintendent for Tecta America Southeast LLC, Sanford, Fla., for outstanding on-the-job performance and workmanship and other noteworthy contributions outside the workplace
- Victorino Trujillo-Montez, field worker for Antis Roofing & Waterproofing LLC, Irvine, Calif., for outstanding on-the-job performance and workmanship and other noteworthy contributions outside the workplace

Dudek also was named the Best of the Best, a special honor co-sponsored by *Professional Roofing* and OMG® Roofing Products, Agawam, Mass.

Charlie Raymond Award

NRCA presented the Charlie Raymond Award, its prestigious membership recruitment award, to GAF, Parsippany, N.J. Named for former NRCA President and J.A. Piper Award recipient Charlie Raymond, the Charlie Raymond Award honors members for their efforts to recruit new members into NRCA.

See you soon!

Following this year's successful show, roofing professionals can look to NRCA to continue advancing the industry throughout the year during events such as Roofing Day in D.C. 2022; National Roofing Week; NRCA's Midyear Meetings; and exciting educational programs, including TRAC, Qualified Trainer Conferences and new Fall Protection Competent Person training.

And don't forget to make your plans now to attend NRCA's 136th Annual Convention and the 2023 IRE March 7-9 at the Kay Bailey Hutchison Convention Center in Dallas. You'll spend the week fully engaged with the roofing industry at its best and leave with new ideas, great 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.

BY **CHRISTINE ELLE HANUS**

SCHOOLED IN ROOFING

L.E. SCHWARTZ & SON
HELPS RENOVATE
AGNES SCOTT COLLEGE'S
MAIN HALL IN GEORGIA

In 1889, Agnes Scott College, Decatur, Ga., was established with a mission to educate women for the betterment of their families. That mission has since evolved into a commitment to educate students from around the world to “think deeply, live honorably, and engage the intellectual and social challenges of their times.”

Built in 1891, the college's Main Hall was the first building constructed on campus. A modern building at the time with running water and electricity, the hall had 50 sleeping rooms, classrooms, laboratories, a chapel and dining room. A fourth floor housed the music department and, later, the art department.

Photos courtesy of L.E. Schwartz & Son Inc., Macon, Ga.



To watch a webinar about restoring Agnes Scott College's Main Hall, go to professionalroofing.net.





PROJECT NAME:

Agnes Scott
College Main Hall

PROJECT LOCATION:

Decatur, Ga.

PROJECT DURATION:

June 15, 2020-May 25, 2021

ROOF SYSTEM TYPES:

Copper, polymer-modified
bitumen and slate

ROOFING

CONTRACTOR:

L.E. Schwartz & Son Inc.,
Macon, Ga.

ROOFING

MANUFACTURERS:

Georgia-Pacific Building
Products, Atlanta; Mid-
States Asphalt, Tuscaloosa,
Ala.; PAC-CLAD® | Petersen,
a Carlisle Company, Elk
Grove Village, Ill.;
SOPREMA®, Wadsworth,
Ohio; Vermont Slate Co.,
Savannah, Ga.

In 1941, a fire sprinkler system was added. In 1943, an elevator was installed along with hardwood floors. In 1951, lightning struck the bell tower, requiring a renovation, and in 1985, a new bell tower was installed. After launching a \$31.8 million “Campaign for Main” fundraiser to secure funds needed for a LEED®-certified and comprehensive building restoration, in 2018, the building’s foundation was stabilized.

Phase two of restoration work included updating historical features, window replacements, tuck-pointing and new roof systems. L.E. Schwartz & Son Inc., Macon, Ga., was invited by the

project’s general contractor, Holder Construction Co., Atlanta, to bid on the roofing work and subsequently was selected to install a steep-slope slate roof system, low-slope polymer-modified bitumen roof system and associated copper work.

“We have done several roofing projects for Agnes Scott College over the years,” says Michael Kruger, vice president of L.E. Schwartz & Son. “When the college was ready to replace the roof systems on Main Hall, it asked Holder Construction to reach out to us.”

Prep work

In June 2020, the L.E. Schwartz & Son team began work on Agnes Scott College’s 129-year-old marquee building. Located in the middle of

PHASE III

The next phase of restoration work on Agnes Scott College's Main Hall will encompass renovations to student living spaces and administrative offices, including new furniture, fixtures and lighting; updated plumbing, electrical and HVAC systems; new audiovisual equipment; and preserving the bell tower that will include the digitization and display of hundreds of student signatures to adorn the walls.

"Before we could replace the roof in these areas, our team was charged with the abatement of hazardous materials," Kruger says. "All safety precautions were taken, including erecting scaffolding, having all our employees wear appropriate PPE and being tied-off at all times, and disposing all asbestos-containing materials in the proper manner."

Slate

Once the building was prepped and safe for work, team members removed the existing slate on the 15,000-square-foot 12:12 slope roof down to the wood plank deck. Workers replaced damaged wood and then applied Mid-States Asphalt QUIK-Stick HT self-adhering underlayment followed by Vermont Slate in Dover Black.

In addition, the team removed all downspouts, chimney caps, wall flashing, edge metal and internal gutters and replaced them with custom-fabricated 20-ounce copper.

"Complicated flashing and gutter conditions are some of the most critical areas of a roof," says Larry Peters, project manager for the Copper Development Association. "The L.E. Schwartz & Son team was quick to reach out to our association to help work through complicated conditions often unforeseen during an initial survey and only apparent when older materials are removed."

To reframe the internal gutters, the on-site team

the campus, the Main Hall currently houses dorm rooms on three floors and executive administrative offices on one floor.

During the project's planning phase, the team discovered asbestos in the mastic flashing at most locations where the slate meets the brick.

removed segments daily, exposing the building to the elements. Once new framing was in place, workers custom fabricated and installed the new pieces as quickly as possible to keep the building dry.

L.E. Schwartz & Son craftsmen also custom fabricated the copper crickets on-site and hand cut the hexagon-shaped slate installed above the windows.

"The specialty metals and all the custom-sized copper flashings and gutters were coordinated by our on-site team and fabricated by our lead fabricator, Jim McDonald," Kruger says.

Low-slope and challenges

On the 5,000-square-foot low-slope roof areas, workers removed the existing EPDM roof system down to the wood deck. Next, team members mechanically fastened SOPREMA® SOPRA-ISO® polyisocyanurate insulation and 1/2-inch-thick Georgia-Pacific DensDeck® Prime Roof Boards followed by SOPRALENE® 250 FR GR polymer-modified bitumen applied with SOPREMA COLPLY® Adhesive. The team also installed Petersen .050-inch-thick corrugated aluminum panels in the mechanical wells.

Working on a building more than 100 years old presented challenges, such as limited access and rooftop space, but the most unique challenges were updating the cornice and bell towers, including replicating the existing weathervane.

"The cornice was assumed to be wood when the project started," Kruger explains. "However, once scaffolding was

Left to right: completed counterflashing; new weathervane atop the bell tower



Top to bottom: low slope to slate transition; a customized strainer prevents large debris from entering the downspout; refurbished spire on top of the turret

erected, it became apparent the cornice was metal and had to be replaced entirely.”

Rebuilding the copper weathervane at the top of the bell tower was a significant undertaking.

“The lettering and arrows were built using 1/2-inch copper bar, and the body was solid copper pipe and included a lightning protection rod as part of the assembly,” Kruger says. “Our in-house craftsman, James Melvin, has more than 40 years of experience and hand-built the new copper weathervane.”

Making sure the weathervane was functional was another obstacle.

“Our in-house sheet-metal fabrication team worked out all the design parameters before sending it to the job site to be erected 130 feet high at the pinnacle of the building,” Kruger explains. “Every detail was carefully considered by the on-site team headed by Superintendent Sean Willis, Craftsman Juan Huerta and Project Manager Nick Riner.”

A hall of fame

In May 2021, the L.E. Schwartz & Son team completed work on Agnes Scott College’s Main Hall.

“The team was challenged with reworking a uniquely designed roof while maintaining its quality and practicality,” says Doug Hunter, executive vice president of Holder Construction. “Because of its expertise and attention to detail, L.E. Schwartz & Son was able to deliver a modern roof that was watertight and maintained the original design intent.”

Although the project was delayed a few weeks after discovering building conditions unknown at the start of the project, the delay was limited thanks to intricate planning and coordination of three crews.

“The most rewarding part of this project was to see how well the team worked together to get the job done,” Kruger says. “The communication between our employees, the architect, general



contractor and other trades was as good as it gets. Everyone was moving in the same direction with the same goal, providing the college with a long-term, beautiful roof system on its Main Hall. Seeing the result of all that hard work makes us so proud of everyone involved.”

L.E. Schwartz & Son’s client was delighted with the project’s result.

“The roof system replacements were especially complicated with multiple materials ranging from slate to copper and various severe slopes,” says David Marder, director of facilities for Agnes Scott College. “It is an extremely visible project for the people of Decatur, and the L.E. Schwartz & Son team did a magnificent job at maintaining the original beauty of the building while integrating new roofing materials and features that will endure the test of time.”

For its work on Agnes Scott College’s Main Hall, L.E. Schwartz & Son received a 2022 Gold Circle Award from the Roofing Alliance in the Outstanding Workmanship category.

“When I started my career at L.E. Schwartz & Son in 2004, the first project I worked on was at Agnes Scott College,” Kruger says. “Now, having our company win a Gold Circle Award for a building on that campus is rewarding.” 🏆🌟

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



THE IMPORTANCE


BY GLEN CLAPPER, AIA, LEED AP

OF

BEING

ASHRAE

ASHRAE 90.1's
minimum building
energy requirements
could be amended



ASHRAE 90.1, “Energy Standard for Buildings Except Low-Rise Residential Buildings,” is referenced in the International Code Council®’s International Energy Conservation Code,® International Green Construction Code® and International Mechanical Code.®

A new roofing project may need to meet ASHRAE 90.1 requirements if the building is located within a jurisdiction that enforces IECC or IgCC or has adopted ASHRAE 90.1 as the local energy code. The local building department where a project is located can provide the current adopted energy code and any local amendments.

If a local jurisdiction has adopted IECC in its entirety, Chapter 4-Commercial Energy Efficiency of the

Commercial Provisions allows compliance with the applicable sections of IECC or ASHRAE 90.1. If not explicitly stated in a local amendment to IECC, the version of ASHRAE 90.1 to be followed is contained in Chapter 6-Referenced Standards of the Commercial Provisions. IgCC, Chapter 11-Normative References contains the version of ASHRAE 90.1 to follow. The International Building Code® and the International Existing Building Code® require roof system replacements to comply with IECC.

Because ASHRAE 90.1 affects roof systems, you should be aware of recent ASHRAE 90.1 activity and updates.

Background

ASHRAE 90.1 provides minimum energy-efficient requirements for the design and construction of new and existing commercial buildings, as well as additions to existing commercial buildings. The standard also provides requirements for the plan and operation of



If you have an interest in participating in ASHRAE through the public review process, would like to see what ASHRAE has available for public review and comment, or view addenda to current ASHRAE standards, go to professionalroofing.net.

new systems and equipment in new commercial buildings, existing buildings and additions to existing buildings.

Specifically, the standard requires an operating manual and maintenance manual be provided (commonly by the design professional or installing contractor) to the building owner or designated representative within 90 days of acceptance of the building envelope, which includes the roof system. The manual must clearly identify any required routine maintenance. In addition, a signed and dated insulation document is required that provides the insulation type, manufacturer, manufacturer's rated R-value and installed thickness.

But whether the maintenance manual and insulation document outlined in ASHRAE 90.1 are required for a roof system replacement when no other work is performed on a building envelope is unclear, and the current standard does not define roof system replacement.

ASHRAE 90.1 also provides criteria for determining compliance with its requirements. For example, a new roof system used as a component of a building envelope's continuous air barrier must have a maximum air leakage rate of 0.004 cfm/ft² at a minimum test pressure of 1.57 psf when tested in accordance with ASTM E2178, "Standard Test Method for Determining Air Leakage Rate and Calculation of Air Permeance of Building Materials."

The standard also lists deemed-to-comply materials, such as foil-faced polyisocyanurate insulation, built-up roof membranes, polymer-modified bitumen roof membranes and single-ply membranes.

ASHRAE 90.1 explicitly states its requirements are not to be applied to low-rise residential buildings, including single-family homes, multifamily buildings of three stories or fewer above grade, manufactured houses (mobile homes) and manufactured houses (modular). Buildings that do not use electricity or fossil fuels also are not covered by the standard.

The process

The standard's current edition was published in October 2019 and is due for an update this year. The 2019 version is referenced in IECC 2021, and ASHRAE 90.1-2016 is referenced in IECC 2018.

As previously stated, local jurisdictions also may elect to adopt the most current version of the standard before it is adopted in the IECC in which it is referenced. Local jurisdictions also may adopt other versions of ASHRAE 90.1 in lieu of the version referenced in the adopted IECC.

The ASHRAE 90.1 update process is similar to the I-Codes process. Both go through a public review and comment period and have voting members approve different documents. The I-Codes, with exception of the IECC, are reviewed by a committee of about 15 members with final approval voted on by ICC's governmental members (code officials) from throughout the U.S.

Forty to 50 committee members approve ASHRAE 90.1 for publication. The I-Codes are updated and modified every three years, which is the only time changes may be submitted. ASHRAE 90.1 also is published every three years and ahead of the associated I-Codes.

ASHRAE 90.1 is a continual-maintenance document, which means it can be revised or updated at any time. A proposed change to the standard may be submitted between publication dates. If approved, the change is published as an addendum that immediately can be adopted by a jurisdiction as a mandatory requirement. Then, at the next publication date, all approved addenda since the previous publication date are automatically incorporated into the new published standard.

Since the publication of ASHRAE 90.1-2019, 40 addenda have been published that will automatically be incorporated into ASHRAE 90.1-2022. Of the 40 addenda, two indirectly involve roof systems.

Addendum s removed the current definition of "reflectance" without substitution because of its inaccurate definition. The term is used when establishing a roof's solar reflectance minimum criteria. Addendum *by* establishes requirements for on-site renewable energy for buildings. Depending on the project site, this could require installation of such equipment on a roof. However, there are exemptions if a roof area is covered with other equipment or more than 50% of the roof area is permanently shaded for more than 2,500 hours annually between 8 a.m. and 4 p.m. The other 38 addenda involve mostly mechanical and lighting revisions.

ASHRAE's Standing Standards Project Committee is

responsible for maintaining ASHRAE 90.1 and comprises five subcommittees. The Envelope Subcommittee, of which NRCA is a voting member, is charged with addressing issues related to roofing, such as R-value and insulation, air barriers and thermal bridging.

Typically, the Standing Standards Project Committee and Envelope Subcommittee meet face-to-face four times annually. In addition, the subcommittee also conducts business regularly via conference calls twice per month.

2021 activity

For the first time since January 2020, the Standing Standards Project Committee and Envelope Subcommittee met in person Oct. 13-15, 2020, at ASHRAE's new headquarters in Peachtree Corners, Ga., for its fall meeting. Between June 2020 and June 2021, the committee and subcommittee meetings were held virtually.

During 2021, the Standing Standards Project Committee and Envelope Subcommittee reviewed and published Addendum s to ASHRAE 90.1. The Envelope Subcommittee continued its review and development of proposed addenda that address thermal bridging; air leakage; commissioning; new buildings, additions and alterations; and Appendix A. The subcommittee also developed a roof system replacement addendum.

The first public review for the thermal bridging addendum occurred in August 2018 and received 246 comments made by 41 commentors. A third public review occurred in late 2021, which received 10 comments from four commentors. The Envelope Subcommittee reviewed each comment and responded to the commentors. Some comments were found persuasive and were incorporated into the draft addendum in preparation for a fourth public review in 2022.

The review period can be 30, 45 or 60 days based on the Standing Standards Project Committee chairman's request. A 30-day review period only is permitted when the proposed addendum is fewer than one page.

Other examples affecting the roofing industry as a result of the thermal bridging addendum are roof edges, parapets and equipment support stands. Currently, the thermal bridging addendum exempts fasteners for insulation and/or membrane attachment.

The Envelope Subcommittee also continued its review and development of a proposed building air leakage addendum. A few items being discussed for this addendum include termination or tie-ins to roof membrane perimeters, penetrations through the membrane, building pressurization testing, roof detail review and roof system installation observation requirements. The proposed addendum as currently drafted exempts roof re-covers and roof system replacements from meeting the air leakage requirements if the energy use of the building is not increased as a result of the work.

During 2021, the subcommittee decided determining the R-value of tapered insulation roof systems and addressing physical limitations when reroofing caused by existing rooftop conditions when increasing insulation thickness to meet minimum R-value requirements should be separated into two addenda. The latter went through its first public review at the end of 2021 and received five comments from two commentors.

Three draft addenda from the Standing Standards Project Committee and Envelope Subcommittee have the potential to be published this year and accepted into ASHRAE 90.1-2022: thermal bridging, air leakage and roof system replacement insulation conflicts.

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Reducing energy consumption

ASHRAE 90.1 seeks to reduce the energy consumed by buildings, and updating the standard to reflect current technologies is an ongoing process. NRCA will continue to keep you informed of any new developments. 📧🔗

GLEN CLAPPER, AIA, LEED AP, is an NRCA director of technical services.

MANUFACTURER NEWS

Atlas® Roofing rebrands

Atlas Roofing Corp., Atlanta, has unveiled its new brand identity in conjunction with the company's 40th anniversary. The rebrand includes a new logo; corporate tagline; and mission, vision and value statements. The purpose of rebranding is to connect the four divisions of the company as it works to meet customers' needs through the accessibility of its people and products.

Atlas Roofing's new logo was designed to support the company's expanded mission. The logo builds on the previous logo's globe image and company name with an updated font to signal ongoing advancement. The globe now wraps around the company name as a nod to its history and original 1982 visual mark.

To coincide with the rebrand, Atlas Roofing also launched a new corporate website, atlas-arc.com. The website features comprehensive overviews of the company's four divisions, products and key initiatives, leadership in the industry and additional company information, including career opportunities.

"During the past four decades, Atlas Roofing has grown from a single manufacturing facility in 1982 to 36 facilities in North America with worldwide product distribution. This exceptional growth is due to the hard work and dedication of our employees and the ongoing support of our customers," says Ken Farrish, president of Atlas Roofing. "As we celebrate 40 years of Atlas Roofing, we are excited about the opportunities that are ahead."

Throughout the year, Atlas Roofing's new brand identity will be seen across all its internal and customer touchpoints, including the website, social media channels, products, packaging and marketing materials. Additionally, Atlas Roofing will host anniversary celebrations at all its manufacturing facilities in the coming months.



Milliken & Co. to eliminate PFAS from textiles

Milliken & Co., Spartanburg, S.C., has announced a commitment to eliminate all perfluoroalkyl and polyfluoroalkyl substances, also known as PFAS, from the company's textile finishes and fibers portfolio. The commitment is the most recent initiative undertaken as part of Milliken & Co.'s global sustainability strategy.

"Sustainability is a core value of our company, and we are and have always been on a quest for continuous improvement," says Halsey Cook, president and CEO of Milliken & Co. "As part of our sustainability journey, we are committed to finding innovative and meaningful solutions to reduce our environmental impact. While we do not always begin our journey with perfect information, we strive to make adjustments as new information comes to light."

Milliken & Co.'s textile business plans to eliminate all PFAS-containing materials from its portfolio by Dec. 31.

Westlake Royal Building Products™ debuts

Westlake Royal Building Products, Woodbridge, Ontario, made its company and brand debut Jan. 26. The company combines the business and building product portfolios of Royal® Building Products, Boral® North America building products and DaVinci® Roofscapes.

The new Westlake Royal Building Products brand features portfolio additions of decorative stone, concrete and clay roof tiles, stone-coated steel roofing and windows to its product category lineup. The company's product offerings now include top brands in siding and accessories, trim and moldings, roofing, stone, windows and outdoor living.

"Today is a historic day for our team as we launch Westlake Royal Building Products, which represents our depth of experience and ongoing commitment to quality, innovation and customer relationships," said Steve Booz, vice president of marketing for Westlake Royal Building Products, in a press release. "Westlake Royal Building Products goes to market with a broader, more diverse range of products, services and solutions that meet the needs of architects, builders and homeowners throughout North America."

Additional information about Westlake Royal Building Products is available at westlakeroyalbuildingproducts.com.



CONTRACTOR NEWS

Longtime NRCA member passes away

Herbert B. Fishman, former president of HB Fishman & Co. Inc., South Windsor, Conn., passed away Dec. 19, 2021. He was 93.



Fishman

After earning engineering degrees from Rensselaer Polytechnic Institute, Troy, N.Y., Fishman joined his father, William, and brother, Morton, at Fishman & Sons in Hartford, Conn., which moved to South Windsor in 1958. He started as a resident before working his way up to manager and then president. In 1979, Fishman founded HB Fishman & Co. He designed rooftop architectural restoration work for many buildings at Yale University, New Haven, Conn., and installed a 47-acre roof system on the former JCPenney distribution center in Manchester, Conn. Committed to his work, Fishman continued to manage his company until Parkinson's disease made it impossible for him to go to the office after the age of 89. A member of NRCA since 1971, Fishman also authored numerous articles for building and roofing magazines.

Fishman was preceded in death by his parents, Rose (née Rosenthal) and William Fishman, and siblings, Morris Marshall, Helen, Sylvia (Wernick) and Morton. He is survived by his loving and devoted wife, Ruth; sons, Peter (Lisa) and Toni (Yukiko); daughter, K. Heidi (David); and grandchildren, Garrett, Ari, Madeleine, Joshua, Glenn, Emily and Ethan.

Donations in Fishman's memory may be made to the Parkinson's Foundation at parkinson.org/ways-to-give; Congregation Beth Israel, 701 Farmington Ave., West Hartford, CT 06119; or as a contribution to a Ruth and Herbert Fishman '53 Institute Scholarship at Rensselaer Polytechnic Institute at giving.rpi.edu.

DISTRIBUTOR NEWS

Gulfeagle Supply acquires Adler Warehouse and Sales

Gulfeagle Supply, Tampa, Fla., has acquired Adler Warehouse and Sales Inc., Joliet, Ill.

Founded more than 60 years ago, Adler Warehouse and Sales is a distributor of asphalt shingles, siding, soffit and windows. Gulfeagle Supply now operates four branches in Illinois and more than 100 locations in the U.S.

In addition, Gulfeagle Supply has relocated its Bristol, Pa., branch to a new facility in Hamilton, N.J., to better serve customers.

Beacon Building Products refreshes TRI-BUILT® brand



Beacon Building Products, Herndon, Va., has refreshed its TRI-BUILT private label brand of affordable, high-quality products.

The update includes a new streamlined logo and visual appeal to contribute to the brand's overall identity, making it easier for contractors to identify TRI-BUILT products. A new tagline, "Built to Work," was created to reinforce TRI-BUILT's brand attributes. Also included in the refresh is a new mascot, a dog standing at attention, designed to be recognizable with TRI-BUILT and represent trust and partnership.

Additional information about TRI-BUILT is available at becn.com/brand-landing/tri-built.



UP THE LADDER

Mule-Hide Products Co. Inc. has named **Chris Schmidt** national business development manager.

OMG® Roofing Products has named **Colin Griswold** codes and approvals engineer and **Curtis Haines** technical support specialist.

Siplast® has named **Kirk Goodrum** vice president general manager.

OTHER NEWS

Kansas Roofing Association elects board of directors

The **Kansas Roofing Association** has elected new officers and directors.

Officers elected to serve two-year terms include:

- President: Ron Boone, managing member of NRCA member Boone Brothers Roofing, Olathe, Kan.
- Vice president: Allyn Weddle, president of NRCA member Weddle and Sons Inc., Manhattan, Kan.
- Secretary/treasurer: Brady Coffman, salesman for Roofing Services Unlimited, Newton, Kan.
- Chairman of the board: John Daly, vice president of NRCA member Kaw Roofing & Sheet Metal Inc., Kansas City, Kan.

Directors elected to serve three-year terms include:

- Nathan Bryson, sales consultant for Division 7 Sales, Leawood, Kan.
- Curtis Hunt, territory manager for NRCA member GAF, Overland Park, Kan.
- Cody Snyder, outside sales representative for SPEC Building Materials Corp., Kansas City, Kan.
- Matt Sole, construction manager/sales for NRCA member Premier Contracting, Kansas City, Kan.
- Kurt Steinkuhler, branch manager for NRCA member Wray Roofing Inc., Emporia, Kan.

Roofing Alliance welcomes new member

The **Roofing Alliance** has announced R. Adams Roofing Inc., Indianapolis, has joined at the Governor level.

Since its inception, Roofing Alliance members have committed more than \$13.3 million to fund research, educational and technical projects such as educational partnerships with some of the top construction management schools in the U.S.; sponsorship of a national construction management student design competition; a national survey of roofing workers; and development of NRCA ProCertification.® The Roofing Alliance also supports philanthropic outreach, including its partnership with Ronald McDonald House Charities® to maintain the roof systems on 165 standalone Ronald McDonald Houses in the U.S.



Leap launches remote signature feature



Leap, Columbia, Md., a home contractor sales enablement software provider, has launched a new enhancement, Leap Secure Sign.™ The remote signature process reportedly gives contractors a quick and easy way to get estimates and contracts signed by customers.

Leap integrates with top software in the home improvement industry to provide a customized software ecosystem said to make sales and production processes more convenient. Leap Secure Sign makes it easier for Leap users to start receiving signatures electronically without needing to sign up for a new service.

“This new feature is yet another example of Leap innovating on behalf of our customers,” says Patrick Fingles, Leap’s CEO. “Homeowners expect contractors to provide digital documents that can be signed securely. Leap Secure Sign fills that need and saves them time, hassle and money. We’ll continue working with our customers to empower them with new enhancements and features.”

Existing Leap customers will have access to the enhancement in their dashboard and can connect with the Leap Customer Success team for assistance. Additional information is available at leapto.digital.com.

SPRI elects board of directors

SPRI has elected Brad Van Dam, vice president of sales for NRCA member Metal-Era LLC, Waukesha, Wis., as president for the 2022-24 term.

SPRI’s membership also elected the following slate of officers and directors for 2022-23:

- President-elect: Scott Carpenter, director of sales for NRCA member SFS Intec Inc., Wyomissing, Pa.
- Treasurer: Adam Burzynski, TPO product manager for NRCA member Carlisle Construction Materials, Carlisle, Pa.
- Associate directors: David Hawn, president of NRCA member Dedicated Roof & Hydro-Solutions, Centreville, Va.; Chris Mader, codes and certification manager for Blue Ridge Fiber Board, Danville, Va.; and Jodi Thomas, codes and approvals manager for NRCA member TruFast, Bryan, Ohio

EVENTS

APRIL

5-6

Roofing Day in D.C. 2022

NRCA
Washington, D.C.
Contact: NRCA's Washington, D.C.,
office
(800) 338-5765
nrca.net/advocacy/roofingday

12-14

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

19-20

NRCA's Virtual Qualified Trainer Conference

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

21-23

Roofing Alliance Member Meeting

The Roofing Alliance
Sarasota, Fla.
Contact: Jessica Priske, NRCA's
director of meeting services
(847) 493-7517
roofingalliance.net

28

CERTA Train-the-trainer

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

MAY

24-25

NRCA's Virtual Qualified Trainer Conference

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

26

Virtual CERTA Train-the-trainer

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

JULY

6

Virtual CERTA Train-the-trainer

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

12-16

NRCA's Midyear Meetings

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

19-22

FRSA's 100th Annual Convention and the Florida Roofing & Sheet Metal Expo

Florida Roofing and Sheet Metal
Contractors Association Inc.
Orlando, Fla.
Contact: FRSA
(407) 671-3772, ext. 100, or
frsa@floridarooof.com
floridarooof.com/convention

AUGUST

11

CERTA Train-the-trainer

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



NRCA NEW MEMBERS

Advanced Roofing Systems & Construction, Wildwood, Mo.

AECOM, Arlington, Va.

Air Quality Assessors of Florida, Altamonte Springs

Architectural Metal Folding Inc., North Liberty, Iowa

Arrowhead Roofing & Construction, Crowley, Texas

ASA, Ellicott City, Md.

Birdie Roofing Co., Castle Pines, Colo.

Bone Dry Roofing Co., Bogart, Ga.

Bone Dry Roofing Co., North Charleston, S.C.

Bone Dry Roofing Co., Saint Simons Island, Ga.

Building Envelope Technologies, South Easton, Mass.

Certified Roofing Contractors & Consultants LLC, Longview, Texas

Childers Roofing & Sheet Metal, a Tecta America Company LLC, Jacksonville, Fla.

CIC Energy Consulting LLC, Chicago

Clark Roofing Co., Philadelphia

Coastal Windows & Exteriors, Beverly, Mass.

Commercial Roofing Industries, Lauderhill, Fla.

Diablo Roofing Inc., Hayward, Calif.

Elevation Roofing & Restoration Solutions, Waxahachie, Texas

Elevon Group LLC, Bainville, Mont.

Empire Roofing, a Tecta America Company LLC, Atlanta

Empire Roofing, a Tecta America Company LLC, Aurora, Colo.

Empire Roofing, a Tecta America Company LLC, El Paso, Texas

Empire Roofing, a Tecta America Company LLC, Fort Worth, Texas

Empire Roofing, a Tecta America Company LLC, Houston

Empire Roofing, a Tecta America Company LLC, Memphis, Tenn.

Empire Roofing, a Tecta America Company LLC, Nashville, Tenn.

Empire Roofing, a Tecta America Company LLC, Oklahoma City

Empire Roofing, a Tecta America Company LLC, Pflugerville, Texas

Empire Roofing, a Tecta America Company LLC, San Antonio

Empire Roofing, a Tecta America Company LLC, Sunrise, Fla.

Empire Roofing, a Tecta America Company LLC, Tulsa, Okla.

Empire Roofing, a Tecta America Company LLC, West Palm Beach, Fla.

Estriatus Law PC, Santa Cruz, Calif.

Exceptional Metals, Saginaw, Mich.

Fitz Roofing, Spring, Texas

Gardea Construction, El Paso, Texas

Giles Flythe Engineers, Raleigh, N.C.

Green Shield Construction, Broomfield, Colo.

Heaven Sent Roofing, Tampa, Fla.

Hero Roofing, Newnan, Ga.

Hope Roofing, Port Townsend, Wash.

Iconic Roofing & Exteriors Inc., New Castle, Del.

IRG Ventures LLC, d/b/a Innovative Roofing Group Inc., Atlanta

IronCity Contracting, New Orleans

J. Reynolds, a Tecta America Company LLC, Saginaw, Texas

J. Sterling Quality Roofing Inc., d/b/a Sterling Roofing, Ponte Vedra Beach, Fla.

J.O.N. Construction Inc., Allentown, Pa.

J.S. Held LLC, Murrieta, Calif.

J.S. Held LLC, Philadelphia

Jenkins Roofing Inc., Tallahassee, Fla.

Justin Dove Roofing LLC, Columbus, Miss.

Kenneth Daniel Remodeling and Construction LLC, Littleton, N.C.

KRG Management Inc., Temple, Ga.

Legacy Carolina LLC, Charlotte, N.C.

Maldonado Construction Group, Brooklyn, N.Y.

Marguerite F. Lonergan, Architect, San Francisco

Midwest Roofing Co. Inc., Melbourne, Fla.

My Roof-Roofing Solutions Inc., Kannapolis, N.C.

Next Level Roofing and Remodeling, Magnolia, Texas

NSTCS, Dallas

Ozbee LLC, San Antonio

Pit Crew Roofing & General Contracting LLC, Melbourne, Fla.

Rafael and Iris Roofing, North Hollywood, Calif.

RCR Development LLC, Oregon City, Ore.

Refuge Roofing, Monroe, Ga.

Ridge Roofing, Macomb, Ill.

Roof It Right, Louisville, Ky.

Roofing Corp of America, Atlanta

Roofing Solutions Inc., Louisville, Ky.

Ruiz Roofing Corp., San Dimas, Calif.

Standard Roofing LLC, Roebuck, S.C.

Stantec Architecture Ltd., Edmonton, Alberta

Star Roofing, Phoenix

The Original Roofing Co., Las Vegas

The University of Texas at Austin, Austin

Tilted H Roofing, Madisonville, Texas

TLC Restoration LLC, Tallmadge, Ohio

Tough Roofing LLC, Portland, Ore.

TR Constructs LLC, Panama City, Fla.

Vensure Group, Keller, Texas

Harnessing the power of the wind for roof system securement



Affected by material shortages of conventional fasteners and adhesives? **Carlisle SynTec Systems'** VacuSeal™ Vent Secured Roofing System is a revolutionary, wind-ballasted system that uses a loose-laid membrane and specialized vents that harness the power of wind to create negative pressure, securing the roof in place. There's no need for extensive installation equipment, adhesives or fasteners, which means less noise and fewer disruptions during the installation process. Plus, there are no adhesive odors, volatile organic compounds or cold weather limitations.

Extend your roofing season into the colder months



Polyglass' Elastoflex SA V Polar Base® and Elastoflex SA P Polar Cap® allow for roof system installation in temperatures between 25 F and 60 F. The products have unique qualities that improve efficiency and are designed for long-term performance. Polar Base is fiberglass-reinforced for excellent dimensional stability and finished with lay lines for ease of application. Polar Cap has an ultraviolet-stabilized granule surface and is polyester-reinforced for exceptional puncture and tear resistance. It also features patent-pending SEAL-Lap® Ultra and patented FASTLap® for immediate, more effective bonding of side and end lap seams, saving time and labor costs.

SpeedStand speeds up jobs



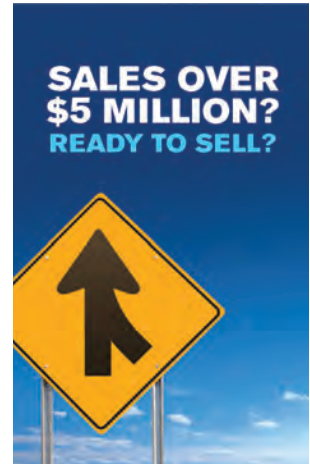
Get rid of your clumsy and sub-standard warning-line stands and step into more efficient, cost-saving equipment. **SpeedStand** makes protecting workers from falls quick and easy with one-piece stands that set up instantly and increase production. Made from steel with rubber pads, these durable stands are engineered to save labor job after job. To see why SpeedStand has been the industry standard for 18 years, call (800) 460-7579 or visit www.qe-1.com.

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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. All responses will be kept confidential.

Roof Repairs Only



For 31 years, we have developed a high-end, trusting, residential clientele. Supporting NPR along Florida's Treasure Coast has provided a valuable customer base with expendable income.

Our business's average gross revenue during the past five years has been about \$800,000. Vast reroofing opportunities remain available to our customers. Residential roofing license potentially available from an employee of 30 years. Seller is semiretiring and willing to discuss provisions for use of his general contractors license with personal involvement. Two buildings offer 5,000 square feet available for lease for a turnkey operation. Business only: \$525,000. **Call (772) 562-7663.**



TYLER CANADAY

WHAT IS YOUR POSITION WITHIN YOUR COMPANY? I am estimator/project manager for Madsen Roofing & Waterproofing Inc., Sacramento, Calif.



WHAT IS THE MOST UNUSUAL ROOFING PROJECT OF WHICH YOU HAVE BEEN A PART? We completed a reroofing project on a historical train station in Sacramento. Being part of the complete retrofit of a historical building presented unique roofing and waterproofing challenges I have yet to see again.



WHY DID YOU BECOME INVOLVED IN THE ROOFING INDUSTRY? While attending Sacramento State University, I worked as a draftsman specializing in tapered insulation design. I was able to work closely with many respected roofing contractors to meet all their tapered insulation design needs. This led to opportunities after graduation.

WHAT WAS YOUR FIRST ROOFING EXPERIENCE? My first roofing experience was visiting a job site to see the installation of a tapered insulation system I helped design. At that point, I had only been able to see the conceptual design in a two-dimensional format.

PEOPLE WOULD BE SURPRISED TO KNOW ...

I have played guitar in blues, jazz and metal bands.



WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BE WHEN YOU GREW UP?

Professional musician

WHAT IS YOUR ROOFING INDUSTRY INVOLVEMENT?

I currently serve on the board of directors for the Western States Roofing Contractors Association. I also am enrolled in NRCA University's Future Executives Institute—Class 10.

WHAT WAS YOUR FIRST JOB? My first job was watering plants all day at a nursery during summer. Brutal.

WHAT QUALITY DO YOU MOST ADMIRE IN A PERSON?

Authenticity. I appreciate when a person's personality is able to shine through in a professional setting where one is supposed to be on his or her best behavior.

WHAT DO YOU CONSIDER A WASTE OF TIME? Trying to mold yourself into something you're not. As I get older, I believe it is important to discover your strengths and work to enhance and highlight them.

WHAT'S THE MOST EXCITING/ADVENTUROUS THING YOU'VE DONE?

I used to race road bicycles competitively. After getting tired of road rash, I currently only ride for stress relief and fitness.

IF YOU COULD HAVE ANY SUPERPOWER, WHAT WOULD IT BE? WHY?

Telepathy because it would save a lot of time during the sales process

MY FAVORITE PART ABOUT WORKING IN THE ROOFING INDUSTRY IS ...

I enjoy being in a niche industry with a reasonably high barrier to entry. This creates a group of intelligent and passionate people who want the best for their industry. I also take pride in furnishing a product that is tangible.

WHAT IS THE MOST HIGH-TECH ITEM IN YOUR HOUSE? My espresso machine and other coffee brewing equipment. I have an obsession with all aspects of coffee.



WHAT'S YOUR FAVORITE ROOFING MATERIAL TO WORK WITH? WHY? I enjoy getting involved with urethane coating/restoration projects. I believe it is important to keep as much roofing material out of landfills as possible if a situation allows for it.

WHAT DO YOU CONSIDER YOUR MOST REWARDING EXPERIENCE? Getting married and building a nice life together with my wonderful wife

WHAT SONG ARE YOU LISTENING TO OVER AND OVER? "Slow Motion Hurricane,"

by Jamestown Revival



Rustic Design

With a metal roof in a weathered steel finish



A metal roof in a **Weathered Steel finish** gives this wildlife refuge visitor center a classic farm-style look reminiscent of agricultural buildings seen at the time of President Roosevelt's visit to this area.

Theodore Roosevelt Visitor Center, Onward, MS Installing Contractor: Central Roofing
Architect: John S. Odom Photo: hortonphotoinc.com



[View the case study](#)

PAC-150 (180° seam)
Metal Roof System
Weathered Steel Finish



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