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How effective is OSHA?

Deaths in the construction industry haven't decreased in 10 years, calling into question the agency's efficacy

by Ambika Puniani Reid



Constructiondive.com analyzed the Occupational Safety and Health Administration's effectiveness and discovered the construction worker death rate has remained at 10 out of every 100,000 workers for the past 10 years.

Falls and electrocutions account for the most fatalities followed by struck-by and caught-in/between hazards, which include incidents when a vehicle, piece of machinery or material strikes or traps a worker. But it is important to note the Bureau of Labor Statistics provides little meaningful information about death and injury details because of new concerns over privacy.

Experts tell constructiondive.com if OSHA wants to be a feared enforcer, it needs to increase inspections, enforce fines more strictly, wield more tools at its disposal and expand preventive consultations.

To that end, OSHA recently expanded its Serious Violators Enforcement Program. OSHA also instituted its National Emphasis Program on heat in April 2022 without a regulatory standard yet in place, which is unprecedented. NRCA members are reporting increased scrutiny by OSHA in some state-plan states, such as California, for all violations, including heat.

The study also suggests many repeat offenders find OSHA fines are too low to trigger a change in work practices. But this conclusion is somewhat skewed. Many roofing contractors have received fines, and OSHA will reduce fines for employers that have had good safety records and taken good-faith efforts to correct violations. OSHA also has been known to negotiate lower penalties in exchange for workers attending an OSHA 10-hour class, for example.

To complicate matters, a Bloomberg Law investigation shows OSHA often fails to collect fines. The investigation showed between 2018-2020, employers across all industries failed to pay \$100 million in fines. In an email to constructiondive.com, OSHA admitted that amount translates to the agency writing off about 14% of its fines from that period.

Part of the issue is OSHA's staffing budget is at the mercy of Congress. In fiscal year 2022, OSHA requested 155 new federal inspectors, but Congress only funded salaries for 85, according to the Bloomberg Law investigation.

The best approach to saving workers' lives rests in your hands. Awareness and training go a long way to helping build safer job sites. If you need help, go to nrca.net/safety or contact NRCA's Enterprise Risk Management team.

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

CLOSE-UP



During 2022, ABC Supply Co. Inc., Beloit, Wis., hired a U.S. veteran every day. Since 2017, the company has been committed to welcoming veterans into the company and has hired more than 2,100 veterans. To connect with veterans seeking fulfilling, lifelong careers in the roofing industry, ABC Supply has worked with organizations such as RecruitMilitary® and the U.S. Army's Partnership for Your Success® program.

ABC Supply also supports Homes For Our Troops, a nonprofit organization that builds and donates specially adapted custom homes nationwide for severely injured, post-9/11 veterans, and recently helped raise more than \$2 million for the organization.

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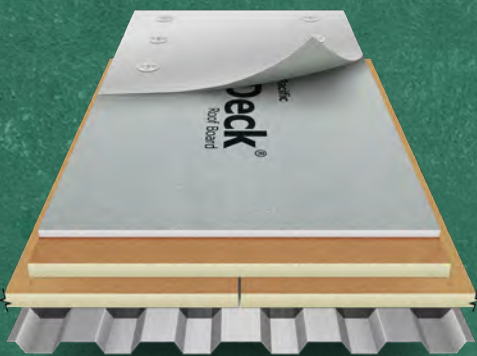
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Mission: *Professional Roofing* provides information, insight and innovation to help every roofing professional thrive.

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THE THREAT OF COMMERCIAL ROOF DAMAGE COMES IN SIZE

11



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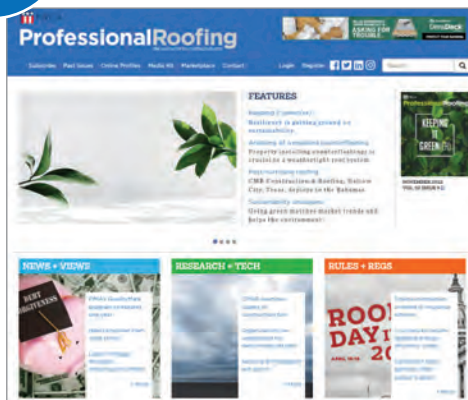
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#HASHTAG

#HURRICANEIAN

According to *The Washington Post*, Hurricane Ian tied for the fifth-strongest hurricane to make landfall in the U.S., hitting Cuba, Florida, South Carolina and more areas in late September 2022. Take a look at what the roofing industry shared about #HurricaneIan across social media.



Kelly Roofing
@KellyRoofing

Emergency roof repair in progress after #hurricaneian on Sanibel Island. Let us help you out too!
kellyroofing.com/estimate-reque...



DynastyBldgSol
@dynastybldgsol

We are SO pumped to share our latest project with you!

As you already know, Hurricane Ian did some real damage in the Southwest Florida region.

Here's a sneak peek at our beginning process of Storm Sealing these buildings.

#Construction #restoration #roofing #Hurricaneian



MaintenX
@MaintenXOnline

👍 #TeamMaintenX is working hard to help communities impacted by #Hurricaneian! Thank you, Team! 🙌

#FacilityMaintenance #MaintenanceExperts
#DisasterRepairExperts #SuperServiceTechnicians

SAFETY FIRST

WHAT'S GOING ON IN SWFL?

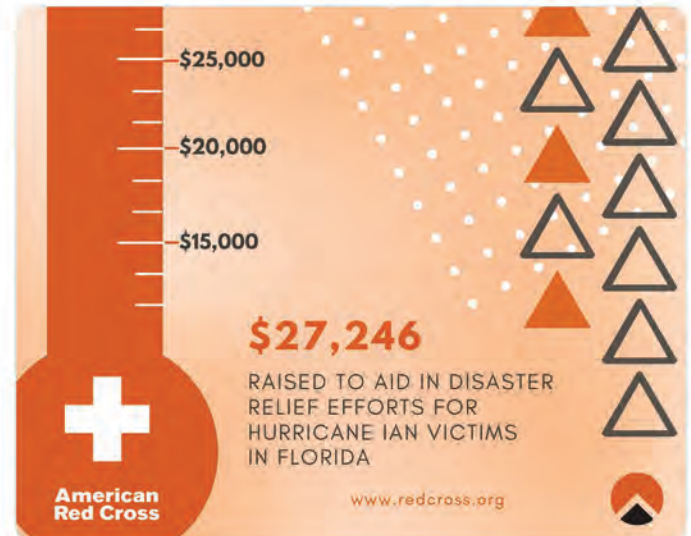
MaintenX Update:

- Over 70 Generators Connected
- Water Extraction In Progress
- Debris Clean-up in Progress
- Irrigation Line Repairs in Progress
- Super Service Technicians Working Around the Clock to Help



Legacy Restoration
@legacyrestllc

#Hurricaneian has been historically catastrophic & has devastated communities across the #FL. To assist with disaster relief, @legacyrestllc hosted a company match fundraiser through the @RedCross! We raised \$13,623 bringing our total with the company match to \$27,246!





HURRICANE IAN

PREPARE YOUR COMMERCIAL ROOF

REMOVE DEBRIS
Remove any items that could hinder drainage or become airborne

CHECK FOR AND SECURE LOOSE FLASHING
Flashing that is loose can allow water to penetrate the roof's membrane and cause leaks or failure

CHECK ROOFTOP COMPONENTS
Make sure all roof hatches and skylights are secured and sealed properly

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stellarcmercialroofing The National Hurricane Center has announced the formation of Hurricane Iain with a high probability of it intensifying into a major hurricane as it moves into the Gulf of Mexico before landfall. Damaging winds, heavy rainfall and storm surge are expected for the West Coast of Florida. Hurricane watches and warnings have already been issued for the Tampa Bay and Key West areas. Now is the time to be sure that your commercial roof is ready for any severe weather. Refer to the checklist below to help prepare your building for Iain and contact us immediately following the storm for your emergency roofing needs: 800.731.1804 #hurricane



DID YOU KNOW

A category 3 hurricane is defined as having winds up to 129 MPH.

F Wave is warranted up to 130 MPH winds and has been independently tested and passed wind tests up to 150 MPH.

F Wave Roofing
October 11 at 9:12 AM

Did you know that hurricanes are classified in five different categories:

Category 1 - Up to 95 mph sustained winds
Category 2 - Up to 110 mph sustained winds
Category 3 - Up to 129 mph sustained winds
Category 4 - Up to 156 mph sustained winds
Category 5 - 157 mph and above sustained winds



equipter Hurricane Ian hit hard this past week throughout Florida and the Southeast. We at Equipter have seen the devastating damage and we're here to help!

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Make Equipter part of your storm cleanup process. Give us a call today at 717-661-3591.



The Roofer's Helper

October 5 at 8:21 AM

Resource from NOAA to see satellite images before/after Hurricane Ian.
<https://storms.ngs.noaa.gov/storms/ian/index.html...>

#roofershelper #roof #roofer #roofing #hurricaneian



roofclaimus • Follow

roofclaimus #hurricaneian may be moving along, but it has left the damage that it has caused behind. RoofClaim.com is here to help.

We are here, ready to assess the storm damage on your roof caused by Hurricane Ian. Let our 18 years of peace of mind give you comfort in knowing you are in good hands.

Visit the link in our bio to schedule your FREE roof inspection today.



discountroofingsupply • Follow
Cape Coral, Florida

discountroofingsupply Helping our central Florida Customers rebuild. Ian's roof restoration project, thank god they safe!!!!

#roofer #roofingsupply #miamiroofers #trucks #delivery #roofing #roofinglife #export #miamiroofer #floridaroofer #miami #hialeah #follow #construction #constructionsupply #roofersofinstagram #reliable #roofexperts #roofersofamerica #hurricane #hurricaneian #huricanerelief

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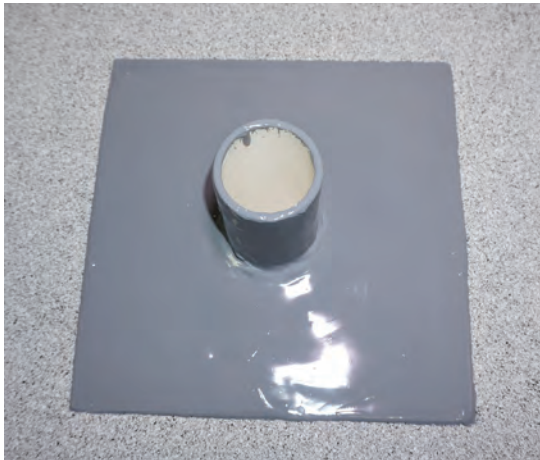
Our teams in the Southeast are staying vigilant and prepared for Hurricane Ian in our residential and commercial markets. No matter its course or impact, you can keep Baker in mind as your resource for pressing questions, expert advice, and storm response service.

Bookmark the link below for a roof inspection following the storm. When it comes time, we'll have your back.

Safety glasses look sporty

Brass Knuckle® has added Slingshot™ (BKFLEX-4050AFP) safety glasses to its eye-protection offerings. Designed to be sporty and stylish, the glasses feature BK-Anti-Fog+ technology fused directly to the lenses for long-lasting fog protection. Slingshot glasses also provide ultraviolet protection and are said to eliminate most damaging UV rays. Green frames support earpieces that fit snugly without squeezing a user's temples. Thick, molded nosepieces reportedly add comfort, and the glasses are lightweight to stay in place and help prevent nose divots.

brassknuckleprotection.com



Sealant withstands temperature fluctuations

Bitec Inc. has introduced ElastoPav™, a one-component roof flashings sealant. The sealant reportedly cures quickly, adheres to most surfaces and can withstand temperatures of -40 F to 200 F. Primarily used for rooftop preparation for pitch pans and pipe penetrations, ElastoPav also can be used for roof system repairs and sealing around chimneys, gutters and edges. The lightweight sealant uses hybrid polymer technology to provide a durable, water-resistant seal. ElastoPav can be applied to damp surfaces and cures quickly, reaching optimum strength within seven to 14 days. The sealant has a low odor, is environmentally friendly and reportedly does not become dry or brittle. ElastoPav adheres to aluminum, coated metal, glass, wood, SBS polymer-modified bitumen, stainless steel, cold-rolled steel, concrete, ceramics, fiberglass, primed TPO and certain plastics.

bi-tec.com

Shingle colors are nature-inspired

CertainTeed has added Max Def Coastal Blue, Max Def Espresso and Max Def Red Oak as available colors for its Landmark® PRO shingles line. Landmark PRO shingles are engineered with two laminated layers said to replicate the dimensional appearance of wood shake. Max Def Coastal Blue is breezy and luxurious with blue and gray granules. With a blend of black and brown granules, Max Def Espresso is rich and indulgent. Inspired by fall colors, Max Def Red Oak has an earthy blend of red and brown granules.

certainteed.com





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Adhesive set has color-changing nozzles

SOPREMA® Inc. has made available DUOTACK® SPF HFO Adhesive with a hydrofluoroolefin blowing agent that has low global warming potential. The two-component, low-rise spray polyurethane foam adhesive reportedly now is more environmentally friendly with enhanced performance for adhering fleece-back membranes, insulation and coverboards. DUOTACK SPF HFO's canister system provides quick set up and shut down, and a trigger-lock dispenser with stop-and-start capability is said to prevent material waste. Each adhesive set includes two 40-pound canisters with A and B components; a 25-foot hose; application spray gun; and ColorWise® Temperature Warning nozzles that change from clear to blue to indicate whether the product is too cold to be properly applied.

soprema.us



Four colors added to shingle line

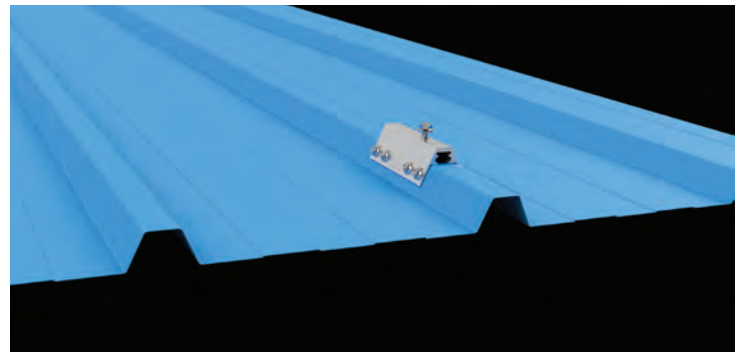
Owens Corning has added four colors to its TruDefinition® Duration® Shingle line: Desert Rose, Midnight Plum, Peppercorn and Sand Castle. Designed to pair well with a variety of exterior colors, the shingle colors reportedly help leverage residential roofs as a design asset. TruDefinition shingle colors are designed to offer dramatic color contrast and dimension, and Duration shingles feature SureNail® technology for accuracy and strength.

owenscorning.com

Snow retention attachment for metal panel systems

S-5! has introduced its corrosion-resistant SnoBracket™ attachment for mounting snow retention systems to insulated metal panel roof systems. SnoBracket is designed to provide the strength required for snow retention applications but with sheet-only attachments. Created specifically for trapezoidal-ribbed insulated metal panels, the attachment comes in two sizes: SnoBracket TB and SnoBracket RB fitting to popular rib profile dimensioning. SnoBracket reportedly protects an insulated metal panel roof system's moisture barrier and avoids thermal bridging. SnoBracket features a factory-applied, closed-cell EPDM rubber gasket said to create a positive seal against water intrusion and attaches in-shear using eight self-piercing fasteners, resulting in a holding capacity of more than 2,000 pounds in 26-gauge coated steel.

s-5.com





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Sustainability's staying power

The world has become greener, and it isn't changing anytime soon

by McKay Daniels

During my first few months as NRCA's CEO, the association's leadership and I met with many contractors and industry partners, and the topic that comes up in every meeting with manufacturers is sustainability. Sustainability is amorphous and means different things to different people, and companies are approaching it in different ways.

We recently met with Duro-Last,[®] which has been recycling PVC membranes since the 1990s. Through recent investments and R&D, the company aims to recycle existing roof membranes into raw components for new roof systems without compromising product performance or durability.

GAF announced it will open a commercial-scale asphalt shingle recycling plant in Texas that will take material from end-of-life shingles and convert 90% of it into raw materials used for new shingles.

The Asphalt Shingle Manufacturers Association recently announced an initiative to “reduce landfill disposal of asphalt-based roofing materials to 50% by 2035 and approach 0% by 2050.”

There are numerous other examples highlighting investment in sustainable business lines and policies. Maybe companies are doing it because they believe it's the right thing to do, but it's also good business practice to reduce a current or future liability, capitalize on an opportunity or—even



better—turn a liability into an asset. And many companies realize the time will come when sustainable efforts are required and they need to stay ahead of the curve.

When Duro-Last started its recycling business, the company's founder, John R. Burt, determined the waste will continue to cost more to put into landfills and at some point won't be allowed to go in at all. The company wanted to be ready when that time came.

And that, for me, pragmatically sums up the situation our industry faces: At some point, some aspects of our current practices will be cost-prohibitive or banned altogether. We should

at least be thinking about it and preparing so we're not caught flatfooted.

For example, California has announced all new commercial buildings must have solar and battery backups beginning in 2023. This ruling comes on the heels of a similar requirement from 2020 that new single-family homes and low-rise residential buildings be built with solar components.

A Chicago-area member has repeatedly joked (with the kernel of truth that makes all jokes funny) that if you're struggling with a permit in Cook County, throw a vegetative roof system component into the design and your permit will sail through.

But it's not just governments in blue states forcing change. Big business and consumers are driving it, as well. In 2020, Walmart

announced a \$2 billion bond issue to be used for green development. That's money that will be spent making its fleets and buildings more energy-efficient.

And studies show younger generations increasingly are making decisions through a green lens. A friend recently said his kids are harassing him to get solar panels and "save the Earth." It used to be kids lobbied for a new bike or car. But now they shame their parents about roof systems and power generation! The friend currently is working on finding a solar contractor and permits.

Multiple studies report buildings account for upwards of 40% of greenhouse gas emissions. Heating, cooling, lighting, running computers and appliances, producing building materials, installation, etc., all add up. If companies are looking to reduce their emissions, it won't be electric vehicles that get it done. High-energy costs, government incentives and/or regulations all will play an increasing role in building owners' construction decisions going forward.

Being pragmatic, we can recognize pockets of opportunity for additional revenue (or getting permits more quickly!) and be prepared when they present themselves. For example, a market research study I came across concluded it will cost more than \$24 billion to retrofit 50,000 buildings affected by New York City's emissions and carbon rules.

Think what you want about the politics of that rule. Think what you want about the science, soundness or economics of it. But if \$24 billion is going to be spent on retrofitting real estate, a chunk of that will go into the building envelope, and it is good business to recognize—and prepare to get—that business.

After all, Congress just passed one of the biggest green spending laws ever in August 2022, offering billions of dollars in incentives to consumers for solar projects and energy efficiency during the next decade. (See "Prepping for compliance," page 44.) These initiatives aren't reversing anytime soon regardless of where you live. In fact, they are likely to accelerate.

“Adapting to the times, as well as anticipating the trends, risks and opportunities, will separate leaders in the market from those struggling to hang on who may or may not survive.”

Positioning your company for the changing market is important. Being ready to address customers' changing interests and needs; being equipped with employees and partners proficient with the latest products, technology and trends; and being aware of the tax rebates and new financial incentives that can lower customer costs will help you get new business.

Think about the industry practices and products from 30 years ago. Now, envision 30 years into the future. Some elements will be the same, for sure, but other aspects will be entirely different. Adapting to the times, as well as anticipating the trends, risks and opportunities, will separate leaders in the market from those struggling to hang on who may or may not survive.

Rest assured NRCA will continue advocating for contractors in the sustainability arena. Whether in code hearings, before regulatory agencies or with legislators, it's far better to be in the room and at the table versus outside having no input. 🌱🔗

MCKAY DANIELS is NRCA's CEO.
✉ MDANIELS@NRCA.NET

Roofing Corp of America acquires Pittman Waller Roofing Company

Roofing Corp of America, Atlanta, has acquired NRCA member Pittman Waller Roofing Company, Macon, Ga.

Since 1926, Pittman Waller Roofing Company has served its clients' roofing needs by offering commercial, industrial and institutional roof systems.

Pittman Waller Roofing Company will operate as a standalone entity within Roofing Corp of America and will continue to be led by John Pearson and Chuck Pollock, who have owned and led the business since 2004.

"We are excited to welcome the Pittman Waller Roofing Company to the RCA family, bolstering our already strong presence in the southeastern U.S.," says Randy Korach, CEO of Roofing Corp of America. "We are grateful for the confidence placed in us by Chuck Pollock and John Pearson, two highly regarded, experienced and accomplished business leaders. Their voices will be a welcome addition to our leadership room."

"We did our research and believe Roofing Corp of America is the right partner for Pittman Waller as we near our centennial anniversary serving building owners, property managers and general contractors in Macon and the surrounding areas," Pollock says.



OSHA renews 25 OSHA Training Institute Education Centers



The Occupational Safety and Health Administration announced the addition of a new organization to its OSHA Training Institute Education

Center network and the renewal of 25 existing education centers, according to [osha.gov](https://www.osha.gov). The centers are nonprofit organizations offering training courses for U.S. workers and employers regarding OSHA standards and occupational safety and health topics.

Since 1992, the OSHA Training Institute Education Center program has provided training nationwide to private sector and federal personnel from agencies outside OSHA and trained more than 42,000 people during fiscal year 2022.

The centers also help administer OSHA's Outreach Training Program and fulfill the program's monitoring requirements. They are the sole distribution channel for Outreach Training Program trainer courses, including OSHA standards and update courses. More than 3 million people were trained in the voluntary program from fiscal year 2020 through fiscal year 2022. The program is not a training requirement for any OSHA standard.

The new and renewed centers were announced following a national competition that evaluated applicants based on organizational commitment, experience and qualifications; staff experience and qualifications; location and training facilities; marketing and administrative capabilities; diversity, equity, inclusion and accessibility; and language accessibility.

OSHA does not fund OSHA Training Institute Education Centers. The centers are supported through established tuition and fee structures and provide instructors and facilities. A list of OSHA Training Institute Education Centers is available at [osha.gov/otiec](https://www.osha.gov/otiec).

NRCA partner CPWR—The Center for Construction Research and Training, in partnership with West Virginia University, has once again been awarded a nonfinancial cooperative agreement to continue to offer OSHA Training Institute Education Center courses under CPWR's National Resource Center.

Diane Hendricks tops *Forbes* list of richest self-made women

Diane Hendricks, co-founder and chairman of NRCA One Voice member ABC Supply Co. Inc., Beloit, Wis., has topped the list of America's Richest Self-made Women in *Forbes* magazine for a fifth consecutive year.

Worth \$12.2 billion, Hendricks chairs one of the largest wholesale distributors of roofing, siding and windows in the U.S. ABC Supply has nearly 800 branch locations and nearly \$15 billion in sales.

According to *Forbes* magazine, Hendricks started the company in 1982 with her late husband, Ken, and has led the company since Ken's death in 2007. Under her leadership, ABC Supply made the two biggest acquisitions in its history—buying rival Bradco in 2010 and building materials distributor L&W Supply in 2016.

Hendricks has spent millions on local development, rebuilding entire blocks in Beloit and bringing several new businesses into Wisconsin.

SOPREMA® acquires sustainable development company Furbish

NRCA One Voice member SOPREMA Inc., Wadsworth, Ohio, has acquired Furbish, Baltimore, a sustainable development company focused on the deployment and maintenance of vegetative roof systems and other green technologies for high-performance buildings.

The acquisition expands SOPREMA's presence in the sustainable solutions market and accelerates the growth of its SOPRANATURE® portfolio of green roof solutions. It also will lead to new opportunities for product development and professional growth opportunities for employees. Furbish now will have the SOPREMA Group's resources to support its customers.

"Sustainability is at the forefront of SOPREMA's global activities, and the synergy between our two companies is obvious," says Tim Kersey, CEO—U.S. Operations for SOPREMA. "Furbish's green products and service offerings combined with their team's culture and passion for sustaining the built environment make them a great fit for our company."

Job-site fall injuries can lead to balance disorders

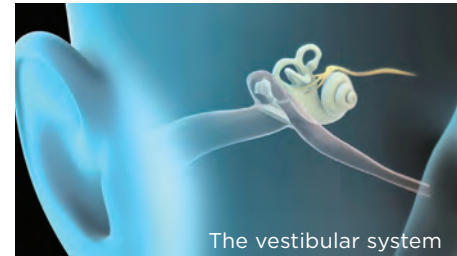
Nonfatal workplace injuries resulting from falls occur at a higher rate in the construction industry compared with private industry, according to constructionexec.com.

But after musculoskeletal injuries heal, there could be underlying neurological impairments, including dizziness or a persistent imbalance that occurs while walking, bending or performing other normal physical activities. These symptoms can place a worker at higher risk of falling again on the job.

The vestibular system includes parts of the inner ear and brain that help control balance and eye movements and provides the brain with information about head position, motion and body posture in relation to the surrounding environment. Some common causes of vestibular dysfunction include traumatic head/brain injury, aging, genetic conditions, viral infections and medicines.

When the vestibular system is damaged, blurry vision, hearing loss, dizziness and imbalance may occur. Environmental factors such as noise exposure and weather (for example, extreme heat) can worsen or trigger symptoms of a vestibular disorder, increasing injury risks on a job site to dangerous levels.

If a worker is diagnosed with a vestibular disorder, a clinician can develop a treatment plan to improve or eliminate symptoms and help restore stability, significantly reducing an individual's risk of suffering a fall or related injury. Vestibular therapy may include strengthening and flexibility exercises and active head and body movements that focus on motor skills in response to changes in body/head position, as well as visual-dependency exercises to help stabilize vision through repeated exposure to specific movements or visual stimuli that trigger dizziness.



Construction employees often perform physically demanding, repetitive tasks, and vestibular therapy can be an invaluable resource. Vestibular and balance exercises can be integrated into a company's workplace safety program to help employees avoid injury or reinjury.

Construction workers can be exposed to environmental conditions that place them at higher risk of fall-related injuries, and construction companies should consider implementing strategies that promote prevention and recovery of vestibular dysfunction.

Changing the conversation regarding careers in construction

One reason for the construction industry's ongoing labor shortage is the stigma of construction being a dirty, undesirable job with no career advancement opportunities, according to forconstructionpros.com. But there are ways to change the conversation and share the true benefits of working in the industry.

Following are some tips for taking the sometimes-negative conversation surrounding construction as a career and changing it into a positive one.

- Construction workers are vital, and many U.S. workers have skills that are better suited for hands-on work and building. Highlight the physical satisfaction of these opportunities. Instead of saying it is a difficult, dirty job, focus on it being a rewarding job that offers physical activity outdoors, as well as the intellectual stimulation of analyzing job sites and problem solving.
- Although most inexperienced new employees can be trained to become excellent operators, the emphasis during the interview and onboarding process should be on the career opportunity and workplace environment. Rather than saying anyone can be an operator, emphasize the opportunity to learn about and operate complex equipment and how technology has made machines comfortable, efficient and safer.
- Although earning a living wage is important, most people highly value upward mobility and believing they are valued at a company. Focus on how training for a construction career is

an excellent alternative to a traditional four-year college or university—without the student loan debt—and highlight opportunities to work with high-level technology. Ensure they understand the robust career opportunities available.

- Some may believe there are no opportunities in construction for people who do not want to work on job sites. Be sure people know there are opportunities in estimating, accounting and other office-based positions.
- Attracting more diverse talent as quickly as possible is crucial. A March 2022 McKinsey report showed 88% of the construction sector's workforce currently is white and 89% is male. McKinsey said employers should consider working with nontraditional sources of talent, such as veteran-transition programs, formerly incarcerated individuals and immigrants. Rather than telling someone he or she may feel left out in the industry, focus on the action being taken to offer pathways into the construction industry for women, people of color and immigrants. It is important to ensure recruitment communications, interview and hiring techniques, and onboarding processes are fully articulated and as inclusive as possible.

NRCA has created two recruitment videos highlighting the roofing industry. Access the videos at professionalroofing.net.



How can the construction industry cope with rising inflation?

Inflation has reached levels not seen since the 1980s, and the construction industry has been hit hard, according to constructionexec.com. In addition to inflation issues, construction leaders are combating supply chain challenges and labor shortages.

Vistage's recent research shows 96% of construction CEOs are experiencing increased vendor prices because of inflation. Eighty-seven percent report higher costs for raw materials and other inputs, and 84% anticipate their prices will rise during the next year.

Consider the following ways to manage during inflation:

1. Think big picture. Efficiency is crucial. Construction leaders can invest in their businesses with technology and software that increases productivity and reduces project time. It may cost more upfront but can benefit the company, employees and customers.

2. Hiring starts with retention. Although hiring and recruitment strategies are vital during labor shortages, leaders should dedicate equal

time and money to employee retention. Leaders who adjust internal salary bands, offer programs for leadership development and invest in upskilling/reskilling can see a more engaged workforce. Employees who feel valued by their organization likely will stick around longer.

3. Seek low-hanging fruit. Look for cost-savings opportunities wherever possible. You can review contracts with top vendors and identify opportunities to price freeze or renegotiate. Talk with employees to see whether they can identify small costs that add up over time for items that no longer are useful.

Despite industry challenges, Vistage research shows 41% of construction CEOs expect to increase revenue during the year ahead. And a 2022 Deloitte survey of U.S. executives and other senior leaders in construction found 91% of respondents characterized the business outlook for their industry as somewhat or very positive, which is 23% higher than the outlook for 2021.

Managing thoughtfully through ongoing inflation, labor shortages and supply chain issues can help your company overcome future challenges.



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Revisiting field uplift testing

NRCA's long-standing concerns continue with this issue

by Mark S. Graham

It has been a while since I have written about NRCA's concerns with field uplift testing, which sometimes is inappropriately used as a way to assess the quality of an adhered membrane roof system installation. Despite the time that has passed, NRCA continues to have reservations about field uplift testing, and the test procedure has not yet been revised to address NRCA's concerns.

ASTM E907

In 2013, ASTM International withdrew its consensus-based test method for field uplift testing, ASTM E907, "Standard Test Method for Field Testing Uplift Resistance of Adhered Membrane Roofing Systems."

ASTM International requires its test method standards to include a precision statement addressing two things:

- Known within-laboratory variability, referred to as "repeatability"
- Relative variability of test results obtained from different laboratories, referred to as "reproducibility"

Test methods also are required to include an estimate of bias in test results.



ASTM E907 has lacked adequate precision and bias statements since it originally was published in 1983, and this is one of the reasons ASTM International withdrew the test method in 2013.

An updated and revised version of ASTM E907 currently is being developed. ASTM's Committee E06 on Performance of Buildings previously was responsible for developing and maintaining ASTM E907 until it was transferred to ASTM Committee D08 on Roofing and Waterproofing in 2011. An ASTM Committee D08 task group responsible for the new version of ASTM

E907 is conducting an interlaboratory study program to attempt to develop accurate statistical data that will result in precision and bias statements. NRCA is participating in this interlaboratory study program.

Once finalized and approved by the ASTM Committee D08 on Roofing and Waterproofing, the new version of ASTM E907 will be published with a new designation; the previous ASTM E907 designation will not be reused.

Until the new version of ASTM's field uplift test method is published, the withdrawn version can be used.

FM 1-52

FM Global Property Loss Prevention Data Sheet 1-52, "Field Verification of Roof Wind Uplift Resistance," is FM Global's nonconsensus-based method for performing field uplift testing on FM Global-insured buildings in hurricane-prone regions.

FM 1-52 last was revised in July 2021. With this revision, FM 1-52's scope clarified the test method can be used to assess existing roof systems for adequate wind resistance but not to determine the cause of wind-uplift damage after a storm event.

Reportedly, this change was made by FM Global after several of its insured clients had FM 1-52 field uplift testing performed on their aged, existing roof systems and found the tested uplift resistances were lower than their roof systems' FM Approvals' classifications. These building owners attempted to file insurance claims with FM Global based on the roof systems having experienced uplift damage.

Interestingly, FM Global's scope change to FM 1-52 contradicts the specific reason why the field uplift test method was originally developed: Roofing contractors during the late 1960s and early 1970s were looking for a way to assess the extent of roof damage following Midwestern thunderstorms and localized high winds.

Whether the specific roof systems in these FM Global claims situations were storm-

damaged or the differences are attributable to a lack of correlation between FM Approvals' classifications and field uplift test results' variations in test method procedures or known variations in field test method results is unknown.

NRCA recommendations

NRCA maintains its long-standing position that field uplift testing is inappropriate for

use as a post-installation quality assurance measure for adhered membrane roof systems.

NRCA maintains the best, most reliable means of assessing the quality of a newly installed membrane roof system is through continuous observation of the application at the time of installation by a knowledgeable roofing professional. NRCA's *Quality Control and Quality-assurance Guidelines for the Application of Membrane Roof Systems* is meant specifically for this purpose.

NRCA encourages roofing contractors and manufacturers to consider avoiding projects where field uplift testing is indicated in construction documents as a basis for acceptance of roofing work. A roof system's ability to pass wind-uplift tests and meet designated uplift pressures depends on numerous factors; a roofing contractor's installation is just one.

If field uplift testing is being conducted but was not specifically called for in construction documents, you should go on record with your concerns regarding field uplift testing. You can use a copy of this column and other documents NRCA has published about field uplift testing as support.

You also should clearly stipulate your entitlement to final payment should not depend upon successful field uplift testing. Also, unauthorized field uplift testing (similar to any unauthorized roofing work) may void contractors' and manufacturers' guarantees.

I encourage NRCA contractor members to share their field uplift testing experiences and direct any questions regarding field uplift testing to NRCA's Technical Services Section at (847) 299-9070, option 4, or nrctechnical@nrca.net. 📞📧📧

For an article related to this topic, see "Assessing application," October 2017 issue.



NRCA's Industry Issue Update, "Field-uplift testing," published in June 2015, provides additional information and guidance, including suggested proposal and contract language, specific to field uplift testing. You can access it at professionalroofing.net.

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

 @MarkGrahamNRCA



Pilot project uses mushrooms to decarbonize construction waste

Lendlease, New York; Mycocycle, Bolingbrook, Ill.; Rockwood Sustainable Solutions, Lebanon, Tenn.; and Rubicon Technologies Inc., Lexington, Ky., have announced the success of a partnered pilot project involving used asphalt shingles, mushrooms and mycoremediation technology to reduce construction waste.

According to the Environmental Protection Agency, 11 to 13 million tons of asphalt shingles end up in landfills each year. After seeing the large amount of waste generated by asphalt roofing shingles from a recent reroofing project at the Fort Campbell Army installation in Kentucky, the four companies proposed a solution to reuse the material in a new capacity.

“Every asphalt shingle from those 214 homes would have gone to a landfill,” says Sara Neff, head of sustainability at Lendlease Americas. “There was simply no viable use for them. We understand the importance of reducing our Scope 3 carbon by diverting waste streams from the landfill. After teaming up with Rubicon Technologies, Mycocycle and Rockwood Sustainable Solutions, we came up with an innovative idea using mycoremediation technology—combining mushrooms and shingles to break down waste materials and create a new byproduct that could ideally be reintroduced for reuse, furthering a circular economy.”

Shingle samples were gathered and transported to Rockwood Sustainable Solutions’ facility in Lebanon where Mycocycle, an environmental remediation company that uses fungi to decarbonize waste streams, performed what is believed to be a first-of-its-kind study, mixing the samples with three strains of fungi, a process called mycoremediation.

“Using mycoremediation to process waste so as to be further recycled and form part of the circular economy is its highest use,” says Joanne Rodriguez, founder and CEO of Mycocycle. “Our mycelium recycling pilots continue to see excellent results among a wide range of materials.”

Project team members presented the results of the project at the Greenbuild International Conference + Expo in San Francisco Nov. 1, 2022.

The team now is encouraging manufacturers in the building industry to continue to focus on the effect these new materials can have on reducing emissions while making the supply chain more sustainable.



To watch a video about the mycoremediation project, go to professionalroofing.net.

Many organizations have had recent cloud-related security incidents

More than 80% of organizations have experienced a cloud-related security incident during the past year, according to a study from Salt Lake City-based cybersecurity company Venafi. Almost half of the organizations reported at least four incidents during the same period. The organizations are based in a variety of international markets, including Australia, Belgium, France, Germany, Luxembourg, the Netherlands, U.K. and U.S.

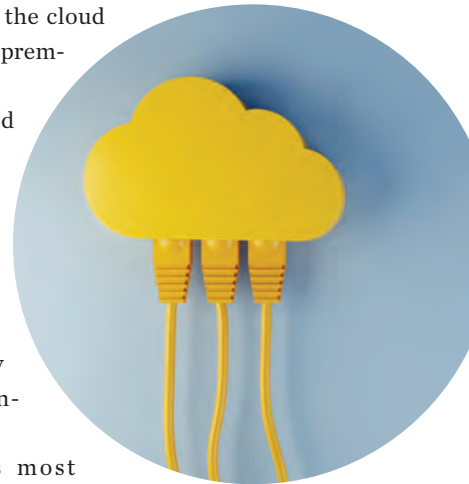
Companies rapidly are adopting cloud-based applications. Organizations in the study currently host two in five applications in the cloud, and that number is expected to become three in five during the next 18 months.

More than half of all organizations in the study said they consider the risk of security incidents higher in the cloud compared with on-premises environments.

Operational and security concerns that emerge from moving to the cloud include hijacking of accounts, ransomware, data privacy issues and nation-state attacks.

Organizations most commonly encountered security incidents during runtime, unauthorized access and misconfigurations. All were cited by about one-third of respondents.

“Attackers are now on board with businesses’ shift to cloud computing,” says Kevin Bocek, Venafi’s vice president of security strategy and threat intelligence, in a blog post. “The ripest target of attack in the cloud is identity management, especially machine identities.”



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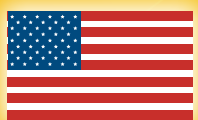
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A sunny outlook

The Inflation Reduction Act may boost rooftop solar system investment and production

by Deborah Mazol

On Aug. 16, 2022, the Inflation Reduction Act was signed into law. Passed on a party-line vote, the legislation was a major win for Democrats who finally enacted large-scale social and climate policies paid for by increasing taxes. The bill represents one of Congress' largest investments in clean energy, and rooftop solar systems could benefit greatly as a result.

The Inflation Reduction Act includes several solar energy incentives, including a 30% investment tax credit for residential and commercial solar system investments from 2022 until 2032 that steps down in 2033 and 2034. Large-scale solar arrays now are eligible for a production tax credit, and there are investment credits or production credits available for solar components manufacturing facilities based in former coal communities. In addition, direct pay is available for commercial projects for entities such as nonprofit organizations and governments; commercial tax credits also now can be transferred to help facilitate smaller project development.



Residential solar investment tax credit

Homeowners considering investing in solar systems could be intimidated because solar panels or integrated solar shingles can require a substantial investment. However, the investment can pay off in the long run economically and environmentally, and the federal government continues to make solar investments more affordable for homeowners through the Residential Clean Energy Credit outlined in Section 25D of the tax code.

Anyone can qualify for the residential solar investment tax

credit for the tax year of installation provided the solar system generates electricity for a home in the U.S. In 2021, the investment tax credit was 26% for solar systems installed between 2020 and 2022. The Inflation Reduction Act increased the tax credit to 30% for 10 years. As a result, the average federal tax credit increased from \$4,160 to \$4,800 and homeowners have more time for installation.

This is a notable benefit for customers who also will see their investments recouped over several years. Following a solar system installation, homeowners can claim the solar tax credit once but can carry over any unused amount remaining if they could not claim the entirety in a single tax year.

“Small commercial solar systems projects qualify for the full rate automatically. Larger projects not meeting the standards will be eligible for 20% of the full rate.”

Commercial solar tax credits

The Inflation Reduction Act also extends tax credits for commercial solar system projects. The production tax credit under Section 45 of the tax code is a base rate of 1.5 cents per kilowatt hour (and higher once indexed for inflation) for electricity from a renewable source. In addition, the investment tax credit for commercial solar system installations is set at 30% until Jan. 1, 2025, under Section 48 of the tax code.

Beginning in 2025, these credits are converted to a clean energy production tax credit and a clean electricity investment tax credit until 2032, which is a vital long-term commitment for production and investment for large-scale solar systems projects. Solar facilities also are added to the list of facilities

eligible for production tax credits. The solar production tax credit is based on the power produced by a project

over 10 years, and the investment tax credit allows investors to claim the one-time credit based on a project's value.

The credits are subject to a two-tiered rate structure that favors union labor for projects that have maximum outputs of 1 or more megawatts of electricity. For projects to qualify for the maximum tax credit rate,

workers must be compensated at or above prevailing wages and a percentage of the work must be performed by “qualified apprentices.”

Small commercial solar systems projects qualify for the full rate automatically. Larger projects not meeting the standards will be eligible for 20% of the full rate. The prevailing wage and apprenticeship requirements apply to employees of contractors and subcontractors alike. Also of note, these requirements are effective for projects that begin construction 60 days after the IRS issues additional guidance about this topic, which may occur as soon as the end of the year.

It is possible to receive bonus investment tax credit if a project meets certain additional criteria. Bonuses are available for projects that meet certain U.S. domestic content requirements or are located in an “energy community” or an “environmental justice” area. An energy community is a brownfield site, which is an area that has or had significant employment related to oil, gas or coal activities. Brownfield sites also include census tracts or any adjoining tract in which a coal mine closed after Dec. 31, 1999, or in which a coal-fired electric power plant was retired after Dec. 31, 2009. An environmental justice area is a low-income community or Native American land (defined in the Energy Policy Act of 1992) or a low-income residential building or qualified low-income economic benefit project.

Manufacturing production tax credit

The act also aims to boost U.S. manufacturing of solar panels and components by creating the advanced manufacturing production tax credit for 10 years, also referred to as the “45X” credit. The bipartisan congressional Joint Committee on Taxation predicts the Inflation Reduction Act will direct more than \$30 billion to expand U.S. manufacturing of solar components and other clean energy technologies such as wind and mineral mining.

For the first time, the production tax credit provides incentives for companies that manufacture clean energy equipment in the

To view a fact sheet about the Inflation Reduction Act, go to professionalroofing.net.

U.S., including photovoltaic cells, PV wafers, solar-grade polysilicon, solar modules, wind energy components, torque tubes, structural fasteners, electrode active materials, battery cells and battery modules. The amount of the credit for each component is either a set amount per watt, such as 4 cents multiplied by the wattage capacity for PV cells, or a set amount per production quantity, such as \$12 per square meter for PV wafers.

The expected increase in U.S. solar manufacturing should particularly help in areas where Chinese production is nearing a monopoly on global manufacturing.

Stay tuned

NRCA remains cautiously optimistic the Inflation Reduction Act will help address solar supply chain challenges affecting the roofing industry, as well as spur more consumers to consider investing in solar systems. NRCA will continue monitoring developments to help ensure all rooftop solar systems contractors and their customers can take advantage of the full scope of tax credits available. 📡🔗

DEBORAH MAZOL is NRCA's director of federal affairs.

Thirteen arrests made in Florida unlicensed contractor sting

Thirteen unlicensed contractors were arrested during a sting operation in Pasco County, Fla., according to einpresswire.com. The joint operation between Florida Chief Financial Officer Jimmy Patronis' fraud detectives, the Pasco County Sheriff's Office and the National Insurance Crime Bureau was launched to address unlicensed contractors who failed to obtain workers' compensation coverage.



From April 18-28, the Division of Investigative and Forensic Services' Bureau of Workers' Compensation Fraud and the other agencies conducted a joint sting operation leading to the arrest of the individuals, who were booked into the Pasco County Jail on charges that include failure to obtain workers' compensation coverage and unlicensed contracting. If found guilty, the individuals could each face up to five years in prison.

Following the operation, Patronis said: "Workers' compensation fraud places employees, customers and businesses at unnecessary risk. Fraud also affects everyone's rates and increases costs. This type of fraud is unethical and dangerous and absolutely will not be tolerated in our state."

DOL makes changes to OSHA's Severe Violator Enforcement Program

To strengthen enforcement and improve compliance with workplace safety standards and reduce worker injuries and illnesses, the Department of Labor has expanded the criteria for placement in the Occupational Safety and Health Administration's Severe Violator Enforcement Program, according to osha.gov. The changes took effect Sept. 15.



The new criteria include violations of all hazards and OSHA standards and continues to focus on repeat offenders in all industries. Previously, an employer could be in the program for failing to meet a limited number of standards; the changes broaden the program's scope with the possibility that additional industries may fall within its parameters.

Since 2010, the Severe Violator Enforcement Program has focused on enforcement and inspection resources regarding employers that willfully or repeatedly violate federal health and safety laws or demonstrate a refusal to correct previous violations. In addition to being included on a public list of the U.S.' severe violators, employers are subject to follow-up inspections.

The updated criteria include:

- Program placement for employers with citations for at least two willful or repeated violations or receipt of failure-to-abate notices based on the presence of high-gravity serious violations
- Follow-up or referral inspections made one year—but not longer than two years—after the final order
- Potential removal from the Severe Violator Enforcement Program three years after verification the employer has abated all program-related hazards. In the past, removal could occur three years after the final order date.
- Employers' ability to reduce time spent in the program to two years if they consent to an enhanced settlement agreement that includes use of a safety and health management system with seven basic elements in OSHA's Recommended Practices for Safety and Health Programs



To learn more about the changes to OSHA's Severe Violator Enforcement Program, go to professionalroofing.net.



Ohio contractor faces \$1 million in fines after inspection

Charm Builders Ltd., a Millersburg, Ohio-based roofing and siding contractor, faces more than \$1 million in penalties after Occupational Safety and Health Administration inspectors found employees working at dangerous heights without fall protection at a West Virginia worksite, according to [osha.gov](https://www.osha.gov). This marks the 12th time since 2009 that OSHA has cited the company for violations related to fall hazards. Charm Builders is not an NRCA member.

Responding to a complaint March 29 from roofing workers on a two-story office building without fall protection, OSHA inspectors found Charm Builders allowing employees—some at heights up to 28 feet—to work without required protection.

OSHA issued citations for 12 violations—six egregious-willful, five repeat and one serious—for failing to ensure the use of fall protection; not training employees regarding fall hazards; allowing unsafe use of portable ladders; and not ensuring workers used safety glasses. OSHA has placed the contractor on its severe violators list.

The agency has proposed \$1.09 million in penalties. Charm Builders had 15 business days from receipt of its citations and penalties to comply, request an informal conference with OSHA’s area director or contest the findings before the independent Occupational Safety and Health Review Commission.

New York comptroller report deems construction site inspections inadequate

A new report shows nearly 90% of active New York City construction sites visited by the state comptroller’s office had safety issues, and the city’s Department of Buildings does not effectively prioritize which sites get inspected, according to [constructiondive.com](https://www.constructiondive.com).

Officials from the New York State Comptroller visited 18 active construction sites during summer 2021 and reported 16 of those sites had a total of 77 safety issues, such as not having a site safety manager; missing or incomplete site safety logs and daily inspection records; and no documentation of workers completing required safety training or attending mandatory safety meetings.

The report states in 60% of cases where hazardous conditions were present for more than 30 days, the Department of Buildings did not issue a citation for failing to correct the problem.

Although the department agreed with most key recommendations in the report, Commissioner Eric Ulrich said in an email to the deputy comptroller that “it is important to note that the onus is on contractors and site safety professionals” to ensure safety on construction sites. He said though the Department of Buildings has procedures in place to follow up regarding injuries and fatalities, there are “practical limitations that at times prevent DOB from becoming aware of deaths that occur after an incident or accident has occurred at a construction site.”

However, New York State Comptroller Thomas P. DiNapoli said in the report it is the Department of Buildings’ responsibility to enforce construction site safety regulations: “When [it] is aware of a pattern of noncompliance, such as unaddressed safety issues, it should escalate enforcement actions.”

To identify the safety issues cited in the report, New York State Comptroller officials visited 43 construction sites—18 of which actively were under construction—between June 10, 2021, and Aug. 31, 2021. However, Ulrich said Department of Buildings staff were not present during those visits, and the department could not act against any potential violations.

The department reported 2,003 building construction-related incidents occurred between Jan. 1, 2018, and May 15, 2021, that resulted in 36 deaths and 2,066 injuries.

The comptroller’s report said the Department of Buildings needs to enhance its efforts to ensure owners, contractors and other responsible parties report all building construction site incidents and comply with codes, rules and regulations. The report found enforcement activities do not address hazardous on-site conditions in a timely manner; the department does not prioritize which sites should be proactively inspected for safety conditions; and the procedures to identify incidents and report injuries and deaths at building construction sites are inadequate.



All in the FAMILY

by Sara Vaughn

Roofing is one of the oldest trades in the world, and the industry's traditions are strong and often unique. For hundreds of years, roofing professionals have passed traditions, knowledge and essential skills from one generation to the next.

One intergenerational tradition practiced by some roofing contractors is family succession of their businesses.

There currently are more than 81,000 roofing contracting companies in the U.S., according to research organization IBISWorld. When a company leader decides it's time to step back, who steps up?

For some, the question needn't be asked because succession planning has been underway for years. For others, such a decision kicks off a search for the best candidate. But for company leaders who decide to pursue family succession, it's all about ensuring the next generation's success.

What is family succession?

Family succession refers to the transfer of assets and duties to a family member when an individual retires, becomes ill or dies. Family succession planning in business follows many of the same processes as nonfamilial succession planning, such as identifying business needs, training successors and documenting the transition.

But family succession planning also requires intergenerational teamwork and mutual understanding. Participants must be able to communicate openly, work together to resolve conflicts, and maintain important company and family values throughout the process.

Professional Roofing reached out to roofing contractors to learn what's working for families carrying out this tradition.

When to begin

How do business leaders determine the best time to begin family succession planning? For some successors, it's less important to establish a formal timeline and more about stepping up within their companies when the timing feels right.

Michael Beldon, chairman of Beldon® Group of Companies, San Antonio, gradually took over the company that his parents, Morry and Ann, founded in 1946.

"It was less of a planned or timed transition and centered more on when I started making the big decisions for the company," Michael Beldon says.

Although it was long understood Michael Beldon's son, Brad, eventually would take over the company, no specific time frame was set for that transition, either.

"We did not have—nor do we today have—a formal transition plan for the family," explains

Brad Beldon, chief culture officer and CEO of Beldon Group of Companies. "In each instance, both my father and I stepped in and assumed the necessary responsibilities to carry the torch to the next generation."

Other companies choose to enact long-term succession plans to minimize disruptions and maximize the potential for success, as well as impart necessary skills and values to successors.

RJ Radobenko, president and CEO of Global Roofing Group, Phoenix, assumed his leadership position in July 2022.

"My father, Rick, turns 70 this year, and we have been planning for his succession for 10 years," Radobenko says. "My father's mentoring kicked into high gear after my promotion to president in 2014. I have

FAMILY SUCCESSION IS A ROOFING TRADITION



learned many critical thinking and analytical strategies from him, as well as humility, positivity and gratitude.”

Family succession planning also can begin once a younger family member commits to pursuing a career in the family business.

Sherri Miles, president of Miles Roofing Inc., Chesapeake, Va., worked for a law firm after college and then at L.E. Schwartz & Son Inc., Macon, Ga., before joining her family’s roofing business.

“After I started working for our company and knew I would stay, my family started having conversations about ownership,” Miles says. “Because the transition was gradual, there was plenty of time for my dad to hand over more responsibilities to me seamlessly. He and I still share an office, and I’ve learned a great deal of his style and thought process just by listening.”

DID YOU KNOW?



Fred Good served as NRCA's executive vice president (now called CEO) from 1957-1989, and his son **Bill Good** filled the role and served from 1989-2016.

Kelly Van Winkle, president and CEO of King of Texas Roofing Co. LP, Grand Prairie, owned an industrial tool supply company for seven years before switching to commercial roofing. Her decision to join King of Texas Roofing in 2011 kept the business in her family.

"Because I decided to close my company in June 2011 and join our family's business in October 2011, there wasn't much time to design a grand plan for the transition," Van Winkle explains. "We molded a plan as the years passed, and I ramped up my duties over time as I learned more aspects of the business. In 2019, I moved into the president role, and my father, Nelson, transitioned from president to vice president and founder. The length of time I had to work side by side with him proved advantageous."

Family dynamics and company needs ultimately influence the timing of family succession planning. Maintaining open communication among all people involved is key to ensuring success.

Strength in numbers

Family members who are in business together are uniquely positioned to take advantage of several benefits, including having a built-in support system of people who innately understand each other, endless mentoring opportunities and long-standing customer relationships. Family succession planning in business often involves all these elements.

Family members already know each other's strengths and weaknesses and can apply this knowledge advantageously. Members of an older generation may even encourage members of a younger generation to develop specific skills to benefit the company.

"In our family business, we have found working in multiple departments is the best approach," Brad Beldon says. "Furthermore, knowing accounting was not my best strength, I encouraged each of my kids to get a finance degree. My son, Marshall, went a step further and earned a master's degree in professional accounting. Now, he is teaching me numbers!"

Brad's father also recognizes his family's assets.

"Family members bring different strengths," Michael Beldon says. "Brad is more technical, and Marshall has a financial background. But the important thing is everyone is willing to work hard."

Ongoing mentoring between a leader and a successor—often a parent and an adult child in the case of family succession—can help ensure a smooth transition.

"The most productive and helpful thing my father and I did regularly was to have brief, in-person meetings or

phone calls," Van Winkle explains. "Frequent and open dialogue was the easiest way to problem-solve and stay on top of any concerns or challenges. He is now moving to more of a founder role, but we continue to maintain this practice."

Family members also may be more frank and honest with each other compared with other company employees.

"My father and I always have had an open relationship," Brad Beldon says. "He is upfront and brutally honest with me, whether I want to hear it or not. He is usually right 99% of the time, but every now and then, he is off target. I appreciate the fact he does not sugarcoat anything. It makes me a better leader and a better person."

In addition to demonstrating how to handle everyday responsibilities, older family members may try to impress upon younger people the importance of maintaining long-standing customer relationships. If a family business has been operational for several generations, it's possible some customer relationships could span decades. Such customers likely will expect the best from a company they have supported for many years.

"My company has been around for 112 years," Miles says. "Our longevity gives us a selling advantage: There is a trust factor already built in. In our community, there is a sense of pride for our employees, as well. They know we care about them, our clients and the buildings that have our roofs on them."

Families can rely on their values and hard work to maintain strong customer relationships.

"It's a great honor and responsibility to have a generational family business," says Steven Kruger, president of L.E. Schwartz & Son. "You work hard to earn and keep everyone's respect. A strong value system is extremely important."

Maintaining a company culture that prioritizes excellence also goes a long way toward customer satisfaction.

"Companies evolve over time and each of us, including my father and grandfather, had to adjust to the times," Brad Beldon says. "What has stayed consistent is our approach to continuous improvement. We approach each day with a morning huddle where we discuss what we did right yesterday, what we could improve upon and how we will do so tomorrow."

Families in business together are wise to take advantage of these and all other benefits during the succession process.

Next gen

Two-thirds of U.S. family businesses have next-generation family members working in the business, according to a

2020 survey conducted by business advisory company PwC. Does that mean younger family members know early on they want to be involved in the family business? Not necessarily.

“I did not think I had a place in the family business during and after my time in college. I worked for a law firm in Washington, D.C., and thought I would go to law school,” Miles says. “Eventually, I started working at L.E. Schwartz & Son. They put me through an internship in all their departments, and I learned a ton. I came back home with much more confidence, and decided I like roofing!”

For members of an older generation, it's important to limit pressure and expectations placed on younger family members. Some find it's more effective to teach their children about the company and encourage some involvement so each individual can naturally gauge his or her interest.

“It would be an honor for me if my son or daughter were interested in the family business,” Radobenko says. “However, I do not plan on putting any pressure on my kids to join the family organization. I want them to figure out their own lives. I plan on continuing to educate them about the family business but want them to choose their own destiny. I will support them any direction they choose.”

Parents whose children choose to become their successors may experience mixed emotions. Some are thrilled their son or daughter will lead the company into the future. Others may be happy but also struggle to let go of their own role after devoting so much time and effort to the business.

“I think it's always difficult for the founder of a company, like my father, to give it up and let someone else start making decisions. It's easier for someone who takes over the company from the founder to pass the company to the next person,” Michael Beldon says. “I was always hopeful Brad would take over the company from me. The transition between us was natural.”

When the next generation does join in, it brings fresh perspectives and ideas that are recognized and appreciated by the family.

“It makes me proud Kelly is the third generation in the industry,” says Nelson Braddy, founder of King of Texas Roofing. “It was comforting to know the company I built for almost 40 years would be in the hands of my daughter.

“She brings a whole new perspective to our business. Her involvement forces our entire company to consider new ideas and redirect focus on what's important. She has been able to identify problem areas that, quite frankly, I knew existed but never dealt with or corrected.”

The next generation also may be able to offer new insight to tackle ongoing company or industry challenges.

“Each generation has succeeded by building on the past and evolving the business to face the current challenges being presented to our company,” Kruger says. “My son, Michael, brings a unique perspective of seeing what has brought us to this time and encompassing the ability to integrate technology upgrades for the future. He also understands the evolving workforce challenges we face.”

“The younger generation brings new ways of seeing the same old problems,” Miles says. “The next generation has some big issues to wrangle with, and it's up to us to set a framework for them to work within. Then, it is our job to get out of their way!”

When older and younger family members work together to embrace change, the future of the roofing industry is exciting for all.

“The younger generation brings robotics and technology as strengths to the current roofing business models,” Radobenko says. “I predict we will see more technology and innovation in machines and materials during the next five years than we have had in the past 20 years.”

Lasting legacy

Not all family businesses are created equal, and despite best efforts, some family businesses don't survive or are forced to sell to outside investors. Family feuding, unqualified leadership and a lack of family succession planning all can lead to family business failure, according to smallbusinessify.com.

There is no clear data regarding how many U.S. family businesses make it through a second or third generation. One small 1980s study revealed about one-third of manufacturing companies surveyed made it through a second generation; 13% made it through a third generation; and only 3% made it through a fourth generation, according to *Harvard Business Review*.

But U.S. roofing contractors seem to be managing family succession particularly well. Beldon Group of Companies, L.E. Schwartz & Son and Miles Roofing each have welcomed or are preparing for a fifth generation of family members to join the businesses.

These thriving businesses and more are living proof successful family succession is highly achievable in an industry that has never shied away from hard work and tradition. 🌐🔗



For tips to start succession planning, go to professionalroofing.net.

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

CUTTING- EDGE EDUCATION

Virtual training is a convenient and effective way to develop skills

by Amy Staska

“Do you deliver your foreman classes online?” is a question NRCA has received over the years. And before the COVID-19 pandemic, the answer was “no.”

NRCA’s foreman classes are conversational and interactive. Translating a course that relies on role playing and participants’ body language to an online platform previously was thought to be impossible. However, this alternative method of education not only is feasible, it is productive.

WHAT IS VIRTUAL TRAINING?

Ninety-eight percent of U.S. corporations have incorporated online learning into their organizations, according to *Small Business Trends*.

Virtual learning can take place in a variety of formats, including:

- Conferences on Zoom or other platforms
- DVDs
- Webinars and webinar recordings
- Facebook Live
- Self-paced online courses
- YouTube
- Podcasts
- FaceTime demonstrations

You probably have engaged in virtual training experiences you did not consider to be training because they weren’t in a traditional format. These experiences are considered *informal* training because there is no structure surrounding them in terms of requirements, tracking and/or certificate issuance.

In addition, virtual training experiences can be defined as synchronous or asynchronous. A synchronous experience is happening at the same time for everyone, such as a live webinar or training course taught by an instructor on a specific day.

An asynchronous experience does not happen at the same time for everyone, such as watching a pre-recorded YouTube video. You can stop, rewind or pause the video and watch the rest of it later. Asynchronous learning experiences are self-paced, meaning you can engage with them at times convenient for you. They may have completion deadlines, but you set the pace of your progress.

NRCA OFFERINGS

NRCA was an early adopter of virtual learning, hosting live Ask the Expert synchronous training about various topics affecting roofing contractors, such as safety and technical concerns, on the internet in 2004, well before many organizations were doing it.

NRCA’s asynchronous programs include Roofing 101, Training for Roof Application Careers and

ONLINE LEARNING STATISTICS AND TRENDS

70% Seventy percent of students agree online classes are better than traditional classroom settings.

25%-60% E-learning can help students retain between 25% and 60% more information.

\$457.8 B The current \$214 billion global e-learning market is expected to reach \$457.8 billion by 2026.

90% Distance learning uses 90% less energy and 85% fewer carbon dioxide emissions per student compared with campus-based learning.

42% E-learning has helped increase income for 42% of U.S. organizations.

15%-25% E-learning improves employee performance by 15% to 25%.

Sources (in alphabetical order): American Heart Association; Arizton.com; Findstack.com; Reportlinker.com; Research Institute of America/SHIFT; The Open University in Britain, Walton Hall in Milton Keynes; Thriveymyway.com; University of the Potomac, Washington, D.C.





Design Essentials for Roof Performance. These programs are housed on a learning management system accessible via NRCA's website, nrca.net.

The learning management system tracks where participants stop in programs and picks up in those exact locations when participants return. If required, the LMS will issue certificates when participants successfully complete program requirements. The LMS also retains records of completed courses, and administrators can access data to help assess program effectiveness among those enrolled.

TRAC is an asynchronous online course useful for all levels of roofing professionals but designed for novice installers. It addresses basic concepts, including what it means to work in roofing, skills such as measuring a roof, defining slope, understanding all aspects of a roof and the materials that comprise roof systems.

NRCA considers TRAC an installation program. It might seem untenable to think a virtual class can fulfill installation training requirements, but the success of any program—whether virtual or in-person—depends on its specific aims. In TRAC's case, NRCA aims for conversational competence.

TRAC is intended to educate new installers enough to engage in conversations with foremen and others on crews. Ideally, participants will be able to be helpful on jobs right away because they can identify various tools and materials and, though not yet able to execute skills, have a baseline knowledge of activities occurring on roofing jobs.

This not only makes new workers more useful and less of a burden to foremen during the initial weeks and months, but it also provides some measure of confidence when engaging with experienced installers. Such training also gives a boost in workers' long-term confidence in their companies.

Design Essentials for Roof Performance courses are aimed at helping individuals understand design aspects of various roof systems and components. They are useful for architects, students and those in sales, estimating or project management.

Although NRCA was early to adopt virtual training, the programs primarily were asynchronous. Other than webinars, NRCA was not hosting synchronous virtual conferences until the COVID-19 pandemic altered how the world operates.

Once NRCA realized in-person training events would be impossible to host for longer than a few weeks, staff began experimenting with synchronous online training. NRCA's first online conference in the spring of 2020 was a two-day Qualified Trainer conference.

Participating in training for two full days via Zoom might sound disconcerting, but it was and continues to be surprisingly effective even for those accustomed to being outside all day or with minimal online experience.

There are tradeoffs. An organization hosting virtual training cannot provide food (which is a staple of good training!), and there are fewer opportunities to get to know people informally or experience the kind of camaraderie you only can have by being with people.

When participating virtually, it can be challenging to stay alert and not respond to regular life still swirling around you. And certain classes require hands-on demonstrations, which participants must provide and/or effectively set up on their own.

But on the upside, there is comfort in the convenience of shutting down your computer at the end of the day and not having to head out to an airport or hotel. Obviously, there is a savings in terms of travel costs and time away from work and home. And NRCA has found the overall quality of instruction is still excellent and effective.

NRCA'S VIRTUAL CONFERENCES

NRCA now hosts several conferences virtually that once were offered only as in-person events:

- Foreman Leadership Training
- CERTA Train-the-trainer
- NRCA Qualified Trainer Conference
- Customized courses

During the past two years, NRCA has learned some important lessons about synchronous virtual training: Events only maintain their quality when each participant is using his or her own computer/device. Computers/devices must have cameras and microphones because trainers expect everyone to be on camera the entire time and able to participate. And computers are preferred to tablets; phones are the least preferred device.

That said, there are times when phones are useful in virtual experiences. For instance, during the CERTA Train-the-trainer class, participants must demonstrate hands-on torching. Often, this is done in a location where Wi-Fi is spotty or nonexistent and a phone's data is required. Also, phones are more portable and easier to transport than a computer.

LIFE IN VIRTUAL TRAINING

If you have employees who have never navigated a Zoom meeting, no worries: Trainers expect to log on early to help participants find their cameras, get their mics working and explain how things work. Also, trainers will explain what could happen during the course of online training, such as one or more participants' audio periodically sounding garbled, someone's image freezing temporarily or someone being inadvertently booted out of the class. This is all part of life in virtual training.

Virtual training is not the best option for everyone or for every topic. However, it provides opportunities that previously did not exist. NRCA is glad to be engaged in providing as many opportunities as possible for the betterment of the roofing industry.

Now, when asked whether NRCA offers its foreman classes online, the answer is a resounding "yes." 📞📧📧

AMY STASKA is vice president of NRCA University.

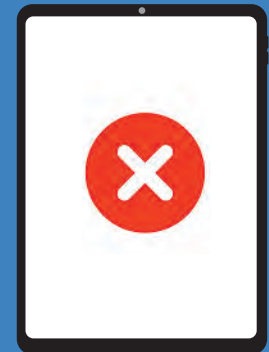
DID YOU KNOW?

NRCA's Training for Roof Application Careers is useful for onboarding and retaining new employees. Its current pricing and packaging structure allows you unlimited use to train as many employees as you want. For more information, visit nrca.net/trac.

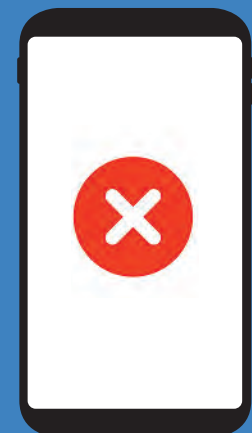
COMPUTER participants can sit comfortably and adjust their screens to suit them. Earbuds are helpful in noisy environments.



TABLETS are less desirable than desktop computers but not unusable. They need to be held or balanced, and the screens are not as large as laptops. Participants may not be able to see everyone in a class, especially if an instructor is sharing content such as a PowerPoint or other document.

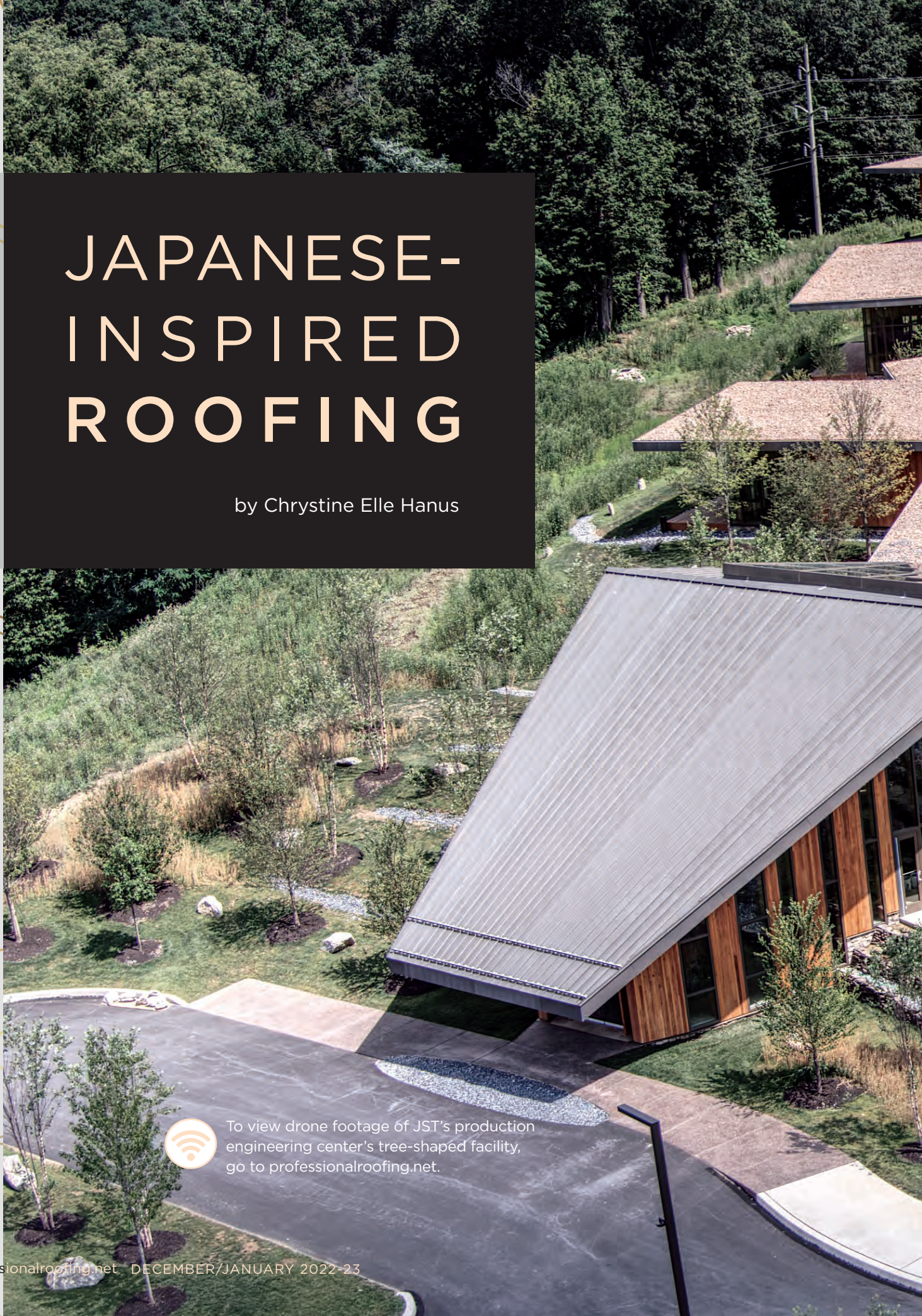


PHONES are the least desirable device for a virtual conference. The screens only can show four participants at most, and the images are small. It is difficult for participants to be engaged while balancing phones and, because they are small, those participants are least likely to feel like they are "in" a conference.



JAPANESE-INSPIRED ROOFING

by Chrystine Elle Hanus



To view drone footage of JST's production engineering center's tree-shaped facility, go to professionalroofing.net.



Houck Services helps build a one-of-a-kind building in Pennsylvania

In Japanese culture, pine trees are revered as symbols of longevity; bonsai trees are believed to provide luck; and evergreens are associated with samurai clans to represent power and perseverance. There are many Japanese folklores involving sacred trees being passed down through generations. Japanese people always have had profound adoration and respect for all aspects of nature.

When JST, an international electrical connector company founded in 1957 in Kurayoshi, Japan, needed more space for its Pennsylvania operations, it purchased property in Swatara Township with plans to build a 52,000-square-foot facility in the shape of a tree.

Designed by Ryuichi Ashizawa Architects, Osaka, Japan, the building resembles a tree branching out—a

representation of the company's growth—when viewed from above. This aerial aesthetic is important because the facility only is a few miles from Harrisburg International Airport and will be seen by many people as they fly into and out of the city.

JST selected Houck Services Inc., Harrisburg, Pa., as the roofing contractor to help construct the extraordinary building.

EPDM

Houck Services began work on JST's production engineering center in August 2019. The project had specific and unique roofing specifications that required precision and attention to detail.



Clockwise from top left: The building owner wanted a rusted patina look for the metal roof, so Houck Services used PAINT GRIP; Timberlite lava rocks were incorporated in other roof areas for aesthetic purposes; about 5,000 holes were drilled into edge metal to achieve an artistic look of icicles during winter.

Project name: JST Production Engineering Center
Project location: Middletown, Pa.
Project duration: August 2019-June 2020
Roofing contractor: Houck Services Inc., Harrisburg, Pa.
Roof system types: EPDM membrane, PAINT GRIP metal panels
Roofing manufacturers: Brock Associates LLC, Pittsburgh; Firestone Building Products, Nashville, Tenn.

For example, when choosing the ballast stone, Houck Services submitted samples for consideration. The building owners wanted a unique look for the roof and ultimately chose Timberlite lava rocks in shades of red, white and yellow.

Once the roof framing was complete, Houck Services team members mechanically attached one layer of polyisocyanurate insulation and then adhered a second layer to achieve an R-30 value rating. To maintain roofline consistency and facilitate water runoff, workers tapered the insulation around the roof area's perimeter.

Next, team members adhered Firestone Building Products 45-mil-thick EPDM membrane to the insulation. Workers then placed a Firestone Protection Mat followed by Timberlite lava rocks for aesthetic purposes. To add more weight to the lightweight lava rocks, workers mixed in 20% 2B Limestone (1½-inch stone aggregate).

METAL

The portion of the building representing the root of the tree was to be covered with a metal panel roof system. The building owner wanted a rusted patina appearance, so Houck Services chose an uncoated, bonderized and phosphatized metal also known as PAINT GRIP to achieve the desired look.

Houck Services located a supplier that was able to obtain the coils to fabricate standing-seam metal panels. The panels were tapered on the front side of the roof from 18 inches at the peak to 10 inches at the eave. Workers mechanically seamed the panels with a double-lock seam.

Houck Services craftsmen custom fabricated a tube-shaped drain and installed it partway down the metal roof to allow rainwater to be diverted

inside the building as part of a unique water fountain feature. All the edge metal, gravel stops and fascia panels also were made from PAINT GRIP and custom fabricated by Houck Services craftsmen in the company's sheet-metal shop.

In addition, the building owner wanted icicles to form on the edge of the roof's eave during winter. To accomplish this, workers drilled holes in the metal gravel stop. About 5,000 ¾-inch holes were drilled into 1,250 linear feet of edge metal at 3 inches on center to achieve the artistic element.

A JAPANESE TRADITION

In June 2020, Houck Services completed work on the grand project. Near the completion of building construction, a "topping out" ceremony was held where the final beam to be placed on the building was signed by everyone involved in the project.

As part of an 800-year-old Japanese tradition, a small tree was placed on top of the beam, and a bottle of saké from Japan was poured over the board before it was installed to honor a job well done.

"The most rewarding part of the project was providing the general contractor and owner with solutions to their various ideas," says Tom Wolfe, estimator and project manager for Houck Services. "The topping out ceremony was extremely satisfying. The experience of signing the final piece of lumber installed on the building, ceremonial saké poured on the wood and unique design of the building all added up to a one-of-a-kind experience." 🌳🍷❄️

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



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Prepping for compliance

What federal contractors
need to know about
environmental mandates

by Trent Cotney



Editor's note: This article is for general educational purposes only and does not constitute legal advice.

In recent months, President Biden has made fighting climate change a priority. To that end, he has signed several executive orders addressing sustainability, climate-related risk and clean energy. It will take several months for these requirements to go into effect, but if you do any federal work, I urge you to start preparing now for upcoming changes.

Recently, the White House Council on Environmental Equality addressed Executive Order 14057, Catalyzing Clean Energy Industries and Jobs Through Federal Sustainability, by announcing implementing instructions. These guidelines stipulate sustainable acquisition policies and products apply to all new federal contracts, including fourth-quarter contracts available for bidding by roofing contractors. The guidelines also apply to existing contracts' task and delivery orders, as well as materials acquired via purchase cards.

Overall goals

The implementing instructions for Executive Order 14057 make it clear the government has specific goals, and contractors must

comply with them. According to the order's Overarching Policies and Directives, "[the] Federal Government will lead by example to achieve a carbon pollution-free electricity sector by 2035 and net-zero emissions economy-wide by 2050, using its scale and procurement power to achieve" the following:

- 100% carbon pollution-free electricity on a net annual basis by 2030, including 50% 24/7 carbon pollution-free electricity
- 100% zero-emission vehicle acquisitions by 2035, including 100% zero-emission light-duty vehicle acquisitions by 2027
- A net-zero emissions building portfolio by 2045, including a 50% emissions reduction by 2032
- A 65% reduction in scope 1 (direct emissions) and scope 2 (indirect emissions from purchased energy such as electricity) greenhouse gas emissions from federal operations by 2030 from 2008 levels
- Net-zero emissions from federal procurement, including a "buy clean" policy to promote the use of construction materials with lower embodied emissions
- Climate-resilient infrastructure and operations
- A climate- and sustainability-focused federal workforce



What does this mean for you?

For every federal project, you will be required to use materials and services that advance sustainability, clean energy and climate-friendly goals. Procurement of these materials not only must be cost-effective but also take environmental impact into account. However, the executive order states: “Agencies must consider a price unreasonable when the total life-cycle costs, including measurable costs of any associated environmental impacts, are significantly higher for the sustainable product or service than for the non-sustainable product or service.” By 2030, new buildings must meet zero-emissions standards.

So you will be required to use concrete, steel and other materials that comply with the “buy clean” policy. In addition, emission standards will be applied to materials used for renovations, retrofits and maintenance. Building designers also will be required to consider waste production and water usage when creating plans.

The guidelines also address vehicle fleets. Contractors and agencies will be under pressure to use electric vehicles and ensure battery/plug-in charging stations are in place.

Although reducing carbon emissions is a meritorious goal, roofing contractors are concerned the executive orders may require costly retooling and/or purchasing of environmentally friendly equipment and trucks and procurement of materials. These expenses could increase

total construction costs without accounting for inflationary pressures on labor costs and additional overhead for tracking and implementing required federal regulations.

Advice

As the White House Council on Environmental Equality works through its executive orders and issues instructions, all federal contractors must be aware of the environmental requirements and understand the necessary steps to implement them. This can be a tall order for contractors who already are juggling the challenges of staffing shortages and supply chain issues.

There are some minor changes you can make now by looking at either hybrid or electric fleet acquisitions; allocating a portion of material purchases for new, environmentally friendly technology, including carbon-capture technology; and working closely with a consultant or design professional to navigate project requirements.

Similar to Davis-Bacon prevailing-wage requirements, failure to adhere to these standards could form the basis for nonpayment on projects. Therefore, if you do any federal work, you should start reviewing these new regulations and begin transitioning your procedures. 📌🌱

TRENT COTNEY is a partner and practice group leader at the law firm Adams and Reese LLP, Tampa, Fla., and NRCA’s general counsel.



To read Executive Order 14057, go to professionalroofing.net.

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A CATALYST FOR INNOVATION

The Roofing Alliance is strengthening and securing the roofing industry's future

by Alison L. LaValley, CAE

“Coming together is a beginning; staying together is progress; and working together is success.”

—Henry Ford

After a quarter century of service to the roofing industry, the Roofing Alliance is growing at a rapid pace to be a driving force for transformation in the roofing industry.

With 185 members, including eight new members in 2022, the Roofing Alliance is in a unique position to unite all sectors of the industry.

And since its inception in 1996, this dedicated forum of roofing contractors, manufacturers, suppliers and industry professionals has committed more than \$14 million to fund research, education and scholarships to enhance the success and performance of the roofing industry. With these commitments in place, the Roofing Alliance has funded 53 successful research projects while also providing forward-thinking responses to major economic and technological issues; advancing education and training and community and philanthropic outreach; and honoring workers.

Looking ahead, the Roofing Alliance is even more committed to shaping the roofing industry's future by protecting communities and being a catalyst for innovation.

“The Roofing Alliance allows me to be part of the bigger picture and give back, and once I realized how much impact it had on my roofing business, I had to get more involved,” says Peter Horch, president and CEO of Horch Roofing, Warren, Maine. “I am honored to be involved with an organization that collaborates industrywide and has such a positive effect on the roofing industry and its future.”

INITIATIVES ABOUND

Eight years ago, Roofing Alliance member Dennis Conway, principal at Commercial Roofers, Las Vegas, asked whether he could have five minutes at the end of a Roofing Alliance meeting to present an opportunity.

A graduate of the school of construction management

at Colorado State University, Fort Collins, Conway told Roofing Alliance members he believed they were missing an opportunity to engage with and teach construction management students about roofing and recruit them into the roofing industry.

Roofing Alliance members reacted enthusiastically to the idea, and, subsequently, Conway and former NRCA CEO Bill Good consulted with Mostafa Khattab, the head of CSU's construction management program at the time, to learn more and develop a plan. During that discussion, Khattab outlined what he thought was necessary for the roofing industry to become aligned with schools of construction management.

And now, thanks to Conway's vision and Khattab's advice, the roofing industry is playing a major role in educating construction management students. The Roofing Alliance has learned:

- The relationship between the roofing industry and educational institutions needs to be long-term.
- Engaging faculty members by offering research and other grants is critical.
- Engaging school administrators through scholarships is necessary.
- Involving students, including conducting student competitions, will help draw them to the industry.
- Becoming involved with the American Council for Construction Education, which accredits construction management programs, provides legitimacy.

As the Roofing Alliance approaches its ninth year of engagement with construction management programs, it has achieved the following results:

- The Roofing Alliance will host its ninth annual Construction Management Student Competition in March 2023 in Dallas during the 2023 International Roofing Expo.®
- The Roofing Alliance's Melvin Kruger Endowed Scholarship Program has broadened its scope and now awards scholarships to construction management students.
- The second Roofing Alliance Faculty Retreat on Roofing was held in October 2022. Through two retreats held in 2022, 30 faculty members have

been introduced to the roofing industry, and many are integrating materials and classes about roofing into their curricula.

- Thanks to a Roofing Alliance grant, the Nieri Family Department of Construction Science and Management at Clemson University, Clemson, S.C., developed an in-person, nine-hour, three-semester course focused on roofing, leading to a Certificate in Roofing for students who successfully complete it. The course is digital and available to all construction management programs that are accredited by the American Council for Construction Education. And in 2023, Clemson University faculty will complete a manual to accompany the courses.
- Thanks to several Roofing Alliance members in the Phoenix area, the Arizona Roofing Industry Foundation and a matching grant from the Roofing Alliance, the Del E. Webb School of Construction at Arizona State University, Tempe, will offer a fellowship to a student who aspires to have a Ph.D. and a career in academia. The Roofing Alliance Fellow will engage in and conduct innovative research aligned with roofing, sustainability and the building envelope and will emerge as a leader and educator under the guidance of ASU faculty.
- A study addressing heat stress awareness by faculty members at Florida Gulf Coast University, Fort Myers, and a study of the application of virtual reality technology in training roofing workers by faculty members at Mississippi State University, Mississippi State, are in progress.

“Participation in the Roofing Alliance’s construction management initiatives are vital to advancing our industry and defining career paths in roofing for today’s construction management students,” says Rob Kornahrens, CEO of Advanced Roofing Inc., Fort Lauderdale, Fla. “I have hired three students from the Department of Construction Science and Management at Clemson University, and their roofing knowledge upon graduation was extraordinary.”

A HALLMARK COMPETITION

With a keen eye on exposing construction management students to roofing as a career choice, the Roofing Alliance’s Construction Management Student Competition exposes students academically and experientially to the industry and fosters meaningful interaction among students, faculty and Roofing Alliance members, who

serve as team mentors. The competition also fosters team spirit as students rise to meet the challenge of demonstrating their roofing knowledge in the areas of estimating, project management, safety and other job-related areas.

The final portion of the project, an oral presentation, is judged each year by a panel of five to seven roofing professionals, and winners are recognized annually during NRCA’s Awards Ceremony and Cocktail Reception during the IRE. First-place teams have received \$5,000 scholarships for their schools, individual trophies and gift cards.

The 2023 student competition project features the unique roof system on Globe Life Field—also known as the Texas Rangers baseball stadium—located in Arlington, Texas. This challenging project consists of 549,745 square feet of multiple levels of roof area. Oral team presentations and winners will be highlighted Wednesday, March 8 during NRCA’s Awards Ceremony and Cocktail Reception.

“It’s important we are involved and visible within the university-level construction management programs as an organization, as well as an industry,” Conway says. “Exposure to and interaction with these students is invaluable. We all need good, well-trained people to secure our future.”

ADVANCING EDUCATION

The Roofing Alliance continues to support educational efforts and offers students financial aid through the Melvin Kruger Endowed Scholarship Program.

Named for Melvin Kruger, former president of NRCA and the Roofing Alliance and chairman of L.E. Schwartz & Son Inc., Macon, Ga., the Roofing Alliance’s first scholarship was awarded in 1986. The scholarship program is open to employees of roofing industry companies, their spouses and their dependent children; construction management students enrolled in undergraduate level studies; and students enrolled in CTE programs or schools, regardless of industry affiliation, who plan to pursue careers in the roofing or building construction industry.

For the 2022-23 academic year, the Roofing Alliance awarded eight new \$5,000 scholarships and renewed two scholarships totaling \$50,000 for the year. To date, 149 students have received more than \$1 million in scholarship awards.

Applications for the 2023-24 scholarship program are being accepted until Jan. 31, 2023. Recipients will be

selected based on academic record; potential to succeed; leadership and participation in school and community activities; honors; work experience; a statement of career goals and aspirations; and an outside appraisal. Each award is \$5,000 and is renewable for up to three years of undergraduate study or until a bachelor's degree is earned provided recipients renew annually and maintain at least a 3.0 GPA on a 4.0 scale.

HONORING WORKERS

Each year, the Roofing Alliance sponsors the Most Valuable Player Awards Program, which identifies and honors exceptional roofing workers from roofing contractor, distributor and supplier firms who demonstrate excellence, dedication, enthusiasm and teamwork. Since its inception 20 years ago, 709 employees have been nominated, and 279 have been honored as winners and finalists.

The MVP Awards Program recognizes a maximum of 10 workers, and one winner is chosen to be *Professional Roofing's* Best of the Best, an elite recognition and award co-sponsored by OMG® Roofing Products, Agawam, Mass. The Best of the Best receives an additional prize awarded by OMG Roofing Products and is featured in a cover story in *Professional Roofing*.

“Being recognized as an MVP holds special significance for these dedicated workers,” says Reed Gooding, CEO of GSM Roofing, Ephrata, Pa. “After winning this distinguished title, MVP winners understand they

are valued not only for being outstanding performers on the job but also in their communities. It's quite an accomplishment.”

PROTECTING COMMUNITIES

In addition to educating students, the Roofing Alliance understands the importance of funding initiatives for charitable causes that change communities and enrich lives, such as Ronald McDonald House Charities.® During the past few years, Roofing Alliance and NRCA members have adopted all 165 standalone Ronald McDonald Houses in the U.S. and donated more than \$1 million in labor, materials and supplies to inspect, maintain, and repair or replace the roof systems on their local Ronald McDonald houses.

The Roofing Alliance also funds its Helping Our Own Program. Through a nomination process, the Roofing Alliance helps create sustainable solutions for individuals or families in need who have experienced life-altering events, such as injury, illness, disability or death. The organization has distributed more than \$75,000 to members in need since the program's inception in 2007.

“Through our Helping Our Own Program, we can give back during times of crisis and make a difference in the lives of families who have been touched by tragedy,” says Kelly Van Winkle, president and CEO of King of Texas Roofing Co. LP, Grand Prairie. “We have assisted several individuals, including one of our worker's wives who

To make the Roofing Alliance work, member participation is vital, and the Roofing Alliance is

seeking new members. The Roofing Alliance offers different levels of membership to encourage small-, medium- and large-sized firms to join and have a voice in determining the roofing industry's future.

Commitments to the Roofing Alliance can be pledged for five- to 10-year periods. Public recognition is given in accordance with donors' wishes and levels of commitment and includes national public acknowledgement during NRCA's annual convention and other special events and programs. Roofing Alliance members also are invited to participate on task forces established to guide the Roofing Alliance's agenda and attend semiannual meetings and networking events of the full Roofing Alliance.

In addition, roofing professionals are encouraged to support the Melvin Kruger Endowed Scholarship Program, which provides financial support for students pursuing careers in the roofing or building

GET INVOLVED; GIVE BACK

construction industries. Gifts to the scholarship program are tax-deductible to the extent

allowed by law and can be paid during a period of up to and including five years.

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

The roofing industry has a wonderful history of generosity, and for roofing professionals who would like to be involved with giving back to the industry that has given so much to them, the Roofing Alliance provides the perfect opportunity to do so.

For more information about the Roofing Alliance, contact Alison L. LaValley, CAE, the Roofing Alliance's executive director, at (847) 493-7573 or alavalley@nrca.net, or visit roofingalliance.net.

was in desperate need of a rare medical treatment, and it saved her life. Today, she is flourishing, and it's been a beautiful thing to witness.”

THE ROLE OF RESEARCH

To broaden the industry's understanding of current challenges, trends and emerging issues, the Roofing Alliance has taken a steadfast approach to investing in several research projects—the most recent of which is a heat stress conditions and awareness research project led by Kenneth S. Sands II, assistant professor in the Department of Construction Management at Florida Gulf Coast University, Fort Myers.

The heat stress observation protocol includes oversee-

ing roofing workers on the job, asking predetermined questions about working in hot environments, and collecting data about their core body temperatures as they work and the environmental conditions in which they work. The final report will identify how workers perceive operating in hot environments and provide supervisors with better training approaches and best practices via training modules.

Funded by several North American roofing industry organizations, including the Roofing Alliance and NRCA, a study conducted by SRI Consultants Inc., Middleton, Wis., is evaluating moisture in structural concrete roof decks so contractors and manufacturers can better understand roof failures.

Additionally, to better address the magnitude of labor challenges facing the roofing industry and

lack of comprehensive workforce data available in the market, the Roofing Alliance commissioned Arizona State University to study current U.S. roofing workforce demographics, including contracting, manufacturing,

distribution and design communities. “A Study of the U.S. Roofing Industry and its Workforce” examines types of work, skilled and unskilled labor shortages, and the effects of those shortages at national and regional scales.

LOOKING AHEAD

As the Roofing Alliance continues to advance education, invest in technology and research, and expand its initiatives to include more community and social outreach, it's also steadfast in its commitment to secure the future excellence of the roofing industry.

In 2023, the Roofing Alliance will review requests for funding from industry partners, academic institutions, nonprofit organizations, research and consulting firms, and related industry organizations to develop in-depth research, programs and products on a wide range of industry topics to advance knowledge within the roofing community.

The Roofing Alliance also hopes to fulfill its roofing fellowship at ASU's Del E. Webb School of Construction. The Roofing Alliance fellow will work under the supervision of a faculty adviser to conduct research; interface with roofing industry leaders to identify and conduct useful, effective and innovative research; attend and present research updates at Roofing Alliance and Arizona Roofing Industry Foundation meetings; learn about roof systems, materials and installation; and teach a roofing course at least once during the Ph.D. candidacy period.

And to expand member engagement and philanthropic outreach, the Roofing Alliance will be forming a Community and Social Impact Committee. Roofing Alliance members strongly believe they have the opportunity and responsibility to give back to the industry and communities in which they live. This new committee will allow members with a shared passion for creating positive social change to increase that outreach on a larger scale.

“I'm proud to be a part of the Roofing Alliance and its future; this organization provides an opportunity to work with like-minded leaders in our industry to innovate and drive positive social change,” says Piers Dormeyer, president of commercial group at Eagleview, Bellevue, Wash. “Through our work in the Roofing Alliance, we can make a real difference and leave our industry in a better place than we found it. And that is what really matters.” 🌟🌟🌟

ALISON L. LAVALLEY, CAE, is the Roofing Alliance's executive director and NRCA's vice president of strategic initiatives.

WHO WE ARE



The Roofing Alliance was established within the National

Roofing Foundation in 1996 to create an endowment fund to serve as a resource for the roofing industry and its customers. Currently, the Alliance has 185 active members—132 contractors; 44 manufacturers, distributors and suppliers; seven individuals; and two supporting members who have pledged significant amounts of money to fund projects that help improve the roofing industry.

The Roofing Alliance is managed by a 16-member board of trustees that oversees existing projects and considers funding for projects addressing critical industry issues.

Kelly Van Winkle, president and CEO of King of Texas Roofing Co. LP, Grand Prairie, is the Roofing Alliance's 2022-23 president; Greg Bloom, vice president national and strategic accounts, Beacon Building Products, Herndon, Pa., is vice president; and Jason Dark, vice president of sales, Duro-Last Roofing Inc., Saginaw, Mich., is secretary/treasurer.

A list of all Roofing Alliance members can be found at roofingalliance.net.

MANUFACTURER NEWS

GAF Energy's solar shingle earns recognition

GAF Energy, San Jose, Calif., was recognized by media brand Fast Company's Innovation by Design Awards for 2022. The Innovation by Design Awards honor designers and businesses that are solving today's problems and anticipating tomorrow's pressing issues.

GAF Energy's Timberline Solar™ energy shingle was named a finalist in the Impact category and received an honorable mention in the Home category.

The judges for Innovation by Design include renowned designers from a variety of disciplines, business leaders from innovative companies, and Fast Company writers and editors. Entries are judged on functionality, originality, beauty, sustainability, user insight, cultural impact and business impact. Winners, finalists and honorable mentions were featured online and in the October 2022 print issue of *Fast Company* magazine.

The list of Innovation by Design Awards honorees is available at fastcompany.com/innovation-by-design/list.

Owens Corning® announces Shingle Color of the Year

Owens Corning, Toledo, Ohio, has announced Midnight Plum, a shingle color from the company's TruDefinition® Duration® shingle line, is its 2023 Shingle Color of the Year. Owens Corning's Shingle Color of the Year is an annual roofing color initiative intended



to highlight the roof as a design element that can express a homeowner's style and contribute to a home's curb appeal.

Midnight Plum introduces undertones of purple infused with hints of pomegranate, eggplant and mulberry. The versatile color evokes tones found in nature, food, and current fashion and interior design trends.

Midnight Plum is Owens Corning's seventh Shingle Color of the Year, following Bourbon in 2022, Aged Copper in 2021, Pacific Wave in 2020, Black Sable in 2019, Sand Dune in 2018 and Sedona Canyon in 2017.

EagleView launches new technology

EagleView, Bellevue, Wash., has launched EagleView Assess, an autonomous drone technology that provides residential property intelligence, including high-resolution imagery, anomaly detection and roof system measurements.

Launching from the ground, EagleView Assess allows contractors and insurance adjusters to obtain evidence of roof damage, including hail, wind and aging—without needing to pilot the drone. Using artificial intelligence, machine learning and real-time 3D processing, EagleView Assess gathers, catalogs and assesses shingles for damage. This process results in an independent set of data that may ease claim submission and acceptance.

Already used by insurance carriers, contractors now can join the waitlist to use EagleView Assess at construction.eagleview.com/assess-waitlist.



Mule-Hide Products expands product availability

Mule-Hide Products Co. Inc., Beloit, Wis., has announced six of its spray polyurethane foam roof systems now are available nationwide to meet growing demand for energy-efficient roof system restorations. The SPF roof systems previously were offered only in the Southwest.

There are 60 SKUs available to meet the needs of any job. All are two-component, rigid, closed-cell systems said to provide a fully adhered, monolithic, sustainable air barrier and thermal insulation. The SPF roof systems reportedly are lightweight, offer strong adhesion to most substrates and enhance wind-uplift resistance.

Each of the six systems is available in five reactivity grades—very slow, slow, regular, fast and very fast—allowing contractors to choose which system is best suited to ambient temperatures at the time of application. All components are packaged in 55-gallon drums.

Additional information is available at www.mulehide.com/en-us/roofing-products/c/sprayfoam.

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Are you at risk of corroding your reputation?

Why metal roofs with AZ35 coatings won't cut it.



The metal roofing industry has seen a massive expansion in recent years, and for good reason. With long-term protection and durability – not to mention strong aesthetics – many homeowners and contractors are catching onto the appeal of metal roofs.

With metal panels, there are plenty of options available, which is great – at least in theory. Contractors love having the choice of style, cost and installation method. The problem arises with how each option affects the roof's performance. As is often the case, the cheapest solutions available also happen to be the riskiest.

The reality is, for maximum performance and protection from corrosion, the steel core of every metal panel must be coated with a substrate layer of aluminum-zinc alloy. More to the point, panels must be coated with a specific thickness of this alloy, **AZ50**.

When manufacturers go light on this protective layer, they put roofing jobs and reputations at risk. **The biggest culprit? AZ35 substrates.** AZ35 coatings are too thin. In fact, they're so thin that AZ35 coatings do not meet building codes for residential roofing in most counties. And yet, tons of metal roof manufacturers sell them.

Remember, to meet today's codes and standards, metal roofing panels need a **minimum AZ50 anti-corrosion substrate coating**. Knowing the difference between AZ35 and AZ50 coatings is critical for the success of today's jobs.

Getting Under the Surface

Most people think metal is metal, but it's not. Across different products, there is a wide variety of paint types and thicknesses, rust-blocking coatings and steel hardnesses and thicknesses that are specially formulated to protect roofs.

Metal roofing panels are made up of three distinct layers:

1. **Steel** – This layer, first and foremost, is what gives the roof its strength. Variations at this layer relate to the thickness of the panels, indicated by the gauge. Each gauge number represents a range of thickness. For example, a 29-gauge panel could be as thin as .0115" or as thick as .0155". Industry-standard 29-gauge metal for roofing is .0142".
2. **Substrate** – In order to protect the steel core from rusting, roofing metal has an aluminum-zinc alloy coating. Thickness of the coating is measured in weight over 100 square feet (AZ55 = 55 ounces of aluminum-zinc alloy per 100 square feet). Coating thickness is the critical factor in the effective application of the protective top paint layer to the substrate. Quality metal roofing has AZ50 and AZ55 substrates to provide a thicker coat of anti-rust protection.
3. **Paint** – On top of enhancing the aesthetics of the panels, this outer layer should also provide optimal protection from the elements. Typically, this would be a .9 to 1 millimeter acrylic or paint layer (composed of pigment, resin and solvent), which is designed to protect the substrate and steel from weather exposure, while providing fade-resistant color and gloss.

When manufacturers give proper care and attention to all three distinct layers, the result is high-quality metal roofing material. But, when manufacturers cut corners by using subpar AZ35 coatings, it leaves the roof susceptible to premature rust and corrosion.

Building Standards Point to the Better Way

As we know, building standards exist to ensure projects are completed properly. It's why almost every state has adopted a version of the IBC / IRC for their state codes. When it comes to selecting metal roofing materials, the codes are very clear: only metals coated with AZ50 coatings and higher are acceptable.

When panels don't meet that minimum standard, it can get expensive.

Mark Barnett, director of Strategic Projects at Reed's Metals Inc., has seen firsthand what happens when metal roofs aren't adequately protected.

"Far too many times, we've seen what happens when contractors purchase panels without the proper coating protection," shared Mark. "Cheaper AZ35 products may seem like a good deal, but they are not up to code and put you at risk of losing your license and being sued. Even if you avoid those consequences, oftentimes contractors are left having to replace a roof once the materials start to show their true colors from harmful damage and corrosion. The initial savings of using an AZ35 product now could put you at risk of replacing the roof – a significant dollar expense to your company – as well as poor referrals."

It's not just that building codes call for AZ50 or greater; it's also worth knowing that any coating under AZ50 is not warranted by the steel mills. Many products with an AZ35 substrate will offer warranties with a "40-year" guarantee, but those warranties only cover the paint. They don't cover the substrate itself and the protection it must provide from corrosion.

What the Research Has to Say

When comparing AZ35 and AZ50 substrates, recent research proves the detrimental effects of using the subpar alternatives.

To understand the differences, an independent lab performed accelerated ASTM B117 weathering testing (salt fog) on a panel protected with industry-leading AZ50 Galvalume® substrate with a corrosion warranty. They did the same test on a 40-Year Standard panel that uses a non-compliant AZ35 substrate. This test is one of the methods used to assess performance of pre-painted steel coils as referenced in ASTM A755.

Ultimately, the research showed edge corrosion was 15 times worse for panels with the non-compliant AZ35 substrate. Harmful edge corrosion not only affects the quality and longevity of the metal, but also the look and performance of the paint. As expected, the AZ35 panel also experienced significant paint failure, with 1.5 times more fading.

The research in this case was clear: When compared to AZ50 substrates, AZ35 coatings are not able to deliver what's needed for adequate metal roof protection.

Start by Making Informed Decisions

When looking for metal roofing products, it's important to start by asking the right questions. Assuming that products meet building codes and standards is risky, so make sure you know the facts at every level:

1. Steel for strength.

Always ask for the manufacturer's specifications on metal thickness. A lower gauge number indicates heavier steel. Heavier steel resists dents and wind uplift, and also can span larger framing for pole barns and metal buildings.

2. Substrate for rust prevention.

Of course, make sure to use products with a substrate classification of AZ50 or greater, and always ask for a written warranty. For a simple solution, look for products that feature Galvalume®. For a product to use the Galvalume® trademark, it must use an AZ50 or greater coating.

As Reed's Metals' Mark Barnett explains, *"There's a reason we only offer AZ50 Galvalume®-protected products and higher. Anything less than that leaves jobs, homeowners and our customers' reputations at risk. Choosing Galvalume®-protected products from the start is the best way to ensure roof quality and performance, long term."*

3. Paint for color and protection.

When ordering new panels, be sure you are getting a superior paint layer. For example, a strong silicone-modified polyester (SMP) coil coating system is an ideal solution. A system like this offers benefits in gloss retention, resistance to color fade, formulation and durability.

Reed's Metals' Galvalume®-protected products have many advantages:

- Superior corrosion resistance
- 1.5x slower paint fade than the competitors
- Brightness retainment for a long period (long service life)
- More than 50 years of use in virtually all climatic conditions has proven the product's overall superiority

Protect Your Work and Reputation

In many cases, success comes down to really knowing your supplier. Make sure you use a reputable supplier who can provide you with open, honest information about your purchases and offer the warranties and support to get the job done right.

GAF donates land for wetland preserve

GAF, Parsippany, N.J.; the Michigan City Sanitary District; environmental law firm Plews Shadley, Indianapolis; and other local partners marked the opening of the Cheney Run Wetland Preserve at Karwick Nature Park in Michigan City, Ind.

The Oct. 19 opening came after a decade-long revitalization project by the Michigan City Sanitary District, which conducted preventive work and designed the preserve to allow wildlife to return to the area.

GAF, an employer in the Michigan City community, donated the land on the west side of the preserve along the Cheney Run tributary to the city to transform it into the Stormwater Treatment Wetland. The area was designed to act as a barrier between the park and invasive plant species, naturally filtering pollutants and slowly releasing water to Trail Creek.

GAF team members were on hand to commemorate the moment as part of its continued commitment to the community.



GCP Applied Technologies acquired by Saint-Gobain

GCP Applied Technologies, Alpharetta, Ga., has been acquired by Saint-Gobain, Malvern, Pa.

Saint-Gobain has acquired all outstanding shares of GCP Applied Technologies in a transaction valued at \$2.3 billion.

GCP Applied Technologies' brands will integrate with Saint-Gobain's CertainTeed and Chryso businesses. GCP Applied Technologies' specialty building materials business in North America will merge with the CertainTeed business, serving the marketplace in its region. All other GCP Applied Technologies businesses, consisting mainly of concrete admixtures and cement additives, will be combined with the Chryso business and be part of the High Performance Solutions segment.

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DISTRIBUTOR NEWS

ABC Supply opens new locations

ABC Supply Co. Inc., Beloit, Wis., has opened new locations in Cleveland; Danvers, Mass.; Gibbon, Neb.; Haslet, Texas; and Pottstown, Pa.

Local customers will be able to purchase roofing, siding, and other exterior and interior building products. This is ABC Supply's 27th location in Ohio, 17th location in Massachusetts, sixth location in Nebraska, 46th location in Texas and 25th location in Pennsylvania.

Elite Roofing Supply opens two locations

Elite Roofing Supply, Glendale, Ariz., has opened new locations in Houston and Prescott, Ariz.

The locations will serve local residential and commercial roofing contractors. The Houston facility is Elite Roofing Supply's fifth location in Texas, and the Prescott facility is the company's fourth location in Arizona. Elite Roofing Supply now has 27 branches in the U.S.

OTHER NEWS

Roofr acquires additional funding

Roofr Inc., San Francisco, has acquired \$12 million in Series A funding. The new investment brings the total amount raised to \$19 million for Roofr software, which helps roofing contractors prepare estimates and measure roofs via aerial imagery.



The latest funding round will help Roofr build a robust end-to-end experience for roofing contractors. Roofr intends to add new features including payments and lead acquisition, solidify new partnerships for better integrations, increase support hours and double the company's staff.

Since Roofr announced its seed funding in 2021, the company has launched new software features such as proposals and an instant estimator allowing users to provide roofing estimates in seconds. Roofr has measured more than 1.5 million roofs in total.

Additional information is available at roofr.com.

Modernize Home Services upgrades Connect features

Modernize Home Services, Austin, Texas, has announced upgraded capabilities in Connect, an automated messaging platform for contractors. Connect is designed to help contractors grow their businesses by making it easier to follow up and engage with homeowners.

The upgraded version of Connect helps contractors avoid losing out on leads by immediately communicating with homeowners even when potential customers reach out after business hours. Connect will send an automated message letting the homeowner know the contractor will address the request as soon as the office reopens.

Another upgraded feature enables Connect users to search and filter for conversations by name, flag homeowner engagement across email and text messaging, and highlight homeowner contact information to enable immediate response by phone, text or email.

Connect is included for all leads from Modernize Home Services. Additional information is available at modernize.com/contractor-resources/connect-by-modernize.

Roofing Alliance announces student competition participants

The **Roofing Alliance** has announced six universities will participate in the 2022-23 Roofing Alliance Construction Management Student Competition.



The participating schools are Bradley University, Peoria, Ill.; California Polytechnic University, San Luis Obispo; Clemson University, Clemson, S.C.; Colorado State University, Fort Collins; Texas A&M University, College Station; and University of Florida, Gainesville. Finalist teams will be announced in January, and teams will present their proposals to a panel of judges Wednesday, March 8, 2023, during the International Roofing Expo® at the Kay Bailey Hutchison Convention Center in Dallas.

The Roofing Alliance Construction Management Student Competition is designed to test the students on their roofing knowledge, project management capabilities and presentation skills. This year's project is Globe Life Field in Dallas. Teams research the chosen project, submit a qualified bid package proposal and complete an oral presentation to illustrate their roofing, project management, estimating and safety knowledge.

In addition, the Roofing Alliance has welcomed new members Kodiak Roofing & Waterproofing Co., Roseville, Calif., and Madsen Roofing & Waterproofing Inc., Sacramento, Calif. Both companies joined at the Governor level. The Roofing Alliance now has 185 members.

MCA launches Metal Architecture Academy

The **Metal Construction Association** has launched the 2022-23 Metal Architecture Academy.

Part of Architectural Record's Continuing Education Center, the new academy has eight courses, including an on-demand webinar, a multimedia course and six written courses.

Eight continuing education credits are available in a variety of categories, and participants who complete all eight courses are eligible to earn badges.

Learn more and view the course list at continuingeducation.bnppmedia.com/academies/metal.





NRCA NEW MEMBERS

ARCHITECTS/ENGINEERS/ CONSULTANTS

AMP of Illinois, Joliet, Ill.

Engineered Exteriors LLC, Austin, Texas

GFAFB, Grand Forks Air Force Base, N.D.

Heintges, San Francisco

Hunt Roof Consulting LLC, Round Rock, Texas

Quinn Evans Architects, Ann Arbor, Mich.

SSV Architects, Boston

CONTRACTORS

AG Roofing and Construction LLC, Dallas

Alliant Roof Specialists, Naples, Fla.

Architectural Siding Trim and Roofing Inc.,
Warrenville Heights, Ohio

BASE Roofing, Canton, Ga.

BLV 360 LLC, Detroit

Cavalry Construction, San Antonio

Commercial & Industrial Services LLC, Shreveport, La.

Farr 2 Cool LLC, Austin, Texas

Four Elements Restoration Inc., Westchester, Ill.

Green Light Restoration LLC, Schaumburg, Ill.

Huber & Associates, Lake City, Fla.

Kamakani Roofing Services Inc., Honokaa, Hawaii

Luck Roofing LLC, Fort Smith, Ark.

Outlast Roofing LLC, Beachwood, Ohio

P D Roofing Inc., Auburn Hills, Mich.

Roofwise LLC, Raleigh, N.C.

San Diego Roof Doctor, San Marcos, Calif.

Southlake Group LLC, Southlake, Texas

Superior Roofing and Waterproofing LLC, Covina,
Calif.

Weathertite Roofing of NWFL LLC, Pensacola, Fla.

MANUFACTURER

Bayford Construction Inc., Spencerport, N.Y.

MEMBER BRANCHES

Aspen Group, Englewood, Colo.

Peak View Roofing, Colorado Springs, Colo.

RoofCARE, Albuquerque, N.M.

SERVICE PROVIDERS

Service First Solutions, Double Oak, Texas

ARMA releases quarterly shipment report

The **Asphalt Roofing Manufacturers Association** has released its Quarterly Product Shipment Report for the third quarter of 2022. The report covers asphalt roofing product shipments in the U.S. and Canada during the third quarter, as well as year-to-date shipment information and a comparison with the prior year's data.

“The shipment report provides valuable insight into the asphalt roofing industry for trade professionals and interested parties,” says Reed Hitchcock, executive vice president of ARMA. “Asphalt roofing data is relevant and meaningful to a number of industries.”

Roofing product shipment data is collected from participating manufacturers by an independent third party and aggregated to create the report. Companies that are not members of ARMA may examine free quarterly summaries, and those ineligible for ARMA membership can subscribe to the full, detailed report at asphaltroofing.org.

Roofing Alliance announces award winner

The **Roofing Alliance** has announced the winner of the 2022 Bennett Award is Dhaval Gajjar, Ph.D., assistant professor and undergraduate program director, Clemson University, Clemson, S.C. The award recognizes individuals who volunteer and offer notable positive accomplishments on behalf of the Roofing Alliance and roofing industry.

Gajjar was recognized for his contributions during the past five years helping to build university-level curriculum in partnership with the Roofing Alliance with the goal of bringing a higher level of roofing education in construction management programs. He has developed a nine-credit, three-course Roofing Certificate Program that is changing the view of roofing in higher education. The Roofing Alliance is committed to sharing the curriculum with other construction management programs and is backing that with essential training for professors who want to implement the courses.

“Dhaval’s enthusiasm for roofing has been obvious from the beginning,” says Kelly Van Winkle, president and CEO of King of Texas Roofing Co. LP, Grand Prairie, and president of the Roofing Alliance. “We are proud to present this prestigious award to Dhaval, recognizing his contribution to roofing along with his passion to grow the professionalism of the industry.”



Van Winkle and Gajjar

ASTM International presents award

ASTM International, W. Conshohocken, Pa., presented its top annual award—the Award of Merit—to Bruce Darling, president of BPD Roof Consulting Inc., East Granby, Conn., for his contributions to ASTM International’s Committee D08 on Roofing and Waterproofing.

The award is ASTM International’s highest recognition for distinguished service and outstanding participation in committee activities and includes the accompanying title of fellow.

Darling was recognized for his effective leadership, tirelessness and ability to move subcommittee affairs forward through contentious issues. An ASTM International member since 1983, Darling previously received two Awards of Appreciation and the Distinguished Leadership Award.

Shipments (squares)	Q3 2022	Q3 2021	% Change	YTD 2022	YTD 2021	% Change
Shingles – U.S. (including individual shingles)	39,434,939	42,061,550	-6.2%	127,883,943	132,173,509	-3.2%
BUR base, ply, and mineral cap sheets – U.S. (not including saturated felts)	1,819,677	1,635,375	11.3%	5,657,202	5,242,299	7.9%
Modified Bitumen – U.S.	9,639,903	10,434,575	-7.6%	30,955,689	30,874,968	0.3%
Shingles – Canada (including individual shingles)	3,084,234	3,331,361	-7.4%	10,540,153	11,298,062	-6.7%

THE INDUSTRY ONLINE

SOPREMA® Inc. has launched the **SOPREMA Toolbox App** designed to give customers 24/7 access to product information, documents, and liquid product and catalyst calculators. The app is available from the Apple App Store and Google Play.

UP THE LADDER

Mule-Hide Products Co. Inc. has announced **Jeremy Grunewald** was named a Cool Roof Rating Council Educator.

OMG® Inc. has named **Jeffrey Gelin** manager of sales training for its FastenMaster and Roofing Products divisions.

EVENTS

JANUARY 2023

18

Virtual CERTA Train-the-trainer

NRCA

Online

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

18-20

2023 CRCA Trade Show & Seminars

Chicago Roofing Contractors Association
Oakbrook Terrace, Ill.

Contact: CRCA
(708) 449-334
crca.org

25-26

Virtual Qualified Trainer Conference

NRCA

Online

Contact: Jared Ribble, NRCA's vice president of
certifications
(847) 493-7526 or jribble@nrca.net
nrca.net

Jan. 29-Feb. 1

Storm Restoration Contractor Summit

Storm Consultants LLC
Denton, Texas

Contact: April Hall, president of Storm Consultants
(469) 416-6883 or april@srcsummit.com
srcsummit.com

Jan. 31-Feb. 2

NAHB International Builders' Show

National Association of Home Builders
Las Vegas
Contact: NAHB

(202) 266-8184

buildersshow.com

FEBRUARY 2023

12-15

SprayFoam 2023 Convention & Expo

Spray Polyurethane Foam Alliance
Daytona Beach, Fla.

Contact: Kelly Marcavage
(800) 523-6154 or kmarcavage@sprayfoam.org
sprayfoam.org/sprayfoam23

MARCH 2023

6-9

NRCA's 136th Annual Convention

NRCA

Dallas

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

7-9

International Roofing Expo®

Informa Markets

Dallas

Contact: Informa Markets
(800) 684-5761 or info@theroofingexpo.com
theroofingexpo.com

22

Virtual CERTA Train-the-trainer

NRCA

Online

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

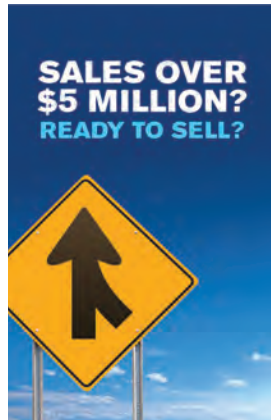
Mule-Hide Products

Shur-Gard Roof Wrap is a 12-mil polyethylene shrink film that is heated to shrink to the roof to temporarily protect the structure. It exhibits exceptional exterior durability, ultraviolet stability, superior flexibility and high reflectivity. It is a temporary shrink film that protects the structure and can last up to 12 months, which is five to 10 times longer than a traditional tarp. Contact **Mule-Hide Products** at (800) 786-1492 or mulehide@mulehide.com, or visit mulehide.com for more information.



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.



SpeedStand speeds up jobs

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



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Forty-three years of experience.

A lifetime of providing services in commercial roofing.

A lifetime of partners and ethical business practices.

Dave has built a network of knowledge, individuals and companies, including those hiring, those moving up in the industry, and those who are now thinking of buying or selling.

Whatever your needs, contact Dave for a frank conversation of the pulse of the industry and your individual situation.

If you've even thought of selling, buying or moving up the ladder in your career, you need to contact Dave at (772) 778-4343, ext. 2, or dave@onlinepcg.com or visit onlinepcg.com. All information is kept in the strictest of confidentiality.



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Elastoflex SA V Polar Base® and Elastoflex SA P Polar Cap® are low-temperature SBS polymer-modified roof membranes that are perfect



for cold weather applications ranging from 25-60 F. Manufactured using **Polyglass'** patented ADESO® Dual-Compound Self-Adhered Technology, a high-quality SBS polymer-modified asphalt compound is applied on the top layer and an aggressive self-adhering compound is applied on the bottom side of the reinforcement. Visit polyglass.us/extendyourroofingseason.

Your boss bad? Your quality bad? Your service bad? Your environment bad?

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You need to call Larry at (847) 774-1972 and email a personal application letter with your resume today to lpmarshall@lmarshallroofing.com. All information will remain confidential.



KURT SOSINSKI



WHAT IS YOUR POSITION WITHIN YOUR COMPANY? I am product manager of modified bitumen and built-up roofing for Tremco CPG Inc., Beachwood, Ohio.

WHAT IS THE MOST UNUSUAL ROOFING PROJECT OF WHICH YOU HAVE BEEN A PART? Every project is interesting in some way. I've been fortunate to have worked on projects in the U.S., Canada and Mexico. Each building has unique features and challenges whether it's a factory, school, office or apartment. It's a privilege to see so many different buildings and help keep them in great condition.

WHY DID YOU BECOME INVOLVED IN THE ROOFING INDUSTRY? I applied for a job in Tremco's roofing lab to earn a co-op credit for college while getting paid. Tremco had just started its TRACE program to analyze BUR cores to help determine whether a roof system could be restored. I learned how to test for tensile strength, coverage rate and softening point of asphalt. This was in 1983, and I have been with Tremco ever since.

WHAT WAS YOUR FIRST ROOFING EXPERIENCE? During my first roofing project, I set plies for a cold-applied BUR system in Akron, Ohio. I made all kinds of mistakes, even setting a roll backward, which I had to pick up and reset. By the end of the day, I was covered from head to toe in mastic. I changed before driving home but forgot about my clothes in the trunk. A few weeks later, I found my jeans. The adhesive had dried, making the pants stand up on their own.

WHAT IS YOUR ROOFING INDUSTRY INVOLVEMENT? I currently serve on NRCA's Manual Update Committee. I also am a Technical Committee member for the Cool Roof Ratings Council and represent Tremco at SPRI.



IF YOU HAD A TIME MACHINE, WOULD YOU GO TO THE FUTURE OR THE PAST? WHY? The future, of course! I can't wait to see better buildings and all the great things we are laying the foundation for today.

MY FAVORITE PART ABOUT WORKING IN THE ROOFING INDUSTRY IS ... I have come to enjoy attending the International Roofing Expo.® It's where you can catch up with friends, competitors and people you may work with someday. You also get to see all the interesting new tools, equipment and products.

WHAT THREE CONDIMENTS ALWAYS ARE IN YOUR FRIDGE?

Woeber's horseradish sauce is a must, along with ketchup. Because I'm from the Midwest, we always have ranch dressing in the fridge, too.

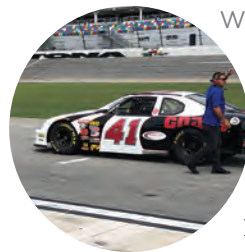


WHAT'S THE MOST EXCITING/ADVENTUROUS THING YOU'VE DONE? I drove a NASCAR racecar for several laps at Daytona International Speedway and reached a top speed of 152 mph. I'm so glad I had a spotter talking me through the banked curves on a headset otherwise I'm certain I would have flipped the car.

WHAT ARE YOUR FAVORITE STRESS RELIEVERS? Tennis and summer evening bicycle rides

WHAT DO YOU CONSIDER YOUR MOST REWARDING EXPERIENCE? My family. My wife has been a great partner, and I learned so much with her while raising our children. Coaching on my kids' teams was fun at the time but now makes for interesting conversations when hearing about what all the kids from those teams are doing as adults.

WHAT SONG ARE YOU LISTENING TO OVER AND OVER? "Rosewood Bitters," written by Michael Stanley and covered by Joe Walsh.





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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