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Happy new year!

NRCA's fiscal year begins June 1, and many exciting things are on the horizon

by Ambika Puniani Reid



Most of us reflect on the prior year around mid-December when the promise of a new year is upon us. But for NRCA, the time for self-reflection is late spring as June 1 marks the beginning of the association's fiscal year.

NRCA fulfilled many established goals this past year:

- New Training for Roof Application Careers modules were released.
- New NRCA ProCertification® certifications were developed.
- NRCA became heavily involved with SkillsUSA, and this month roofing will be part of the SkillsUSA competition for the first time.
- NRCA released a series of worker recruitment videos to help all aspects of the industry recruit new talent (you can find these at youtube.com/@NRCAnews).

During NRCA's board of directors meeting in March, the board went through a SWOT exercise to identify the association's strengths, weaknesses, opportunities and threats. (You can learn more about a SWOT analysis and how to conduct one at your company by reading "Don't sweat the SWOT," page 38.)

The engaging discussion resulted in a list of items that will help guide the association's focus.

The new year welcomes NRCA Chairman of the Board Lisa Sprick, president of Sprick Roofing Co. Inc., Corvallis, Ore. Sprick, the second woman to helm the association, brings a wealth of experience, and she will focus on addressing a myriad of issues,

such as workforce, improving the industry's image and continuing support of NRCA ProCertification.

"A leader's leader," page 30, details Sprick's agenda for the association, how she became involved in NRCA and how she envisions the future.

Here's to another great year!

A handwritten signature in blue ink that reads 'Ambika'.

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

CLOSE-UP





As part of Lowe's goal to reach net-zero greenhouse gas emissions by 2050, the company announced it will add rooftop solar panel installations to 174 stores and distribution centers nationwide.

The rooftop installations include 107 facilities in California, 36 facilities in Illinois and 20 facilities in New Jersey, including Morganville, N.J., as shown in the photo. Once each site is completed, the panels will provide about 90% of the energy used at each location.

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

CONTENTS

June 2023 / Volume 53 Issue 5

Cover design by Paul Gerwen.



FEATURES

30 A leader's leader

Lisa Sprick, president of Sprick Roofing Co. Inc., Corvallis, Ore., takes the helm as NRCA's chairman of the board.

by **Christine Elle Hanus**

38 Don't sweat the SWOT

Analyzing your company's strengths, weaknesses, opportunities and threats is a useful exercise.

by **Tom Shanahan, CAE**

42 Appealing roofing work

James Myers Company Inc., Beltsville, Md., restores the roof on the District of Columbia Court of Appeals building.

by **Christine Elle Hanus**

46 Charging ahead

The roofing industry leads the push for change in Washington, D.C.

by **Sara Vaughn**





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CONTENTS

COLUMNS

3 Focus

NRCA welcomes a new fiscal year with new initiatives on the horizon.

by **Ambika Puniani Reid**

18 Safety goes beyond the roof

Implement policies to promote safe driving practices among your employees.

by **McKay Daniels**

22 Sustainable thinking

The roofing industry has made significant progress in sustainability.

by **Mark S. Graham**

26 More important than ever

NRCA urges members to advocate for increased funding of career and technical education grants.

by **Duane L. Musser**

DEPARTMENTS

4 Close-up

12 #Hashtag

14 New Ideas

18 News + Views

22 Research + Tech

26 Rules + Regs

50 Briefings

56 Marketplace

58 Details



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#HASHTAG

#ROOFINGDAYINDC

More than 220 roofing professionals representing 33 states and Washington, D.C., came together for 173 congressional meetings during Roofing Day in D.C. 2023. Check out what participants and members of Congress shared from the event, and be sure to save the date for Roofing Day in D.C. 2024 April 16-17!



Johns Manville Commercial Roofing
April 19 at 12:07 PM · 🌐

Johns Manville is helping to represent the roofing industry on Capitol Hill today during National Roofing Day in D.C. [#commercialroofing](#) [#johnsmanville](#) [#nationalroofingday](#) [#flatroof](#) [#nrca](#)



Mint Roofing
April 19 at 3:09 PM · 🌐

Our energetic and passionate leader, [Kevin Krolczyk](#) is proud to represent at the [National Roofing Contractors Association](#) Roofing day in DC.

It's a bonus to also catch up with great friends!

[#commercialroofing](#)



Polyglass USA is with [National Roofing Contractors Association](#) at [Washington DC](#).
April 19 at 1:57 PM · Virginia Gardens, FL · 🌐

It's NRCA's Roofing Day in D.C.!
[National Roofing Contractors Association](#)

It is the largest [#roofingindustry](#) advocacy event, on April 18-19th, 2023, where roofing professionals connect and meet with Members of [#Congress](#) to inform and encourage movement on critical issues the industry is facing.

The Polyglass team that attended the occasion brought the largest contingency of individuals (10) representing 10 states.

"Our support this week is our very active participation," said Tino De La Rosa, Polyglass National Sales Leader. "In past years we had two to three participants, Steve Kubicka (Polyglass National Strategic Project Manager) has been a big proponent of the event in prior years, this year we stepped up our active participation and brought every Regional Sales Leader and myself. It is a powerful show of [#support](#) for Polyglass and our industry."

To learn more about the Roofing Day, visit www.nrca.net/advocacy/roofingday.



Congressman David Kustoff
April 19 at 3:08 PM · 🌐

This morning, I had the pleasure of speaking to the [National Roofing Contractors Association](#) about the work I am doing on [Committee on Ways and Means](#) GOP to help fight inflation and strengthen our economy. Thank you for having me.





Attending the #RoofingDay event in Washington, D.C., and meeting various #roofing professionals from different parts of the country was a great honor. I am grateful to @NRCAnews for their efforts in ensuring the event was well-planned & executed. Tag anyone you know! #pitchgauge



This week, Brendan Ball and Dave Hesse attended the @NRCAnews #RoofingDayinDC 2023! ☀️ "It was a great opportunity to have direct conversations with our congressmen. Not only to introduce Kalkreuth but to talk about important issues that impact the roofing industry," Dave said.



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antis_roofing Today we show up in DC to make our voices heard! This marks the beginning of Roofing Day 2023!

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Just like when Antis Founder/CEO Charles Antis and Elnid Kuznetsov

37 likes
8 DAYS AGO



coloraderoofing We're thrilled to announce that members of the Colorado Roofing Association recently joined @nrcanews in Washington, D.C. for National Roofing Day! 🇺🇸

This annual event brings together roofing professionals from across the nation to advocate for our industry and raise awareness about important issues affecting our work. Our CRA members had the opportunity to meet with lawmakers to discuss topics like workforce development, regulations, and safety.

We're proud to have represented Colorado and made our voices heard



crcapdates • Follow

crcapdates CRCA has a productive day at #roofingdayindc today with our members and friends across the roofing industry. We met with staff and legislators to discuss immigration reform, CTE Perkins State Grants, and the Workforce Innovation and Opportunity Act. Can't wait to do it again next year!

4d

13 likes
4 DAYS AGO

Add a comment...

Building enclosure solution offers continuity

Siplast® has introduced Siplast WALLcontrol™ Air & Water-Resistive Barrier Systems, a suite of products designed to provide continuity from roof to wall. Products include wall membranes, critical transition membranes and accessories for above-grade vertical walls to help create a continuous air and water-resistive barrier for commercial buildings. As part of a holistically designed building enclosure system, Siplast WALLcontrol systems reportedly can enhance energy performance and improve indoor air quality for building occupants.

siplast.com



Bend metal on the job

Malco Products has made available Metal Benders designed for on-site metal bending. With the ability to form 0- to 100-degree bends on straight or curved panels of any length, the tools allow a user to complete jobs without wholesale roll formers. Metal Benders are designed for bends on flashing, roofing details, standing seam and exposed fastener metal roofing. Narrow bearing stance models are said to easily follow curved panels or form straight bends when needed, and wide bearing stance models provide more control for straighter bends. Both variations can be paired with a connector for a modular experience, allowing a user to set up in a one- or two-station configuration. Metal Benders also allow a user to adjust the rollers for different thicknesses and materials and can be customized by replacing the angled roller with an optional 2-mil radius roller for softer bends on aluminum, copper and zinc. Metal Benders are lightweight and portable with removable handles for compact storage.

malcoproducts.com

Identify roof damage using drone imagery

Zeitview has expanded its AI-enabled Property Insights Platform to include thermal capabilities for commercial properties and AI/machine learning damage assessment capabilities for commercial, residential and multifamily properties. Supported by high-resolution aerial imagery from drone flights, the Property Insights Platform assesses rooftop conditions, identifies anomalies such as debris, hail damage and rust, and recommends maintenance schedules. The AI highlights anomalous areas not characteristic of the roof itself and reportedly covers every square inch to catalog potential damage. A team of Zeitview roof experts then collectively analyzes the imagery, determines the severity of the damage and creates specialized condition reports with customizable thermal and measurement tools. Within the report, each type of anomaly is overlaid on a 2D map said to fabricate a reproduction of the roof with enough accuracy to identify damage. A user also can access drone-captured imagery to create reports, and reporting functions are shareable to help users estimate repair costs and prioritize projects.

zeitview.com



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Until now, there was no way to use an out-of-the-box roof vent for clothes dryers. Code disallows screens and requires a damper. Even when modified, the old vents are too airflow restrictive.

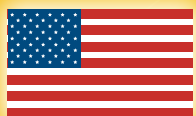
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Shingles have RFID microchip tags

Malarkey Roofing Products® has added radio frequency identification tags to its shingle lines. RFID tags can be read by a device when covered by an object or inside a container, quickly providing information in bulk. RFID tags tie with a time stamp to more accurately track material. The tags also reportedly can provide improved visibility into finished product inventories and the use of raw materials. Roofing material distributors and contractors now can scan shingles to get the unique tag IDs for the tags within a pallet. Only shingles and shingle bundles from Malarkey Roofing Products' Oklahoma City plant currently are rolling out RFID tags, with the company's Portland, Ore., and South Gate, Calif., facilities to follow. In future phases, Malarkey Roofing Products intends to associate RFID tag numbers with sales orders to verify outbound shipments and match customers' receipts with orders.

malarkeyroofing.com



Acrylic roof coating cures quickly

Gaco™ has introduced GacoFlex A48 acrylic elastomeric roof coating. GacoFlex A48 is a single-component, high-build acrylic roof coating that can be applied up to 80 mils in a single pass application. The roof coating cures quickly and reportedly offers strong adhesion, high tensile strength and high reflectivity. GacoFlex A48 can be applied as a roof maintenance coating over existing roof substrates, including single-ply, metal, sprayed-in-place polyurethane foam and asphalt membranes. The roof coating is said to resist rain within 30 minutes and cure completely in about eight hours. GacoFlex A48 can be sprayed from a standard acrylic spray system. The water-based solution is zinc-free and contains zero volatile organic compounds. The coating is available in white; gray and tan options will be available later this year.

gaco.com

Shingle and panel residential solar options

CertainTeed has introduced Solstice,® a portfolio of residential solar products. Solstice Shingle is said to seamlessly integrate with asphalt shingles and produce about as much energy as conventional rack-mounted solar panels. Solstice Shingle reportedly is impact-rated for hail and offers strong performance under diffused light and shade for increased energy production during the day. Solstice Panel is an all-black solar panel that can be installed with a new or existing asphalt shingle roof system. The panels attach with a flashing system said to have weather-resistant roof penetrations.

certainteed.com/solar



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Safety goes beyond the roof

Implement policies to promote safe driving practices

by McKay Daniels

How many miles did each truck in your fleet average in 2022? It's a basic question, but the answer can profoundly affect your company's operations, expenses and profitability.

When fuel costs spiked this past year, having crews on the road started costing a heck of a lot more. F-150s don't exactly "sip."

But a far more significant issue is at play. Each time your crews roll out of the yard, the risk of an auto accident increases.

Some interesting, troubling trends have been bubbling during the past few years, and few contractors have been lucky enough to have avoided them.

When the nation largely stayed home during the COVID-19 pandemic, there were far fewer drivers on the road and fewer miles being collectively driven each day, but accident rates went up. In fact, in 2021, motor vehicle fatalities had the largest spike since at least the 1970s, according to a 2022 study released by the National Highway Traffic Safety Administration. Fatalities were up nearly 18% in 2021 compared with 2019 numbers.

AAA was curious why Americans were driving less but dying more frequently, and its foundation conducted further research.



The research found that though most drivers have reduced the number of miles driven, a small group (4%) drove more. That group tended to be younger and male.

Younger.

Male.

Driving more.

These check all the boxes of the roofing industry during one of the busiest, most chaotic years ever.

Plus, fewer cars on the road meant fewer drivers who actually drove the speed limit, and speeding soared. Distracted driving from any number of cell phone apps and built-in infotainment systems continued to be a huge issue, as well.

And though there are indications the spike is softening (traffic is filling back in, so it's not as easy to treat a highway like a speedway), accident and fatality rates still are higher than in 2019.

And the insurance loss data underscores it.

Roofing industry data shows that though the number of claims per worker has trended downward during the decades (terrific!), the cost and severity of the claims that remain are growing much higher ... more than 300% higher in less than 20 years in some instances.

Part of that is because of inflation. In addition, cars cost more than ever, and there have been an increasing number of "nuclear" verdicts that award astronomical sums in accident cases.

But there are steps you can take to reduce your exposure and keep your crews safer.

Dashcams can quickly cut through an accident's inevitable "he said/she said" drama; though a dashcam can prove your employee was at fault, it is widely regarded as being more beneficial than harmful, and the technology is being used more widely in the industry.

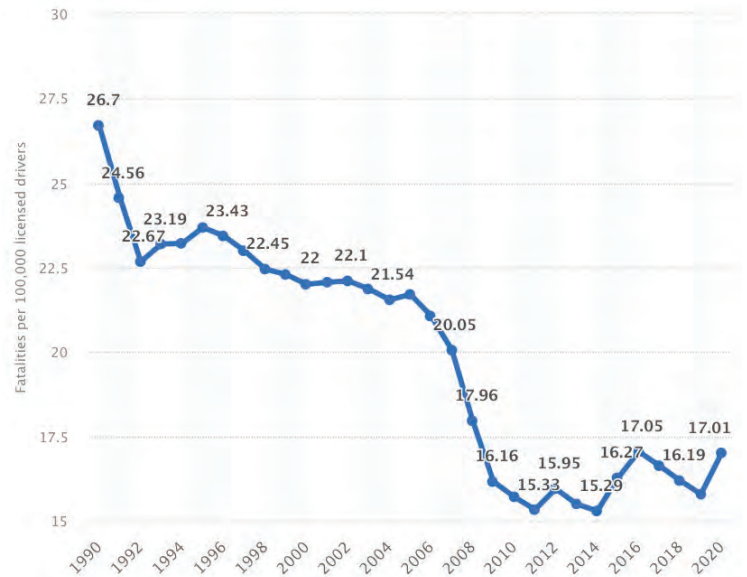
Having strong company policies in place for vehicle use is essential.

Your teams need to know what is and is not acceptable and the rules will be enforced. In-cab cameras, fleet management software, GPS tracking and theft-prevention devices for your vehicles not only help enforce safe-driving practices but also can alert you to other problematic workforce issues that can arise, such as cell phone use or distracted driving.

For instance, one contractor got a speed camera ticket mailed to his home and was able to point to the crew and driver who had the truck that time and day. Another contractor began our recent conversation with: "Well, one of my trucks is in Mexico right now, and we don't do work in Mexico."

According to a study by the Insurance Institute for Highway Safety, crash-avoidance technology reduced accidents in various ways, such as:

- Collision warnings reduced front-to-rear crashes 27% and front-to-rear crashes with injuries 20%.
- Collision warnings with autobrake reduced front-to-rear crashes 50% and front-to-rear crashes with injuries 56%.
- Blindspot detection reduced lane-change crashes 14% and lane-change crashes with injuries 23%.



Fatality rate per 100,000 licensed drivers in the U.S. from 1990 to 2020

- Rear automatic braking reduced collisions while in reverse 78%.

But, ultimately, there's a driver at the wheel, and safety technology can give him or her a false sense of security and reduce attention and concern to a level where danger remains significant or worse. So you still need to examine your policies (driving, human resources and insurance) and talk with your teams. Safety on the roof gets a lot of attention, but safety behind the wheel is equally important. 🚗👷

MCKAY DANIELS is NRCA's CEO.

✉️ MDANIELS@NRCA.NET

Suicide prevention resources are available for construction workers

According to the Centers for Disease Control and Prevention, the suicide rate in construction occupations remains higher than the national average and that of all other construction fatalities combined.

As part of its commitment to safety in the roofing industry, NRCA is a member of the Construction Industry Alliance for Suicide Prevention, a group of key industry organizations that have recognized and are committed to promoting the safety and well-being of construction workers. Established by the Construction Financial Management Association in 2016, the Construction Industry Alliance for Suicide Prevention's mission is "to provide and disseminate information and resources for suicide prevention and mental health promotion in construction with the goal of creating a zero-suicide industry."

The Construction Industry Alliance for Suicide Prevention offers information and resources on its website, preventconstructionsuicide.com. Resources include links to the 988 Suicide & Crisis Lifeline and the Crisis Text Line, an anonymous mental health screening test, toolbox talks, wallet cards, posters to display in the workplace, and information and tips regarding how to plan an educational session.



Mental Health America recognizes June as Men's Health Month, which includes mental health awareness. Visit professionalroofing.net to access an infographic and other resources.

ABC Supply wins Gallup Exceptional Workplace Award

ABC Supply Co. Inc., Beloit, Wis., has received a Gallup Exceptional Workplace Award for the seventeenth consecutive year.

The award recognizes organizations that have attained world-class performance by making engagement a cornerstone of their business strategies. ABC Supply is one of 57 companies to receive the 2023 award and one of two companies to have received the award each year since its inception.



"Winning this award for an amazing 17th time is an incredible honor," says Mike Jost, ABC Supply's COO. "We're not only proud to

receive this prestigious award every year since 2007 but also proud of our more than 18,000 associates who make ABC Supply a unique place to work and do business with."

Jost notes ABC Supply's success is rooted in its core values, many of which focus on maintaining its strong culture.

"We are a family at ABC Supply and that means we create a sense of belonging and genuinely respect, care about and trust each other," he says. "We also extend that sense of family by giving back to the communities in which we live and work. Our associates feel good about the work we do with each other and in the world around us."

A complete list of winners is available at gallup.com.



NRCA receives two Association Trends marketing awards

NRCA has announced its marketing team recently won two TRENDY Awards; the awards recognize the best and most unique communications and marketing pieces from nonprofit organizations.

Association Trends, a national nonprofit advisory/consulting firm, held its annual review of nonprofit marketing and awarded NRCA the gold medal for "Best Advocacy Campaign" for its Roofing Day in D.C. 2022 marketing campaign and the silver medal for "Best Book/Manual/Catalog" for NRCA's 2022 catalog.

View all 2023 TRENDY Awards winners at associationtrends.com/gallery.

How to build a successful employer brand

A company with a strong employer brand likely will attract and retain employees. LinkedIn reports 75% of job candidates say they research a company's reputation when exploring new career opportunities.

The U.S. Chamber of Commerce offers the following ways to build a successful employer brand.

- **Focus on your reputation.** Prospective employees will want to know about your company's career opportunities, company culture and employee benefits. The current workforce also values companies' effects on communities and society, so you could benefit from integrating your values into your brand.
- **Define your employer value proposition.** Identify your core values and principles as an organization so employees know what to expect. Highlight your

unique offerings to employees and how your employer brand stands out from competitors.

- **Align your policies with your values.** Flexjobs reports 79% of job seekers examine a company's mission and purpose before applying, so be sure your employer brand accurately reflects that mission. Align your brand with your company values and find ways to implement those values in the workplace.
- **Build your culture around employee belonging.** Inclusion means ensuring all employees believe they are valued and truly belong in an organization regardless of background or experiences. When employees feel valued, they are more likely to be engaged and motivated at work.
- **Use social media to promote your**

brand. Many candidates use social media platforms such as LinkedIn to find jobs. Be sure your social media presence stands out by highlighting the best parts of your company, such as employee accomplishments.

- **Establish a strong onboarding process.** Most employees who have a negative onboarding experience do not stay long at a company. The onboarding process should be seamless, teach new employees about your company and its core values, and show them their skills are vital to the organization.
- **Give employees a voice.** Once you have developed your employer brand, ask current employees to help you assess whether your brand is living up to its reputation. Show them their ideas are valued.

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Sustainable thinking

The roofing industry has made significant progress in sustainability

by Mark S. Graham

The issue of sustainability in the construction industry, including the roofing industry, comes up frequently in conversations among building owners, designers, manufacturers, distributors, contractors, and representatives from standards-setting organizations and regulatory and code groups. Sustainability is an important issue, and the roofing industry has put forth several efforts to address it.

What is sustainability?

The concept of sustainability is not new. The National Environmental Policy Act of 1969 committed the U.S. to sustainability, declaring it a national policy “to create and maintain conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations.”

In the years since, the public’s interest in sustainability has broadened. In addition, sustainability practitioners are becoming more ambitious in their sustainability efforts and are sharing best practices to ensure the greatest environmental, economic and social impact.



Sustainability documentation

Product category rules, often referred to as PCRs, are defined in CAN/CSA ISO 14025-07 (R2022), “Environmental Labels and Declarations—Type III Environmental Declarations—Principles and Procedures,” as a set of specific rules, requirements and guidelines for developing environmental declarations for one or more products that can fulfill equivalent functions. PCRs determine what information should be gathered and how that information should be evaluated for an environmental declaration.

For example, ASTM International developed and maintains numerous PCRs, including those for asphalt shingles; built-up asphalt membranes; modified bituminous membranes; glass mat gypsum panels; single-ply roof membranes; and water-resistive and air barriers. Other organizations also publish their own PCRs.

Environmental product declarations, or EPDs, provide quantifiable environmental data to compare products that fulfill the same function. To create comparable EPDs, organizations must follow the rules and guidelines called for in an associated PCR. EPDs created under different PCRs generally are not comparable.

For example, ASTM International has developed and maintains several EPDs for roofing manufacturers such as Carlisle Syn-Tec Systems, Carlisle, Pa.; Hunter Panels,

“NRCA recently established a Sustainability in Roofing Committee that is considering roofing contractors' roles in sustainability”

Portland, Maine; Seaman Corp., Wooster, Ohio; Sika USA, Lyndhurst, NJ; SPRI; USG, Chicago; and Versico, Carlisle.

In addition, the Asphalt Roofing Manufacturers Association has developed product-specific EPDs applicable to its members' products for asphalt shingles; hot-applied built-up membranes; torch-applied APP polymer-modified bitumen membranes; and torch-applied, hot asphalt-applied and self-adhering SBS polymer-modified bitumen membranes.

And the Polyisocyanurate Insulation Manufacturers Association has developed EPDs applicable to its members' polyisocyanurate roof insulation, polyisocyanurate wall insulation and high-density polyisocyanurate roof insulation.

Also, NSF/ANSI 347, “Sustainability Assessment for Single Ply Roofing Membranes,” provides a point-based rating system for assessing and reporting the sustainability of single-ply membrane roof systems. Individual single-ply membrane manufacturers have sought and maintain certifications based on NSF/ANSI 347.

ASTM International's Committee D08 on Roofing and Waterproofing is considering taking over responsibility for further development and maintenance of NSF/ANSI 347 from NSF International. Broadening the standard's scope to include other types of membrane roof systems is one of the committee's considerations.



For links to ASTM International's PCR and EPD lists, ARMA's PCR and EPD lists, PIMA's EPD list and several sustainability product databases, go to professionalroofing.net.

Recycling

Recycling product packaging, unused materials and products, and tear-off materials also are important issues to address. Recycling asphalt shingle tear-off is becoming more commonplace, and the Construction & Demolition Recycling Association provides helpful guidelines and a list of asphalt shingle recyclers at shinglerecycling.org.

In addition, ASTM E3073, “Standard Guide for Development of Waste Management Plan for Construction, Deconstruction, or Demolition Projects,” provides guidelines for documenting construction waste disposal, and ASTM D8013-16, “Standard Guide for Establishing a Recycle Program for Roof Coverings, Roofing Membrane, and Shingle Materials,” provides guidelines for recycling roofing materials.

Closing thoughts

The roofing industry has developed a large amount of sustainability-related information. I encourage roof system designers and contractors to familiarize themselves with the information, and roof system material and product manufacturers should make

their PCRs, EPDs and other sustainable-related information readily accessible.

NRCA recently established a Sustainability in Roofing Committee that is considering roofing contractors' roles in sustainability and how NRCA will communicate sustainability-related information to NRCA members, the roofing industry at large and consumers. 🌱🌿

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

 @MarkGrahamNRCA



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Acceptance criteria revised for spray-applied foam insulation

A revision to ICC-ES acceptance criteria (AC377) for spray-applied foam plastic insulation was unanimously approved during an ICC-ES Evaluation Committee public hearing in February.

ICC-ES Acceptance Criteria establish technical requirements for the issuance of ICC-ES evaluation reports, which are intended to help code officials and design professionals determine product compliance with applicable codes.

The AC377 revision provides a concise, transparent path for spray-applied foam plastic insulation for use in unvented attics without a code-prescribed ignition barrier. The revision was developed with product manufacturers and industry partners and will streamline compliance and provide code officials clarity in the alternative test method specifically for use in unvented attics.

ICC-ES and ICC NTA conducted research testing to determine the performance characteristics of code-compliant unvented attic insulation materials.

The alternative test option the revision provides allows spray-applied foam plastic insulation that may have not met the requirements of AC377 previously, but under the specific configuration and testing of an *unvented attic with a downward opening* (Appendix U), manufacturers can avoid seeking costly special approval processes to use an alternate test procedure to the previous AC377.

In addition to the revision, ICC-ES and industry representatives elected to include a new requirement, the inclusion of installation certificates designed to increase safety by providing clear instructions to building occupants and maintenance workers regarding which safety considerations and use limitations are required for these spaces.

Streamlined certification pathway announced for LEED and WELL

On April 11, the U.S. Green Building Council, Green Business Certification Inc. and the International WELL Building Institute announced a streamlined process for projects pursuing certifications for the LEED green building rating system and the WELL Building Standard.

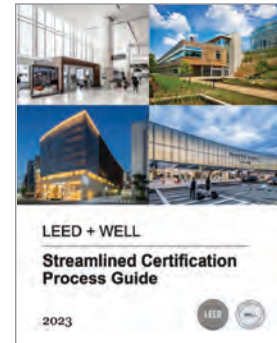
The process streamlines documentation for projects that are pursuing both certifications at the same time or that have already earned one certification and are looking to add the other.

“USGBC’s partnership with IWBI builds upon our shared commitment to driving positive health outcomes across the built environment,” says Peter Templeton, president and CEO of USGBC and GBCI. “Improving human health has been a foundational component of LEED since its inception and is the goal of each of the 10 concepts within the WELL Building Standard. By creating a streamlined process for LEED and WELL certification, we are encouraging every building owner and project team to adopt best practices that maximize benefits to occupant and community health.”

A new suite of online tools and resources is available to applicants, including:

- **LEED + WELL Crosswalk:** This tool shows how individual LEED credits map to specific WELL features and vice versa. As buildings are designed, project teams can use the crosswalk to identify where LEED and WELL are aligned and which strategies and initiatives support both programs.
- **LEED + WELL submittal form:** This form is required for both LEED and WELL certification reviews. Project teams can complete the form to identify which compliance paths are being used and communicate the information to the review team.
- **LEED + WELL streamlined certification process guide:** This document outlines the process, requirements and implementation tools available to project teams.

Additional information is available at usgbc.org/resources/leed-well-streamlined-certification-process.



NRCA offers construction details in electronic format

The NRCA Construction Details: CAD Files—2023 now are available in an electronic format.

The files offer 662 customizable details from all volumes of *The NRCA Roofing Manual*, including *The NRCA Roofing Manual: Membrane Roof Systems—2023*; *The NRCA Roofing Manual: Architectural Metal Flashing and Condensation and Air Leakage Control—2022*; *The NRCA Roofing Manual: Steep-slope Roof Systems—2021*; and *The NRCA Roofing Manual: Metal Panel and SPF Roof Systems—2020*.

For users’ convenience, the files can be downloaded and used with AutoCAD® software to customize plans to fit specific project needs.

The files are free for NRCA members and \$395 for nonmembers. Access the files at shop.nrca.net.





More important than ever

NRCA urges members to advocate for increased funding of career and technical education grants

by Duane L. Musser

As you know, demographic trends and ongoing supply chain challenges make finding qualified job candidates difficult. As you face increasingly difficult workforce development challenges, NRCA continues working to expand opportunities for career and technical education. CTE is vitally important to building a strong workforce.

Ongoing advocacy

NRCA's efforts to expand opportunities for employers to engage with CTE have been ongoing. During the inaugural Roofing Day in D.C. advocacy event in 2018, the roofing industry made it a priority to support passage of the Strengthening Career and Technical Education for the 21st Century Act, legislation to improve and expand CTE under the federal Carl D. Perkins Career and Technical Education Act of 2006. The bipartisan legislation expanded incentives for work-based training and programs that enable students to earn industry-recognized credentials such as NRCA ProCertification.® A few months after the event, the bill was approved by Congress and signed into law by the president. Since passage of this legislation, more NRCA members have been able



to take advantage of CTE opportunities in their states.

State education departments now are implementing the law's provisions to enable more effective collaboration among employers and educational institutions to develop CTE programs. Most critically, the law authorizes funding for Perkins Basic State Grants, and these funds are distributed among states according to population and other factors for CTE programs.

Push for funding

Securing continuing government funding for CTE programs plays a critical role in

workforce development. Congress allocates funding for Perkins Basic State Grants annually in appropriations legislation. NRCA has made increased funding for Perkins Basic State Grants a top advocacy priority to maximize CTE opportunities for roofing industry employers. Developing more support for increased funding is important because, as budgetary pressures continue to increase, funding has not kept pace with demand or inflation.

In 2022, NRCA advocated for Congress to provide increased funding for Perkins Basic State Grants for fiscal year 2023, and Congress provided an increase of \$50 million over the previous fiscal year's amount, bringing total funding for the grants to more than \$1.4 billion. NRCA is pleased with the funding increase given current federal budgetary restraints. However, Congress must place a higher priority on funding for Perkins Basic State Grants in the future to ensure young workers can develop skills needed in the current workforce.

Given the importance of this issue, Roofing Day in D.C. 2023 participants again advocated for robust funding for Perkins Basic State

Grants. As the federal appropriations process continues in Washington, D.C., throughout the summer, Congress needs to continue hearing from NRCA members.

Looking ahead

Strong investments in Perkins Basic

State Grants are critical to the success of the CTE reform law passed in 2018. Sufficient funding assists high school and community college students who need training to succeed in the workforce and employers that benefit

from hiring skilled workers. NRCA will continue advocating for increased funding for Perkins Basic

State Grants to help roofing industry employers address workforce needs in increasingly competitive markets. 🌟🌟🌟

For an article related to this topic, see "An unfair deal," November 2022 issue.

DUANE L. MUSSER is NRCA's vice president of government relations in Washington, D.C.

MAKE YOUR VOICE HEARD

NRCA urges members to contact their senators and representatives in support of this effort by visiting the NRCA Grassroots Advocacy Network at roofingadvocacy.nrca.net. Members can send emails via the "NRCA Action Alert: Urge your members of Congress to support increased funding for career and technical education" link.

Oregon OSHA fines contractor \$105,800 for alleged fall hazards

Oregon Occupational Safety and Health Division has fined JMJ Construction LLC, Canby, Ore., \$105,800 for allegedly allowing three employees to work at heights without fall protection at a Hillsboro, Ore., job site. The company is not an NRCA member.

The job-site inspection was conducted under Oregon OSHA's emphasis program on fall hazards in construction. The prevention-based program includes direction to inspectors to act based on observations while in the field.

The inspection identified three violations, one of which involved JMJ Construction allowing three employees to work at heights without any type of fall-protection system, exposing them to an 18-foot fall to a

lower level. JMJ Construction was performing roofing work on a commercial building as a subcontractor.

It was the fourth time since February 2020 the company violated a fall-protection rule. Because of the repeat offenses, the penalty for the violation multiplied. JMJ Construction has filed an appeal.

"There is simply no good reason to assign employees to work at heights without adequate protective systems," says Renee Stapleton, administrator for Oregon OSHA. "Employees have a right to work safely. Employers that repeatedly fail to make that right a reality are only increasing the risk of serious injuries and lost lives."



Contractor faces \$678,536 in fines after ignoring fall-protection requirement

Six months after an employee's fatal fall, the Occupational Safety and Health Administration found ALJ Home Improvement Inc., Nanuet, N.Y., again exposing employees to potentially deadly harm. The company is not an NRCA member.



Two roofing workers suffered preventable fatal workplace falls in February 2019 and February 2022. Seven federal workplace safety inspections during the past four years identified 33 violations—nine of them willful failures to provide required fall protection.

An OSHA inspector at a Ho-Ho-Kus, N.J., job site in August 2022 observed three employees on a roof 18 feet above ground without required fall protection. ALJ Home Improvement was contracted to remove an existing roof and reinstall shingles on a single-family residence.

OSHA cited the company with four willful violations and four serious violations and proposed a \$687,536 penalty for lack of fall and head protection and violations of multiple standards.

Florida contractor faces fines after 15-year-old worker falls

JGN Services LLC, Lake Mary, Fla., faces fines and citations for three serious alleged violations after a 15-year-old worker fell about 20 feet from the roof of a two-story home in Orlando, Fla., according to Bloomberg Law. The company is not an NRCA member.

The Occupational Safety and Health Administration found the roofing company failed to ensure the use of required fall protection, which led to the 15-year-old suffering severe head and spinal injuries and spending six days in a hospital after the February 2022 incident.

The Department of Labor issued \$8,702 in penalties for three serious citations for safety violations, and a Wage and Hour Division investigation led to a \$55,841 civil penalty under the Child Labor Enhanced Penalty Program.

The Wage and Hour Division also found JGN Services committed minimum wage and overtime violations under the Fair Labor Standards Act by not paying employees overtime rates for hours logged beyond 40 hours in a workweek and misclassifying some workers as independent contractors.

The investigation recovered \$106,600 in back wages and liquidated damages for 18 workers.

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– Orrin Woodward, author

a leader's leader

Lisa Sprick takes the helm as NRCA's chairman of the board

by Christine Elle Hanus

When Lisa Sprick, president of Sprick Roofing Co. Inc., Corvallis, Ore., became involved with NRCA 27 years ago, she made a suggestion during a committee meeting that led to the development of NRCA's Future Executives Institute—a comprehensive three-year educational program designed to develop the management and leadership skills of future and current roofing contracting company leaders. In 2022, the FEI program celebrated 20 years, and 214 students have graduated from the program to become leaders in the roofing industry.

“Lisa was a key member of the inaugural Future Executives Institute Committee and worked to develop a serious program for the next generation of roofing contractors,” says Tom Shanahan, CAE, executive director of FEI. “Lisa was passionate about doing what she could to help develop the program. She is a perfect example of finding the balance between leading and managing.”

This month, Sprick becomes NRCA's chairman of the board, the highest-ranking officer of the association.

“Lisa is a compassionate, strong leader who is determined to elevate the roofing industry and those who work in it,” says Megan Wolff, office manager for Sprick Roofing.

The early years

Sprick was born in Niagara Falls, N.Y. Her father, Bill, was a career military man in the Army; he now is retired and currently living in Florida. Her mother, Genevieve, was a registered nurse (she passed away in 2020), and together her parents had two other children, Michael and Paul—Sprick's older brothers. When she was 3 years old, while her father was stationed in Oklahoma, her parents divorced. In 1970, her mother got a nursing job in Oregon, and Lisa has resided in the state ever since.

Sprick's father remarried and had two more sons, John and Rob—Sprick's younger brothers—with his wife, Carolyn. Although her father often was physically distant because of his job, Sprick says he always was dialed into her life.

“Paul and I learned to travel on our own at a young age to see him whenever possible, which we thought was so cool,” Sprick says. “We felt like jet setters!”

After graduating from Corvallis High School, Sprick attended Southern Oregon University, Ashland, to study criminology.

“After a field trip to San Quentin State Prison, I knew I wasn't going to solve the world's problems that way,” Sprick says.



4-year-old Sprick

She returned to Corvallis and entered the American Sign Language interpreter training program at Western Oregon University, Monmouth. At the time, there wasn't a degree available in sign language, so she graduated with a certificate that enabled her to work in the profession. For five years, she worked as a sign language interpreter primarily in the educational system, interpreting in classes for middle schools, high schools and colleges.

During the summer of 1985, she met Randy Sprick while house-sitting.



Sprick with her father, her hero

"We were neighbors while I house-sat for a friend," Sprick says. "I had my first golden retriever back then, and Randy left a 20-pound bag of dog food on the doorstep one day. He knew exactly the way into my heart.

We started dating, and by the end of the summer when my friend needed her house back, I moved into Randy's place, and we were married five years later."

Partnering with Randy made Sprick an instant mother figure to Randy's son, Christopher.

"He came into my life when he was 7 years old," Sprick says. "He's technically my stepson, but it's not a term I've ever used for him. From day one, I raised him as I would my own."

Christopher now is 45 years old and has two children, Dawson (16) and Anika (13), with his wife, Brandy.

"Lisa has been part of my life for 38 years," Christopher Sprick says. "I grew up with her as my other mother, always encouraging and mentoring me."

Paul says his sister's greatest accomplishment is helping Christopher become the man he is today.

"The legacy she helped create by making Christopher a responsible man will live on," he says. "He and his children are beneficiaries of Lisa's selfless parenting."

Sprick remained married to Randy for 27 years until they had an amicable divorce in 2017.

"We told no one of our intention to do so except our son," Sprick says. "We just didn't want any outside drama or people feeling like they had to choose sides. The truth be told, we went about our normal business and when the paperwork arrived, we didn't realize we had officially been divorced for three days."

"It's certainly been an interesting and unexpected turn in my life," she continues. "But one I'm proud of us doing well, especially when so many divorces turn into a 'war of the roses' type of split."

Sprick met her current significant other, Brent Savage, 40 years ago while at Southern Oregon University. After not seeing each other for 33 years, about seven years ago, Savage tracked Sprick down through social media and the two started dating.

"Lisa and Randy have been in each other's lives for 38 years, 27 years as a couple, so ending their marriage shouldn't be categorized as a failure," Savage says. "They get along well. We hang out with him; he's a great guy. We also hang out with my ex-wife, who is also a great person. It's nice to have shared a life together and still be dear friends. I think that's a cool part of their (and our) story."

Sprick feels blessed to be surrounded by a blended family.

"Some I share genes with, some I share half genes with and others no genes at all, but family means everything to me, especially those I've chosen to be in my family."

The Spricks get along so well, they share a 71-year-old roofing business.

Sprick Roofing

In 1952, Sprick Roofing was founded by Randy Sprick's father, Jack. In 1977, Randy Sprick began working with his father at the company. In 1989, Jack Sprick retired, and Randy Sprick became sole owner of the company.

"Most of our company culture was formed by my father," Randy Sprick says. "He instilled high values, high standards and a family atmosphere."

In 1990, Sprick joined the family business after a sudden, unexpected turn of events changed the trajectory of her life.

"I was T-boned in a car accident that caused some damage to my shoulder and nerve damage to my neck," she says. "Sign language interpreting is a physically demanding job. I continued interpreting as long as I could for about two years. I saw neurologists,



Sprick with her brothers Michael (upper left), Rob (upper right), John (lower left) and Paul (lower right)



Sprick with her significant other, Brent

assumed ownership of Sprick Roofing and was running the company himself, he asked his wife for help and to come into the business.

"I told Randy I know nothing about roofing except where the roof goes, but I reluctantly offered to help him for one year to see how it would go," Sprick says. "The car accident was kind of a metaphor as it flipped me around 180 degrees facing the other direction. So at that point I jumped into the business, and that's where everything started for me in the roofing industry."

Sprick wanted to learn everything she needed to know about roofing and has "sat in every chair," stopping short of actually installing roof systems.

"That's where Randy drew the line," Sprick says. "He said I didn't need to do that to figure it all out. I did sales, measuring and interacted with clients. Basically, everything I needed to know because I didn't want to pick up the phone and not know the answer to any question that might get asked."

Sprick continued working at the family business well beyond the one-year mark and has steadily developed a reputation in the industry.

"I was always impressed with Lisa even before I came to work at Sprick Roofing," says Melvin Smith, senior technical advisor at Sprick Roofing. "There's a hurdle she had to get over, a stigma of being a woman in a male-dominated industry. I was fascinated with how much command she had in the roofing business. I think it's great."

Smith's father worked with Randy Sprick's father during the 1950s and 1960s. Melvin and his younger brother Benny, who currently is superintendent for Sprick Roofing, both recently celebrated 20 years at the company.

chiropractors and naturopathic medicine doctors, and they all basically said the same thing: 'You probably need to find another profession.'

As Randy Sprick had just

"It's a family-owned and -operated company with a goal of providing quality and trust," Melvin Smith says. "They're good to me, and we create great projects together."

Michael Butler, safety director and warehouseman at Sprick Roofing, reroofed his first roof at Sprick Roofing in 1991.

"It didn't take long to be accepted into the family," Butler says. "I knew within a couple of weeks this was a great company. Previously, I spent almost two years at a shop with 120 employees, and I had a foreman that until the day I left didn't know my name."

Sprick Roofing currently employs about 20 people and is in a college town of 60,000 people of which half are students.

"We don't have a giant geographic footprint," Sprick says. "We're happy with the number of employees we have now and where the company stands. The crew we have is amazing. We want to grow from profits (by becoming more efficient) rather than grow from taking on more projects just for the sake of it, invariably inviting more risk of which we have plenty of on a daily basis."

Rob says he's proud of his sister's professional accomplishments.

"Lisa helped Randy make Sprick Roofing a well-respected company that has provided economic stability for so many people," Rob Kulik says. "She's a hardworking, driven person."

Sprick's son also worked at



Sprick with her son, Christopher (left), and business partner, Randy (middle)



The lighter side

What is your favorite phrase?
Predict nothing, prepare for anything

What sound do you love?
Any kind of music

What sound do you hate?
Crying ... especially my own

What profession other than your own would you like to attempt?
A musician or rock star

What are your favorite qualities in a person?
Authenticity and humor

What is your fear?
Losing people I love

Which season of the year do you prefer?
I welcome the changes of all seasons.

Do you have a favorite food?
Dungeness crab

What is your pet peeve?
Narcissist behavior

If Heaven exists, what would you like to hear God say when you arrive at the pearly gates?
We'll make an exception.

the family business for about 21 years after graduating high school.

“I’ve observed how the company culture has evolved from an individualistic mindset to one that prioritizes safety, teamwork and collective goals,” Christopher Sprick says. “Lisa played a key role in driving these



Sprick with Melvin Kruger (middle), a former NRCA president, and Bill Good (right), a former NRCA CEO

changes. She also helped implement recognition programs, employee training and development initiatives, which further strengthened the team’s collective mindset and commitment toward common goals.

She’s an awesome woman in a male-run industry. We need more people like her in the roofing industry.”

NRCA

Wanting to learn everything and anything about the roofing industry, the Spricks attended a regional industry event in 1995. However, attendees didn’t seem keen on sharing information.

“When we were standing around the tables at the event, no one would talk to us,” Sprick says. “I had a gazillion questions, but people seemed guarded. They didn’t want to reveal much of anything.”

After realizing the regional conference attendees most likely viewed other participants as competitors, Sprick tried a different approach and attended an NRCA annual convention in San Diego the following year.

“The difference was night and day,” Sprick says. “Everyone I approached was open and chatting with me and helpful.”

That’s where she met Bill Good, a former NRCA CEO, while attending what she thought was a member recruitment cocktail party.

“I figured I’d go and see whether they could recruit me as a member, but once I got there, I realized it was a reception to thank recruiters for getting new members, not a party to recruit new members,” Sprick explains.

“And Bill happened to be standing there, so I decided to talk to him (still not realizing I was talking to the CEO of the association) and said: ‘I realize I’m not supposed to be here, but if you’re a recruiter, try and recruit me.’”

After talking to Good about wanting to give back, not just take what NRCA had to offer, she returned home from the convention to find a 14-page fax from Good asking her to choose which committees looked interesting.

“So I joined NRCA and attended my first NRCA Mid-year Committee Meetings in 1996 and served on the workforce and contractor management committees,” Sprick says. “And I’ve been involved ever since.”

Sprick has served on numerous other committees and task forces including Asphalt Shingle Repair Manual Task Force, Career Path Task Force, Membership Committee, OSHA Residential Fall Protection Task Force, Residential Contractors Committee and Strategic Plan Review Task Force.

In 2016, Sprick testified before the House Workforce Protections Subcommittee on Capitol Hill. On behalf of NRCA, Sprick provided perspectives of a professional roofing contractor regarding workplace safety regulations.

“OSHA seems to be stuck in a ‘Washington, D.C., knows best’ mode of regulating our industry, and I don’t think Washington always knows best,” Sprick told lawmakers.

In 1998, she was elected to NRCA’s board of directors and served three terms from 1998-2001, 2003-06 and 2019-20. In 2001, she was elected to the Executive Committee and served two terms from 2001-03 and 2020-22. In 2022, she served as chairman of the board-elect.

Sprick says her most notable NRCA accomplishment is helping develop the FEI program. The idea for the leadership program came about around 1999 when Christopher wanted his parents to develop a business succession plan.

“I was in a committee meeting, and I asked, ‘What am



Sprick with NRCA’s Executive Committee during a trip to Bend, Ore., in 2021



Sprick testifying before Congress in 2016



Sprick with Tom Shanahan, executive director of NRCA's Future Executives Institute

I going to do with my son? He's been out in the field for 12 years and thinks he can now come in and run the business," Sprick says. "I wondered what we're supposed to do with the younger generation that may or may not go to college but still need formal education regarding all the business disciplines needed to run the day-to-day operations. I needed help."

As a result, a task force was created to develop the FEI program, and the first class of students included her son and Kyle Thomas, NRCA's immediate former chairman of the board and executive vice president of Thomas Industries Inc., Mobile, Ala.

"FEI is my baby," Sprick says. "It validates for me that it doesn't matter where you come from, or what size company you have, if you have an idea and it's a good one, NRCA supports it and can make it happen to positively influence others. From its inception, FEI has performed beyond my wildest dreams."

Agenda ahead

Becoming NRCA chairman of the board wasn't an ambition or goal Sprick dreamed of achieving.

"I thought long and hard about it because I know what's involved," she says. "I am perfectly happy and love being on committees; that's where the work gets done. But I think it's important a woman be at the helm again. I also want to represent smaller contractors and give them a voice and let them see you don't necessarily have to be in a multimillion-dollar company to be in this position."

Sprick plans to continue working on current NRCA initiatives such as ProCertification® and maintaining the momentum Thomas provided during his term.

"Kyle's greatest accomplishment was keeping the association moving forward after a couple of tough years with the pandemic, supply chain issues and all the uncertainty

that came with that," she says. "He did a nice job; there weren't any real flare-ups. He kept things moving forward and kept optimism alive."

Sprick says a lack of qualified workforce continues to be the most important issue facing the industry.

"The first committee I served on decades ago was workforce, and it's the same issue we have today, but now it's severely worse," she says. "I don't think the issues we discussed back then were much different than they are now. We need to attract people into the industry."

According to Sprick, recruiting more people to the industry involves elevating the industry's image.

"We need to do a better job with our professional image," she says. "I've had several employees who have children, and when they were old enough they came to work for us but on a part-time basis because their parents didn't want their children doing roofing work for the rest of their lives."

"That's the problem right there," she continues. "If you can't sit at the dinner table and encourage the next generation to come into the industry, we've got an internal issue in addition to an external issue of people's opinions about what we do. Roofing is absolutely hard work, but there's a lot of pride that should come with that."

Sprick also plans to focus on strategies and initiatives to recruit more smaller contracting companies into NRCA.

"Many years ago, I remember putting on a convention program about roofing-specific business forms an NRCA committee had developed, and we probably had 100 roofing contractors in attendance," she says. "I can't tell you how many came up to me at the end and requested understanding of the benchmarks of how to get from Point A to Point B. Specifically, they asked how to go from installing roofs to being in the office full-time so they could sufficiently run and grow their businesses. NRCA already has so many resources developed that can help, but getting the word out to the smaller contractors about those resources is a challenging one."

Free time

When she's not developing leaders, elevating the industry's image or recruiting small-size contractors, you'll likely find Sprick at a live music event.

"That's my happy place, especially



Sprick in her craft room, the kitchen



Sprick and Duncan

Committee. In 2016, he served on the board of directors, and in 2020, he was elected to the Executive Committee. This month, he begins his term as chairman of the board-elect, NRCA's second-highest ranking officer.

"I'm deeply honored my peers trust me," he says. "It's an opportunity of a lifetime to give back to our industry."

From 2017-19, Duncan served as chairman of the FEI Committee, reciprocating what he learned as a student in the FEI program.

"It was so interesting to see the committee work together to maintain and better the FEI program," Duncan says. "It was awesome to contribute to the process and help improve FEI and make it the fantastic program it is today."

According to Duncan, the most pressing issue facing the industry is workforce shortages and a lack of experienced workers.

"NRCA has been working diligently on recruitment efforts, and the CTE/Workforce Development Committee has been doing great work to attract new people to the industry," he says. "In conjunction with this, immigration reform has to continue to be a priority for our industry."

One of Duncan's other priorities during the coming year is supporting Chairman of the Board Lisa Sprick, president of Sprick Roofing Co. Inc., Corvallis, Ore., and her initiatives.

"I will support Lisa to make the association more efficient, and I know she will make the tough decisions that need to be made," he says. "I am excited to work with and learn from her."

In his free time, Duncan enjoys spending time with his wife, Jennifer, and two children, Avery (12) and Owen (10).

"I like supporting my children's activities such as baseball, track and golf," he says. "I recently started coaching my daughter's softball team, which has been a great experience."

Duncan also enjoys scuba diving and recently took up the sport of spearfishing while diving. If he weren't a roofing contractor, he'd like to work at Sun Divers scuba shop, steps away from the turquoise waters in Roatán, Honduras.

But for now, he looks forward to serving NRCA and the industry during the coming year.

"NRCA has given me an unbelievable group of people I rely on," he says. "I understand the importance of my role, and I will work my tail off to keep this industry moving in the right direction."

Next in line

Doug Duncan, president of Nations Roof, Villa Park, Ill., graduated from NRCA's Future Executives Institute in 2015 and completed the association's Executive Management Institute program in 2017.

After graduating from FEI, he began serving on NRCA committees such as ProCertification® Oversight Committee, University Operations Committee and Young Contractors

during the summer when outdoor music festivals are prevalent," she says. "And if I'm accompanied by any of my insanely funny friends, or family, all the better."

Cooking also is a creative outlet.

"My son calls the kitchen my craft room," she says. "I love cooking and making meals for friends, as well as sending over a dish when someone might be in need."

If Sprick weren't a roofing contractor, she'd likely be doing something in the company of dogs.

"Animals are my passion," she says. "I easily get distracted by dogs. I don't have any at the moment, but we have a dog-friendly office, and I encourage employees to bring in theirs if well-behaved.

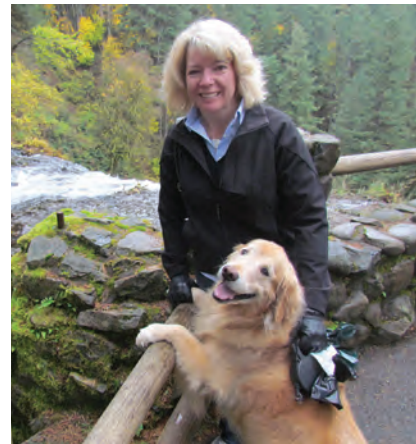
So fortunately, I still get to interact with dogs daily. And I often dog-sit for friends' pooches, so that also helps support my need for dog energy."

Friends and family say Sprick is a "dog whisperer," and she's developed a unique communication style with them.

"She trained our past three golden retrievers using sign language, and it worked well," Randy Sprick says. "They had an amazing vocabulary."

As far as future plans beyond NRCA or retirement, Sprick says she foresees remaining in the industry in some manner.

"I see myself continuing to mentor," she says. "I love this industry, and I love developing leaders. There's a lot of opportunity to help guide future generations."



Sprick with her golden retriever, Ruby



Sprick with Ruby's littermates

Ready to lead

Sprick's ability to mentor and develop leaders combined with her previous volunteer service and experience will serve her well as she leads NRCA, her peers and the industry through the next year.

"Lisa's patient, open-minded, straightforward and knowledgeable in all things roofing," Butler says. "She's motivated in everything she delves into and follows through to successful completion. The industry needs more leaders like her."

Sprick looks forward to working collectively as an industry to accomplish great things.

"Being involved with NRCA so long, I've seen and heard a lot of other perspectives, so I can bring a plethora of ways of doing things I've seen done successfully and unsuccessfully," Sprick says. "It's an honor to represent this fantastic industry." 🐾🐾🐾

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



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Modified Bitumen Systems: Torch Applied



DON'T SWEAT THE *SWOT*

Analyzing your company's strengths, weaknesses, opportunities and threats is a useful exercise

by Tom Shanahan, CAE

Here's an unpopular take: A SWOT analysis can be extremely helpful to a company or organization. I know sometimes a SWOT analysis gets a bad rap, and here's why: It often means having to participate in a drawn-out session where a group is asked to air opinions about the company or organization and the environment it competes in, categorizing each as a strength, weakness, opportunity or threat, and then report their findings. The notes are recorded and distributed for consideration. Some new rules and/or policies may result, and everyone goes back to business as usual.

Many times, SWOT analyses net little more than a wish list, complaint repository, the latest accomplishments, or the current fears circulating the news and airwaves. Usually, not much changes, improves or happens after a SWOT analysis unless you count the morale crash of those whose work just got branded a "weakness" or the boost to those branded a "strength." This lasts until the next SWOT analysis occurs, the tides turn and everyone hopes they never have to do one again.

But a SWOT analysis is not meant to net good (or bad) ideas, demoralize, empower, team build or scare people about the future. It is a strategic tool that can greatly assist an organization's strategic plan. In addition (and importantly) it should be used to consistently identify and communicate strategies to meet current and future challenges with confidence and thoughtfulness.

THE MODEL

The model I use to teach SWOT analysis is in Figure 1 on page 40. First, notice I refer to the analysis as a strategic communication tool. This perspective is important. It is meant to convey the SWOT analysis is a mechanism to sort and identify how an organization will express its responses to opportunities and/or threats posed by the market(s) it competes in.

Next, in the matrix, strengths and weaknesses are presented on top, and opportunities and threats are below. The top and bottom are used for completely different ends. This separation is key to understanding what responses go in which boxes.

As you perform a SWOT analysis, you (and others) will identify attributes about the organization and its market. There are two filtering processes used to ascertain where items will be placed in the

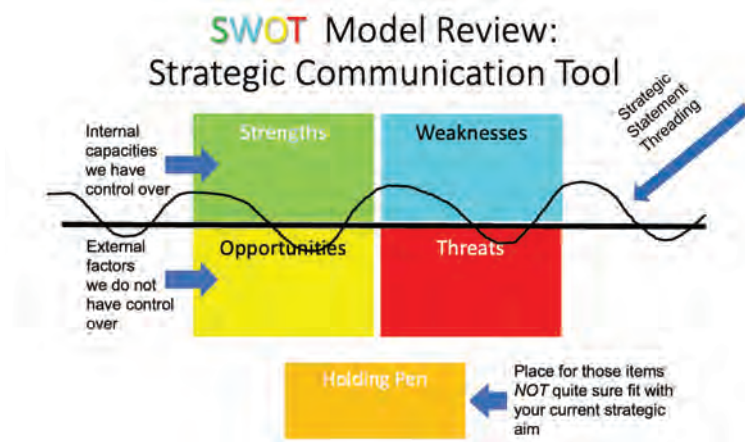


Figure 1: A SWOT matrix

matrix. Above and below the dark line are two statements with arrows: “internal capacities we have control over” and “external factors we do not have control over.”

Let’s say “adding metal roof system installations to our services” is the item being filtered. It is something the company has control over, so it will be placed above the line. Now that you know which side of the line you’re on, the second filter is used to ascertain whether it is a strength or weakness. Because this is a new venture, the statement likely is a weakness as there will be many things to do to ramp up this new line of business. But if you recently purchased a separate company that performs only metal roof system installations, you’d likely consider the item a strength.

Now, let’s say the Occupational Safety and Health Administration promulgates a new crane standard that significantly affects crane operator certifications. OSHA issuing the new standard is not something your company has any control over, so it resides below the line. Using the second filter, where will it reside? If you had no idea this was coming and you are being told by industry safety professionals the new rule is onerous, it likely is a threat.

Another example: A new tax incentive for homeowners who install or replace their roofs with metal roof systems within the next 12 months took effect. Is this an opportunity or a threat? For any residential roofing contractor who can install metal systems, it would be an opportunity. But if you do not install metal, you’d certainly consider this a threat.

During this analysis, there will be some discussion items that fall outside the business scheme but may have some reason not to be summarily dismissed. In the tax incentive example, if a roofing contractor does not install metal but might in the future, the metal roofing issue can be placed in the Holding Pen. But once the contractor decides metal roof system installation will not

be a part of the company’s offerings, for example, the idea should be removed from the pen.

AN UNFORTUNATE CHOICE OF WORDS

The terms strengths and weaknesses are part of a memorable acronym, but they do little to help the process of creating strategic statements. Because each word can create an emotional response and, as such, thwart objective thinking, I prefer the terms competencies and challenges, which are neutral and allow participants to think more objectively about their company.

To me, it is almost insulting to have anything labeled a weakness. Why create extra baggage when you’re trying to achieve critical thinking? Strength is not much better. It is too strong a word to use given the dynamic nature of any company affected daily by external factors that can change a current success into a future failure. Once something is labeled a success, it likely gets less critical attention, which is not optimum for an organization that works best when it is nimble.

When conducting a SWOT analysis, take care to explain a strength should be considered a current organizational competency (something your company is doing well) and a weakness as an operational challenge you could be doing better or are working to improve. This can help reframe the discussion toward a more realistic organizational assessment.

STRATEGIC STATEMENTS

A strategic statement is the actionable end result of a SWOT analysis. Based on what your initial SWOT process reveals, you can identify topic(s) needing to be addressed (see Figure 2).

Notice the arrows in the figure. These indicate the strategic statement will be created tying the external factors to the internal capabilities. Consider what is occurring outside the company’s four walls that is presenting opportunities and/or threats and populate the Strength and Weakness boxes according to how well you are positioned (or not) to respond.

The strategic statement in Figure 3 is color-coded to align with the SWOT boxes to reach a concluding actionable statement. The strategic statement’s X, Y and Z goals become the basis for the strategic plan’s mission, long- and short-term objectives, and day-to-day tactics. The statement ties these boxes together and concludes with

a game plan to be operationalized (technically as part of your strategic plan).

If you do not have a strategic plan, doing a SWOT analysis is a good place to start. What likely will become apparent are two important questions: Who are we, and who do we want to be? Without these filters, an organization risks being rudderless and possibly trying to be everything to everyone, which is usually not a successful strategy. Knowing your lane(s) and where you want to go is key to successful decision making and the company's future.

AN ONGOING PROCESS

Once you have competency in performing a SWOT analysis, there are three intervals and perspectives I recommend doing consistently. First, at six- to 12-month intervals, do a 25,000-foot view analysis. In other words, imagine you can rise above your business and look down. This point of view is wide and, depending on the reach of your market(s), could be nationwide. Do your best to consider where your company will be in three or more years. Where do you see storms gathering, or are there blue skies? Is there anything the company should be taking advantage of or be concerned about? For example, are there news reports predicting high employment rates in 18 months, or is OSHA going to release a new standard in six months?

At three- to six-month intervals, do the same but now from a 10,000-foot view looking to see whether those previously identified storms or skies have materialized or a new opportunity or threat emerged?

These two exercises will help identify areas that need more attention. You can assign a team(s) to take on one

**Strategic Statement for
Attracting New Workers for ABC Projects**

- As a result of an aging workforce with a shrinking labor pool to draw from, we are vulnerable to losing jobs to those firms who have skilled and trained staff in place;
- however, if we use our excellent training capabilities and leverage our skilled, knowledgeable experienced staff,
- with a mentoring program (while we have them), and a new robust outreach to two local community colleges with trade programs,
- we can attract a labor force wanting a career thereby increasing our opportunity to win the A+B+C projects needing high-end technically savvy, work.
- Therefore, this year we will develop a mentoring and outreach programs by doing X, Y and Z.*

*(These get operationalized in the Strategic Plan.)

Figure 3: An example of a strategic statement

or both of these efforts; however, to avoid groupthink, have each member do his or her own research, and bring the group together to discuss what they discovered.

Finally, from time to time, reach out to external stakeholders who know your company, such as your lawyer, banker, supplier(s), trusted customers, etc., and ask them to assess your strengths and weaknesses. These perspectives will provide information regarding how others view your internal operations. Also, ask what they are seeing, hearing and experiencing that may pose an opportunity or threat. Their points of view may be of great value.

TAKE IT SLOWLY

If you've never done a SWOT analysis or have and your experience was unpleasant, what I am proposing likely will seem daunting. Take it in small steps. Address one threat you feel comfortable weighing your strengths and weaknesses against and have your leadership team do the same exercise. Then, put all the information into a big SWOT chart, and look at creating smaller, targeted

SWOT analyses as described and from each create a strategic statement. Once you have done that, you prioritize them and move toward implementation.

When an organization becomes focused, it finds efficiencies and uncovers fresh ideas. The organization finds its balance and sees its resiliency. As a strategic effort, a SWOT analysis helps any team member, department or organization communicate issues objectively by articulating how the issues are affecting (or may affect) the company and identifies a path forward. It can be a powerful strategic and communication tool. 🌀🌟

TOM SHANAHAN, CAE, is a leadership coach and consultant and executive director of NRCA's Future Executives Institute.



Figure 2: An example of projects that need to be addressed

appealing

ROOFING WORK



Photos courtesy of Kevin Weber Photography, Baltimore.

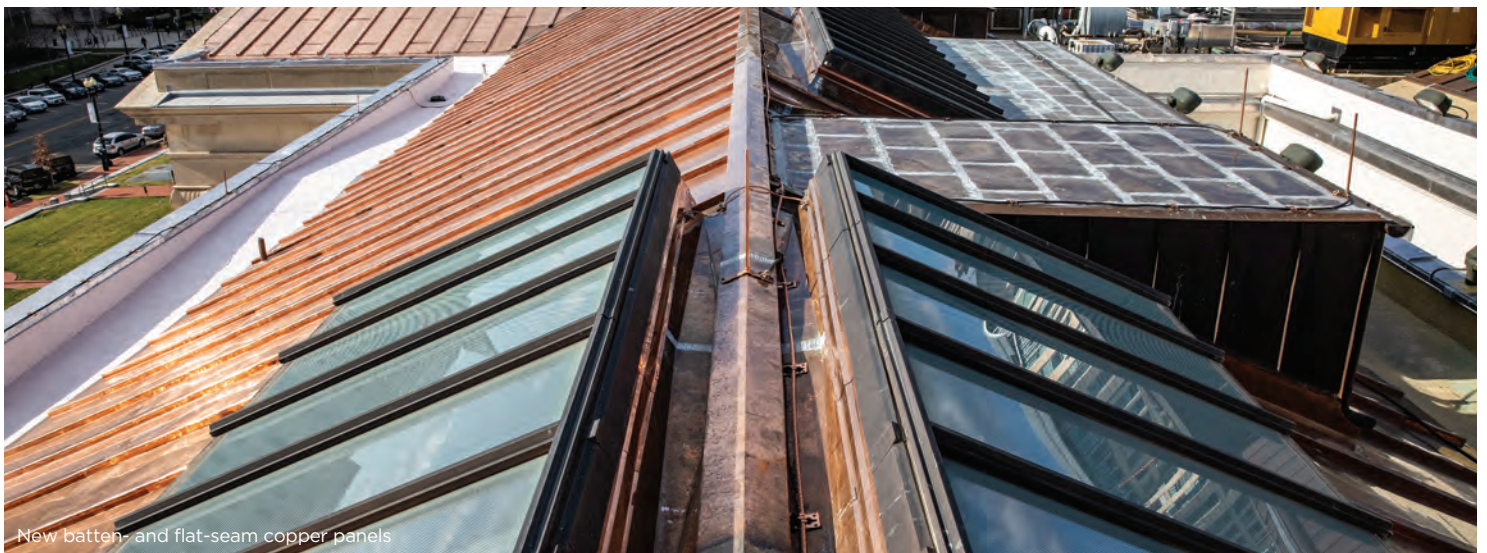
District of Columbia Court of Appeals



New 20-ounce Revere Copper batten-seam panels



Copper detail



New batten- and flat-seam copper panels



Aerial view of the court's new copper roof system

JAMES MYERS COMPANY RESTORES THE ROOF ON DISTRICT OF COLUMBIA COURT OF APPEALS

by Chrystine Elle Hanus

Located between the White House and U.S. Capitol is Judiciary Square. At the center of Judiciary Square is the District of Columbia Court of Appeals building, a National Historic Landmark and one of the oldest public buildings in Washington, D.C. In 1820, architect George Hadfield won a competition to design the building, and the structure's cornerstone was laid in August that year.

In 1999, the building was vacated for one of the most significant and complex historical preservation projects undertaken in Washington, D.C. Transforming a nearly 200-year-old building into a 21st-century courthouse took 10 years and required integrating expanded facilities with modern systems while minimally disrupting the structure's historical nature.

Although the roof systems were replaced as part of the renovations, persistent leaks compromised the structure. In 2017, James Myers Company Inc., Beltsville, Md., was asked by the building's facilities manager to perform a roof survey in conjunction with Building Conservation Associates Inc., Philadelphia, the project's roof consultant.

"We previously performed roof system replacements

on adjacent buildings that form a campus setting for the District of Columbia's court system buildings," says Richard Myers, president of James Myers Company. "While we were performing work on an adjacent building, we were asked to respond to roof leaks, which developed into a long-term relationship. After several years, the project was competitively bid for new roof system replacements, and we were awarded the project."

SCOPE OF WORK

The District of Columbia Court of Appeals roofing project included replacing copper metal panels, built-in gutters, sheet-metal flashing, roof drains, lightning protection and waterproofing as well as installing new granite pavers in the courtyard, new metal water tables along the courtyard, and mechanical and electrical components in coordination with rooftop equipment.

PROJECT NAME:
District of Columbia
Court of Appeals

PROJECT LOCATION:
Washington, D.C.

PROJECT DURATION:
September 2017-June 2020

ROOFING CONTRACTOR:
James Myers Company Inc.,
Beltsville, Md.

ROOF SYSTEM TYPES:
Copper and KEE membrane

ROOFING MANUFACTURERS:
Carlisle WIP® Products, Carlisle,
Pa.; Kemper System America Inc.,
West Seneca, N.Y.; Revere Copper
Products Inc., Rome, N.Y.



To read more about the history of District of Columbia Court of Appeals and the building's comprehensive renovation, go to professionalroofing.net.

Steep slope

From the 20,000-square-foot batten-seam copper roof areas, the James Myers Company team removed existing panels and built-in gutters and inspected and repaired the existing plywood deck with new 1/2-inch-thick pressure-treated plywood. While making deck repairs, workers placed a layer of Carlisle Water & Ice Protection (WIP®) 300HT self-adhering membrane.

After deck repairs, the team laid another layer of Carlisle WIP 300HT self-adhering membrane followed by rosin paper and new pressure-treated wood battens wrapped in membrane with pre-attached cleats. To complete the steep-slope roof areas, team members installed new 20-ounce Revere Copper batten-seam panels, clips and batten covers.

Working on the fourth-oldest structure in Washington, D.C., provided a glimpse into history for the team.

“Uncovering some of the original structure presented a unique perspective into early building techniques,” says Joe Schneider, vice president and project manager for James Myers Company.

On the 3,000-square-foot flat-seam copper roof areas, the team removed the copper and inspected and repaired the existing plywood deck with new 1/2-inch-thick pressure-treated plywood. While making deck repairs, a layer of Carlisle WIP 300HT self-adhering membrane was laid for temporary protection.

Once deck repairs were complete, the team laid another layer of Carlisle WIP 300HT self-adhering membrane followed by rosin paper and new 20-ounce flat-seam Revere Copper panels and clips.

Low slope

On the 10,000-square-foot low-slope roof areas that included gutters, mechanical components and a courtyard, team members removed the existing polymer-modified bitumen membrane down to the wood and concrete decks. While making deck repairs, the team placed a layer of Carlisle WIP 300HT self-adhering membrane.

On the wood decks, the team applied KEMPERTEC® Primer followed by a KEMPEROL 2K-PUR fleece-reinforced liquid-applied waterproofing system based on polyurethane resin with a reflective fire-rated polymer coating. On the concrete decks, the team added polyisocyanurate foam insulation and cement cover boards followed by KEMPERTEC Primer and a KEMPEROL 2K-PUR fleece-reinforced liquid-applied waterproofing system based on polyurethane resin with a reflective fire-rated polymer coating.

SAFETY

To ensure worker safety, the crew installed safety posts with cable rails for fall protection along parapet edges.

“We also built an extensive temporary access road that included a staging area, scaffolding stair tower, overhead hoist, trash chute, portable toilets and a job-site trailer for equipment and recycled copper,” Schneider says.

A team from Marchuck Construction Co. Inc., Fairfax, Va., a general subcontractor, assisted the James Myers Company team with erecting the material hoist, temporary protection and other site work.

The courtrooms remained in session for the project's duration, presenting some hurdles to overcome.

“Working around intakes with liquid-applied membrane odors while the courts were in session was a challenge,” Myers says. “Although the odor is not harmful, it could be deemed unpleasant, so we installed carbon filters where possible and worked around the court's schedule.”

Working around the mechanical equipment also presented unique circumstances with insulation and flashing.

“We helped develop a design for a shop-fabricated copper enclosure over a rooftop electrical switchgear that could not be moved,” Myers says. “It required liquid-applied membrane and a dedicated roof drain around the switchgear with a copper enclosure and roll-up door for access.”

HISTORY RENEWED

In June 2020, the James Myers Company team completed work on the District of Columbia Court of Appeals. Thanks to the dedicated team, building occupants were able to remain inside and continue conducting business as usual while the roof systems above were restored.

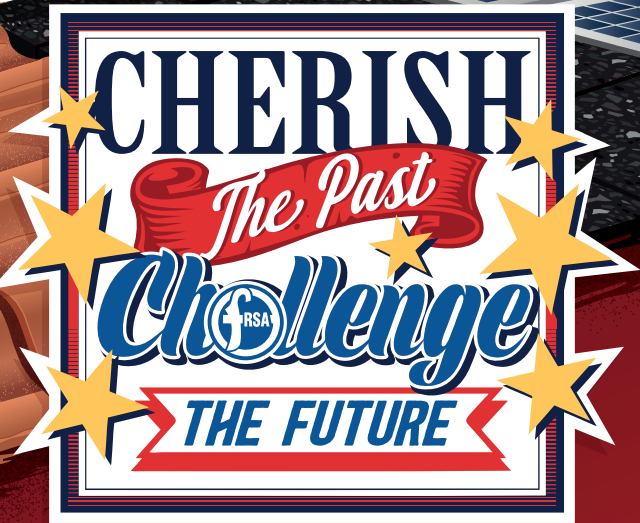
“Providing a new copper roof system designed for long-term service life while allowing the court system to conduct its judicial proceedings was rewarding,” Myers says. “The previous roof system prematurely failed and had serious defects, so it was an honor to be hired and trusted to install a quality roof system from which the building owner can expect a long service life and leak-free performance.” 🌟🌟🌟

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

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To view a photo gallery from
Roofing Day in D.C. 2023, go
to professionalroofing.net.



CHARGING AHEAD

The roofing industry leads the push for change in Washington, D.C.

by Sara Vaughn

“If your actions create a legacy that
inspires others to dream more, learn
more, do more and become more,
then, you are an excellent leader.”

— Dolly Parton, singer

For a fifth year, the roofing industry came together in Washington, D.C., to lead the push for changes to benefit industry employers and workers and the customers they serve. From April 18-19, NRCA and its supporting partners welcomed 221 roofing professionals from the contracting, manufacturing, distributing and consulting sectors to Roofing Day in D.C. 2023.

Roofing professionals from 33 states and Washington, D.C., descended upon Capitol Hill to speak with one voice to members of Congress during the largest government advocacy event of its kind.

“As the roofing industry faces ongoing challenges, it is more important than ever for industry professionals to interact with lawmakers face-to-face to share information and concerns, and that’s exactly what happened here,” says McKay Daniels, NRCA’s CEO. “In one day, roofing professionals attended more than 170 meetings with congressional leaders and their staffs. Thank you to all who participated in this significant event.”

After hearing about current policy trends and receiving a briefing about how to conduct congressional visits, on April 19, roofing professionals met with senators and representatives to discuss key advocacy issues, including workforce shortage solutions; express support for the Main Street Tax



Keynote speaker Rep. David Kustoff (R-Tenn.) speaks with Wright Ricketts, his senior policy advisor; Kent Gardner, president of building products for SRS Distribution, McKinney, Texas; and NRCA immediate former Chairman of the Board Kyle Thomas.



Sen. Chuck Grassley (R-Iowa) meets with the Iowa delegation.



Bill Wehrum, former assistant administrator of the Environmental Protection Agency, discusses climate and energy issues relevant to the roofing industry.



Bruce Mehlman, partner at Mehlman Consulting, Washington, D.C., explains current policy and political trends to Roofing Day in D.C. 2023 participants.

Certainty Act; and advocate for funding for the Department of Energy's Building Technologies Office.

"My congressional meetings were positive and involved good dialogue on the issues that are important to our industry," says Kyle Thomas, executive vice president of Thomas Industries Inc., Mobile, Ala., and NRCA's immediate former chairman of the board. "Attending Roofing Day in D.C. is important for building relationships with lawmakers and congressional staff so we can make greater progress addressing our industry's workforce challenges and other critical issues."

By discussing key issues directly with congressional leaders, roofing professionals help lawmakers understand how current and future legislation affects the industry.

"I appreciated meeting with my constituents during Roofing Day in D.C. to hear firsthand about the key issues facing the roofing industry's small- and family-owned businesses," says Sen. Ron Johnson (R-Wis.).

The beneficial effects of the event were evident to lawmakers and industry professionals alike, many of whom expressed positive feedback and a desire to participate again in future years.

"Participating in Roofing Day in D.C. with my colleagues from our company was a rewarding experience," says Peter Horch, president and CEO of Horch Roofing Inc., Warren, Maine. "There is no substitute for having face-to-face meetings on Capitol Hill to discuss key issues, such as the importance of good tax policy for small businesses. We also found the speakers and panel discussions informative. I'm already looking forward to attending next year!"

Mark your calendars now for Roofing Day in D.C. 2024, which will be held April 16-17. 📅🌟

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

MANUFACTURER NEWS

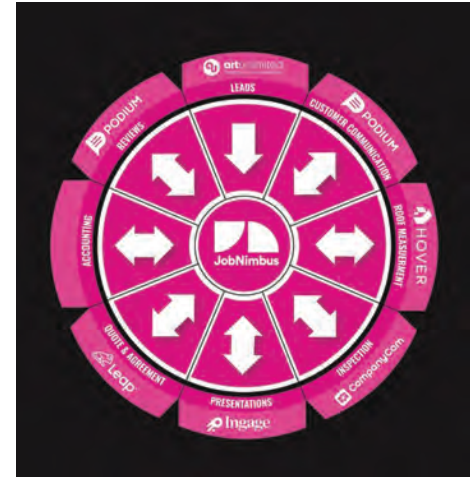
Owens Corning introduces Tech Stack resource

Owens Corning, Toledo, Ohio, has launched Tech Stack, a suite of resources designed to help contractors succeed in conducting business via interconnected technology. Tech Stack is available to contractors in the Owens Corning Roofing Contractor Network.

At the core of Tech Stack is a customer relationship management portal that connects roofing contractors to Owens Corning Business Service partners. From the portal, contractors can access tools to support sales and marketing initiatives; service leads; manage customer review requests; access inspection and measurement services; create presentation materials including estimates, quotes and contracts; and support accounting and administrative functions with partners including Art Unlimited, CompanyCam, Hover, Ingage, Job Nimbus, Leap and Podium.

Tech Stack resources are designed to meet contractors' needs as their businesses grow and bring efficiency to sales. As a sales lead moves from a company website visit to a text message to an in-home presentation, contractors can use Tech Stack resources to manage leads and keep customers engaged.

Contractors can contact local Owens Corning area sales managers for more information about Tech Stack.



IKO announces new manufacturing facilities

IKO, Wilmington, Del., has announced plans to build two manufacturing facilities in Chester County, S.C.

The projects will include the acquisition of a site on Lancaster Highway outside of Chester, which will become a new fiberglass manufacturing facility. The second project, located about a quarter of a mile away, will use the fiberglass plant's output to manufacture fiberglass mat in a 325,000-square-foot state-of-the-art plant. Glass mat is a vital component in asphalt shingle production, and the mat plant will supply IKO's growing network of shingle manufacturing sites in the U.S.

The two plants will represent more than a \$360 million investment by IKO and create nearly 200 local jobs. IKO expects to complete construction of the facilities and commence production by late 2025.

Malarkey Roofing Products® announces brand changes

Malarkey Roofing Products, Portland, Ore., has announced changes to product impact ratings, wrap design and brand naming.

Effective on installations beginning Jan. 1, 2023, Highlander® NEX® and Vista® architectural shingles are classified UL 2218 Class 3 and 4 impact-rated, respectively. Labeling and packaging are being updated.

As a rolling change, all shingle wraps are being redesigned to include the Malarkey Roofing Products' green brand color. Wraps also will continue to include the current color-coding system. This is only a wrap design change. Shingles with the old and new design can be color mixed.

As another rolling change, the NEX suffix will be dropped from the Highlander NEX and Ecoasis® NEX brand names. Highlander shingles can be color mixed with like-color Highlander NEX shingles and Ecoasis shingles can be color mixed with like-color Ecoasis NEX shingles.



APOC® products to feature new packaging

ICP Group, Andover, Mass., the parent company of APOC, has announced updated packaging across all APOC roofing and waterproofing product lines. The new labeling convention delivers a more uniform experience to customers and calls attention to important features and benefits.

APOC-branded items now feature newly designed front panels with large product numbers and simplified descriptions. The brand's black and yellow header and new tagline, "professional protection," appear front and center above product application and background imagery. The addition of large warranty badges, where applicable, denotes the right products for specific applications, and QR codes redirect contractors to more in-depth product information, including videos and tech data sheets.

In addition, all featured graphics now include corresponding Spanish translations, and the color and number of coats required for each product to perform optimally are called out. And with all label components appearing in the same designated location regardless of product type, customers can spend less time searching for the appropriate products.

Holcim Building Envelope recognized by *Newsweek*

Holcim Building Envelope, Nashville, Tenn., was recently recognized by *Newsweek* as a recipient of America's Greatest Workplaces for Diversity 2023 and America's Greatest Workplaces for Women 2023.

Holcim Building Envelope received the inaugural America's Greatest Workplaces for Diversity 2023 award, which recognizes workplaces in the U.S. that are committed to respecting and valuing a diverse workforce. The rankings are based on publicly available data, interviews with human resources professionals, and an anonymous online survey of employees at companies with 1,000 or more workers in the U.S. Criteria for employee surveys were based on corporate culture and working environment, among others.

Holcim Building Envelope earned the maximum equality score of five stars on the list of America's Greatest Workplaces for Women, one of 13 U.S. companies categorized as Industrial Products/Industrial Machinery to receive the top score. The rankings come from a survey of more than 37,000 female employees on criteria such as compensation and benefits, work-life balance and proactive management of a diverse workforce.

"At Holcim Building Envelope, we are built by our people and enriched by the talent and diversity of a highly skilled workforce," says Jamie Gentoso, president of Holcim Building Envelope. "We draw our strength from hiring people from various backgrounds and experiences that help cultivate a culture of inclusion."

Holcim Building Envelope shares the goal of Holcim, its parent company, to further increase gender inclusivity and diversity in its workforce. The 2025 target is for women to comprise at least 25% of senior management, an increase from 14% currently.

TAMKO® Building Products announces Titan XT® rating

TAMKO Building Products, Galena, Kan., has announced its Titan XT shingles now have a Class 3 Impact Rating as classified by Underwriters Laboratories' UL 2218 testing and certification.

Titan XT asphalt shingles feature an expanded nailing zone and weather coating and are available in 22 colors. Additional information is available at tamko.com/titanxt.



DISTRIBUTOR NEWS

ABC Supply acquires businesses from US LBM

ABC Supply Co. Inc., Beloit, Wis., has acquired several specialty distribution businesses from Atlanta-based US LBM: Coastal Roofing Supply, Feldman Lumber, Richardson Gypsum, Rosen Materials and Wallboard Supply Company.

The interior product businesses of Feldman Lumber, Richardson Gypsum, Rosen Materials and Wallboard Supply Company will operate under L&W Supply, and Coastal Roofing Supply will operate under ABC Supply.

In addition, ABC Supply has opened new branches in Durango, Colo.; Pearl, Miss.; and San Bernardino, Calif., to offer roofing and other exterior building supplies to local contractors. This is the company's tenth location in Colorado, third location in Mississippi and 47th location in California.

Gulfeagle Supply acquires Exterior Solutions

Gulfeagle Supply, Tampa, Fla., has acquired Exterior Solutions, a building materials supplier in Gulfport, Miss. The acquisition prompted a relocation of Gulfeagle Supply's existing branch in Gulfport.

The acquisition expands Gulfeagle Supply's product offerings in Gulfport to include siding, stucco, windows and doors, as well as roofing and building products. Gulfeagle Supply now has more than 110 locations in the U.S.

Elite Roofing Supply launches podcast

Elite Roofing Supply, Glendale, Ariz., has launched a new biweekly podcast, "Roof Talk," hosted by business consultant Derrick Mains, founder and CEO of The Process Fixer.

The contractor-centric podcast addresses the challenges many roofing businesses face in the changing economy. Mains will address topics such as time management, winning more bids and work-site safety.

"We wanted to create a resource for contractors and roofing professionals to get information and best practices to help them achieve their business goals," says Sarah Weiss, Elite Roofing Supply's CEO. "As a growing distributor celebrating a decade of relationship building and customer service, we felt it was our responsibility to share information on how to be successful."

"Roof Talk" is available on all streaming websites, at eliteroofingsupply.com and on Elite Roofing Supply's YouTube channel.



OTHER NEWS

ATAS International president makes Power 100 list

ATAS International, Allentown, Pa., has announced Dick Bus, president of ATAS International, was recognized in the 2023 Lehigh Valley Business' Power 100 list. The list includes 100 local leaders who shape their communities and influence the quality of life in the region.



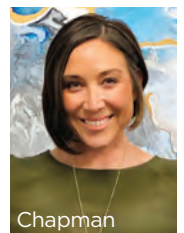
Bus

Bus has served as president of ATAS International for 28 years and has been involved since his parents, Jack and Nel Bus, started the family business.

As a past chairman of the Metal Construction Association and current president of the Metal Roofing Alliance, Bus has assisted in the promotion and growth of design and construction with metal components within the industry. He also has served on the boards of NRCA, the Manufacturers Resource Center in Allentown and Da Vinci Science Center in Allentown.

For the complete 2023 Lehigh Valley Business Power 100 list, visit lvb.com/meet-the-2023-lehigh-valley-business-power-100.

NRCA has announced Cheryl Chapman, general manager for Empire Roofing Inc., Fort Worth, Texas, has replaced Randy Adams, president of R. Adams Roofing Inc., Indianapolis, on NRCA's 2023-24 Executive Committee. Adams regrets he cannot serve, but he has other conflicting obligations. He looks forward to serving another time.



Chapman

EVENTS

JUNE

4-10

National Roofing Week

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

22-25

CRSMCA 80th Annual Meeting & Summer Convention

Carolinas Roofing and Sheet Metal
 Contractors Association Inc.
 Asheville, N.C.
 Contact: CRSMCA
 (704) 556-1228
 crsmca.org

28

Virtual CERTA Train-the-trainer

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

JULY

11-14

NRCA's Midyear Committee Meetings

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

12-14

FRSA's 101st Annual Convention and the Florida Roofing & Sheet Metal Expo

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

AUGUST

2

CERTA Train-the-trainer

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

SEPTEMBER

23-25

Western Roofing Expo

Western States Roofing
 Contractors Association
 Las Vegas
 Contact: WSRCA
 (800) 725-0333 or info@wsrca.com
 westernroofingexpo.com

27

Virtual CERTA Train-the-trainer

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 Department
 (866) ASK-NRCA (275-6722) or
 info@nrca.net
 nrca.net

29-30

IIBEC Building Enclosure Symposium

IIBEC
 Orlando, Fla.
 Contact: IIBEC
 (800) 828-1902 or info@iibec.org
 iibec.org

OCTOBER

4-6

2023 Texas Roofing Conference

Roofing Contractors Association
 of Texas
 Houston
 Contact: RCAT
 (800) 997-6631
 rcat.net

11-13

LEGALCon Live 2023

NRCA
 Chicago
 Contact: Anne Schroeder, NRCA's
 director of legal and volunteer
 leadership administration
 (847) 493-7547 or aschroeder@
 nrca.net
 nrca.net/legal

EagleView to collaborate with Mike Holmes

EagleView, Bellevue, Wash., has announced a collaboration with Mike Holmes Inspections, a firm built by home improvement show host Mike Holmes. Mike Holmes Inspections will use EagleView Assess and its drone-based digital image capture technology and damage analysis to help improve the quality and efficiency of roof inspections for property insurance claims.

The collaboration between Mike Holmes Inspections and EagleView creates a network of qualified roof inspectors in Canada who are trained and equipped with EagleView technology.

EagleView Assess uses drone-based cameras to capture high-definition digital images. Hail, wind and other types of damage can be accurately identified from the safety of the ground and delivered through EagleView Cloud.



MCA announces new membership category

The **Metal Construction Association** has created a new membership category to benefit regional distributors and regional roll formers, as well as underlayment and weather barrier manufacturers.

“Membership in MCA can help these companies reach the next level, and this new category is a clear invitation to join us,” says Bill Hartford, MCA Membership Committee chairman. “MCA is the go-to for all things in the metal construction industry, and we’re pleased to welcome new members so that we can show them the power of MCA.”

MCA brings together more than 100 member companies—including manufacturers, fabricators, distributors and others—that play a role in the use of metal in the building envelope.

For more information, visit metalconstruction.org.



Roofing Alliance welcomes new member

The **Roofing Alliance** has announced Beck Roofing Corp., Norfolk, Va., joined at the Governor level. The company is the foundation’s 189th member.



“We joined the Roofing Alliance for the purpose of furthering all of the Roofing Alliance’s excellent causes, particularly the industry’s increasingly critical workforce development initiatives,” says Dan Beck, president of Beck Roofing.

The Roofing Alliance has attracted some of the best roofing professionals in the industry. Together, they select and provide oversight of programs and funding for progressive research that shapes, improves and advances the roofing industry in education and training, technology, sustainability and philanthropy.

THE INDUSTRY ONLINE

Polyglass has launched **SPARC**,™ a roof system configurator for Polyglass Preferred and Quantum Contactors. SPARC allows users to select, combine and add required documents for a submittal package in less than 15 minutes. Learn more at polyglass.us/sparc.





NRCA NEW MEMBERS

ARCHITECTS/ENGINEERS/ CONSULTANTS

Edward Boylan and Associates,
Royal Palm Beach, Fla.
Gros Flores Positerry LLC,
Thibodaux, La.
GVRA Construction LLC, Fort Worth,
Texas
HTG Architects, Hopkins, Minn.
Lank Engineering, Boca Raton, Fla.
Miller Building Group LLC,
Gainesville, Fla.
MW, Montgomery, Texas
Renteria Consulting, Dallas

CONTRACTORS

4 Seasons Roofing Co., Wall
Township, N.J.
A5 Roofing, San Antonio
All Angels Roofing LLC, Naples, Fla.
Allstate Commercial Roofing
Consultants LLC, Fort Worth, Texas
A.W. Kuettel & Sons Inc., Duluth,
Minn.
AZ Roofing, Bristol, Conn.
Bar H Contractors, Stephenville, Texas
Bay Valley Roofing, Concord, Calif.
BEST Roofing & Waterproofing,
Eugene, Ore.
Bison Roofing, San Antonio
CalPro Roofing LLC, Glendale, Ariz.
Carroll Consulting Group,
Minneapolis
Castle Stone Homes, Frederick, Md.
Certified Roofers and General
Contractors Inc., Valrico, Fla.
Cherico Construction Services LLC,
Warner Robins, Ga.
Chicago Building Contractors LLC,
Roselle, Ill.
Conejo, Rockford, Ill.
Connolly Construction Co.,
Lynnwood, Wash.

Craftsman Custom Builders LLC,
Englewood, Fla.
Custom Rooftops of Iowa LLC,
Ankeny
Dr. Roof Atlanta, Roswell, Ga.
Evans Roofing and Gutters,
Pittsburgh
Florida Boys Roofing LLC,
Jacksonville
Fusion Roof, Philadelphia
Galvarooft S.A. de C.V., Querétaro,
Mexico
Gilday Construction, Shelbyville,
Tenn.
GME PLLC, Shorewood, Ill.
GNP Inc., Forney, Texas
Guardian Roofing, Moses Lake, Wash.
Hell N' High Water, Kingwood, Texas
Hilton Kennedy Co. Cincinnati,
d/b/a HKC Roofing and Sheet
Metal, Cincinnati
J&E Roofing LLC, Wichita Falls,
Texas
JB Commercial Roofing LLC,
Minerva, Ohio
LCR Roofing Inc., Flagstaff, Ariz.
LJ & Company Inc., Malden, Mass.
M&M Roofing, Prescott, Ariz.
Malachi Consulting, Cedar Park, Texas
Martins Sheetmetal Inc., Amarillo,
Texas
Peak Roofing, Mansfield, Mass.
Polk Roofs LLC, Winter Haven, Fla.
Precision Roofing Services LLC,
Fuquay Varina, N.C.
Professional Roofing LLC, Conway,
S.C.
Quality Matters Roofing LLC,
Ankeny, Iowa
Riley Hays Roofing & Construction,
Little Rock, Ark.
Robinhood Roofing, Parma Heights,
Ohio
Roof Master, Wolfforth, Texas

Roof Medics, Neenah, Wis.
Roof Solutions & Construction,
El Paso, Texas
S.W.A.T. Roofing & Consulting,
Akron, Ohio
Scandrol Roofing Co. Inc.,
Rockford, Ill.
Smith and Ramirez Roofing, El Paso,
Texas
Soluciones Constructivas De Acero
S.A. de C.V., Mexico City
Southeast Waterproofing and
Coatings, Mims, Fla.
Summit Construction & Contracting,
Teague, Texas
Summit Roofing Co. Inc., Roseville,
Calif.
Superior Builders Inc., Ramsey, Minn.
T Franklin Builder LLC, Homewood,
Ill.
Trademark Roofing and Gutter,
Holly Springs, N.C.
Tru Roof Management LLC, Dallas
True North Roofing, Cottage Grove,
Minn.
Vodika Roofing and Maintenance,
Fremont, Ohio
Welter Construction LLC, Elk River,
Minn.

MANUFACTURERS

Brava Roof Tile, Washington, Iowa
Van Boxel Building Supply,
Chardon, Ohio

SERVICE PROVIDERS

BuildCreative Inc., Stouffville, Ontario
Creativate, Wooster, Ohio
Nusens USA, Tampa, Fla.
United Insurance Network,
Arlington, Texas

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To learn more, go to malarkeyroofing.com/products-shingles-overview/legacy-scotchgard-shingles.



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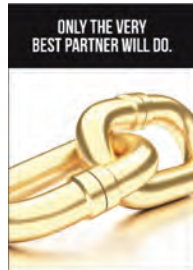
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MARDEE BILLINGSLEY



WHAT IS YOUR POSITION WITHIN YOUR COMPANY? I am executive vice president of Tremco CPG Inc., Beachwood, Ohio.

WHY DID YOU BECOME INVOLVED IN THE ROOFING INDUSTRY? I was working for a corporation that used Tremco as its roofing supplier, and my position was being relocated out of state and I was just about to start a family. Our sales representative offered me the opportunity to continue to support the company but as a vendor. I got to work at home for years and start a family; it was a win-win.



WHAT IS THE MOST UNUSUAL ROOFING PROJECT OF WHICH YOU HAVE BEEN A PART? After Hurricane Katrina, we replaced the roof system on the military commissary in Gulfport, Miss., and participated in the interior cleanup and rebuild. It was rewarding and humbling to see that type of devastation and be part of the rebuild.

WHAT'S YOUR FAVORITE ROOFING MATERIAL TO WORK WITH? WHY? I always have been on the operations side, and my favorite element is designing a program to save an existing roof system instead of tearing it off.

PEOPLE WOULD BE SURPRISED TO KNOW ... I spend 6-8 weeks baking for Christmas each year.



WHAT WAS YOUR FIRST ROOFING EXPERIENCE? Outside of managing customers, I went to a job site to start training as a construction manager. My manager wanted us to get on the roof, which involved an 80-foot ladder. (I might be exaggerating, but it was definitely two stories and moved too much.) Needless to say, I didn't go up the ladder and used an interior stairwell instead. We are not all mentally built for that type of climb.

WHAT IS YOUR ROOFING INDUSTRY INVOLVEMENT? I currently serve on NRCA's Global Advisory Committee. I am a member of National Women in Roofing and the company representative for Tremco's diamond sponsorship. I also have served as a board member for National Women in Roofing. I have attended Roofing Day in D.C. several times representing National Women in Roofing and Tremco.

MY FAVORITE PART ABOUT WORKING IN THE ROOFING INDUSTRY IS ... The diverse opportunities anyone can have with hard work and drive. You can learn so much about many things (construction, products, procurement, global economic conditions, finance and cultural differences). It is never the same from day to day or year to year.

WHAT DO YOU CONSIDER YOUR MOST REWARDING EXPERIENCE? My team and I developed a program at Tremco to provide college educations to construction management students with no strings attached. We expanded the program to the Department of Corrections to provide roofing careers to restored citizens. Watching these programs expand and affect peoples' lives, including some of Tremco's employees, is definitely one of the best things I have ever been a part of.

WHAT'S THE MOST EXCITING/ADVENTUROUS THING YOU'VE DONE? Walked on a glacier in Alaska



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

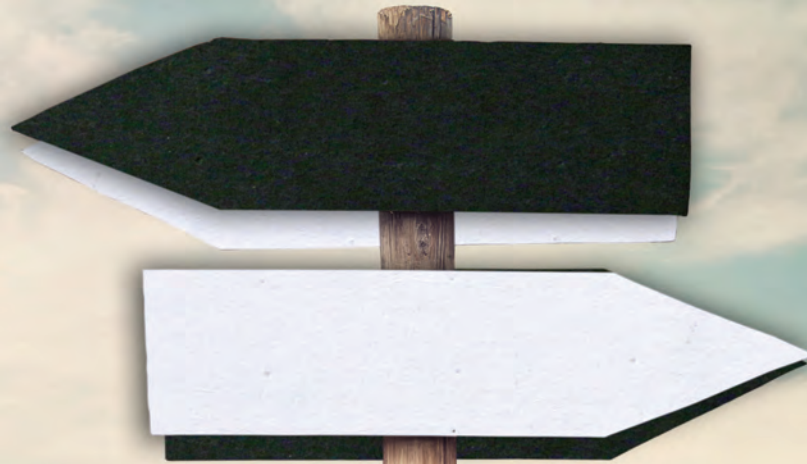
IF YOU COULD HAVE ANY SUPERPOWER, WHAT WOULD IT BE? WHY? Teleportation—I enjoy traveling, but I wish I could get places faster.

WHAT QUALITY DO YOU MOST ADMIRE IN A PERSON? I admire people who have the natural ability to be influential in anything they do.

WHAT IS YOUR FAVORITE STRESS RELIEVER? My bulldogs!



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