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A man in a light blue suit and dark tie is shown in a blurred, action shot, throwing a red die with white pips. The die is captured mid-air, with motion blur, suggesting a high-stakes gamble. The background is dark and out of focus.

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WHEN IT MATTERS®



When youth takes over

Younger generations inheriting older employees can face some challenges

by Ambika Puniani Reid



So many roofing companies are generational. One generation retires and passes along the business to the next generation. But when that happens, the new owners often are much younger than some of the employees they inherit, and that can cause strife.

The Wall Street Journal recently published “How to Rally the Troops at Work When They’re Older (and Maybe Wiser) Than You,” and the author Rachel Feintzeig explains being older and more experienced no longer guarantees more authority.

She writes: “Now, instead of clear-cut seniority by age, there’s often awkwardness, tension and confusion.”

Some areas of tension include younger managers believing older employees dislike them when older workers often are indifferent. Or maybe older people strain under a younger manager’s faster speed of work, comfort with technology and less formal way of speaking.

Feintzeig writes: “A senior worker might wonder: Is that millennial manager speaking casually because she doesn’t respect me?”

Feintzeig interviewed Lindsey Pollak, an author and speaker focused on multigenerational workforces, and they suggest the following tips to help smooth the transition:

- Younger managers should “use clear language to convey authority.” If a team member disagrees with a decision, the manager should stand firm while acknowledging his or her opinion.
- If an employee makes a comment about the age of a younger manager, the manager could say something like: “That’s the second time you’ve mentioned my age. Why would you bring that up?”
- Younger managers should meet with their new team members, ask questions about what challenges they perceive in the workplace and then make improvements.
- Younger managers should be open to learning from others. They should ask questions and seek advice for complex problems from those who have been at the company longer.

Transitions are always difficult and can become more complicated when older employees clash with younger managers. But with some forethought, they can be less contentious.

Ambika

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

CLOSE-UP



To commemorate Veterans Day 2023, Owens Corning, Toledo, Ohio, crossed a milestone of providing 500 free roof systems to U.S. veterans.

Launched in 2016, the Owens Corning Roof Deployment Program provides shingles and roof system components at no cost, and Platinum Preferred Contractors, the company's top tier of independent contractors, donate the labor to install the roofs.

The free roof systems have been installed for veterans in need in 41 states with an estimated value of more than \$5 million. More than 300 Owens Corning Platinum Preferred contractors have participated in the program.

To view a video of veterans explaining how the gift of free roof systems has made a difference in their lives, go to professionalroofing.net.

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



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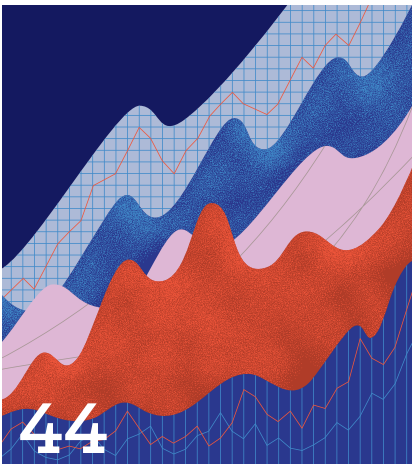
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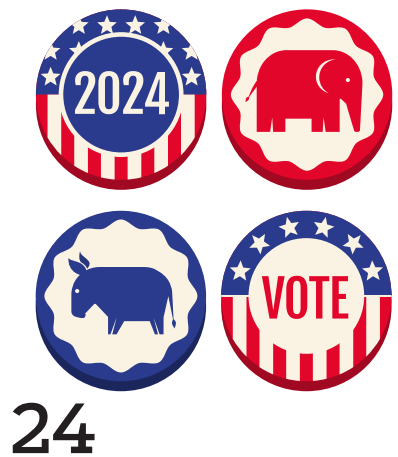
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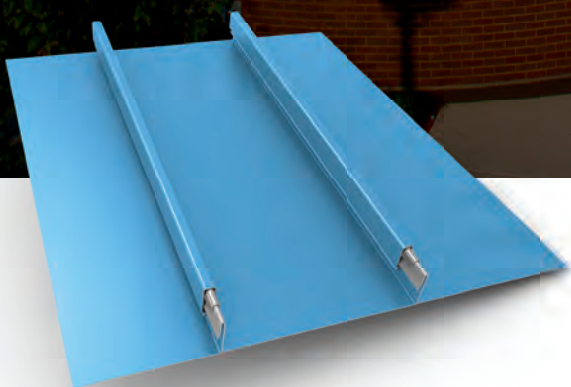


Whimsical Roofline



Vibrant Dynamic Blue Snap-Clad metal panels brighten the playful roof shapes and walls of two interior courtyards, invigorating this mixed-use building that houses a Chicago Public Library, childcare center and community meeting space.

Altgeld Family Resource Center, Chicago | Installing contractor: Progressive Dynamics | Architect: KOO LLC
Owner: Chicago Housing Authority | Photo: hortonphotoinc.com



Snap-Clad
Metal Roof and Wall System
Custom Dynamic Blue



View the
case study
and video



#HASHTAG

#COMMUNITY

The roofing industry is an essential part of the communities in which we live and work. Whether it is lending a helping hand, offering great service or working on projects around town, the roofing industry is there to help. Check out what roofing companies have been doing in the #community across social media!



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At Elite Roofing, we provide #roofingservices in our community, but also aim to give back to the area where we live and work. Littleton is one of our major service areas and our #community involvement in the area includes supporting Ute Meadows Elementary. elite-roofs.com/community-spot..



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whitecastleroofting 1w
Friday, a few of us lent a helping hand to the Food Bank of Lincoln to help serve over 900 people! Every opportunity to positively impact our community is truly a blessing. #community #WhiteCastleRoofing

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mrtmontgomery 6d
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Monarch Roofing
November 14 at 3:26 PM · 🌐

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#community #support #grow #team #gafroofing #roofer #roofing #contractor #ceo #business #wow #grateful #thankful Martin Pettigrew Monarch Roofing Monarch Roofing



Polyglass USA
November 9 at 11:03 AM · 🌐

Exciting news! 🎉 AIA Tampa Bay has just secured a historic building for its new headquarters, set to become a landmark in West Tampa. 🏢 Despite a challenge with a damaged, 3,000-square-foot roof from a recent lightning strike, AIA reached out to Ruben Calles, President of Veterans National Property Services (VPNS), for help.

VPNS, a crucial partner of Polyglass, seized the opportunity to give back to the industry and local community by donating roofing materials and labor to the AIA Tampa project.

Peter Hauerstein, AIA Tampa Bay President, shared his gratitude, saying, "The donation and innovation of Polyglass and Rob DeHaan, and the care and passion that you have shown for our project and organization made this project possible."

A big shoutout to VPNS for making this incredible project a reality! 🙌 And a special thank you to AIA for their unwavering support of the roofing community. 🏠 #AIA #Polyglass

#CommunitySupport #RoofingProject



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Ladder is versatile

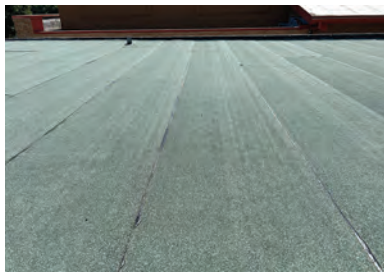
Werner has introduced its Multi-Position Pro ladder. With a 22-foot reach and built-in leveling, the ladder is said to have a variety of uses, including acting as an extension ladder, stairway ladder, step ladder, wall ladder and self-supporting scaffolding base (plank not included).

The ladder's sides adjust up to 7 inches for solid footing on uneven ground, with a leveling adjustment available on both slip-resistant feet. Designed for one- and two-person jobs, the ladder also features shatterproof aluminum J-locks, impact-resistant push knobs and a POWERLITE™ rail system.

wernerco.com

Polymer-modified bitumen membrane is sustainable

The Garland Company Inc. has announced the next generation of its StressPly family of polymer-modified bitumen membranes,



StressPly Legacy. Reportedly including 40% recycled and bio-based raw materials, StressPly Legacy features smog-reducing granules in its mineral surface that are activated by sunlight to chemically bond with nearby smog molecules. The membrane also was developed with biodegradable packaging, carbon-neutral shipping and a tree-planting service initiative.

garlandco.com

Work light is adjustable

DEWALT® has made available the TOUGH-SYSTEM® 2.0 Adjustable Work Light and the 20V MAX XR® Brushless Cordless ½-inch High Torque Impact Wrench.

Delivering up to three hours of runtime, the TOUGH-SYSTEM 2.0 Adjustable Work Light features two pivoting LED heads and seven brightness levels. With cordless and corded power options, including 20V MAX batteries, FLEXVOLT® batteries or a standard AC outlet,

the light can be used freestanding, stacked on TOUGH-SYSTEM 2.0 toolboxes, mounted on a tripod or hung by the built-in folding wire hook.

Automatically providing an increase in power after four seconds of impact, the 20V MAX XR Brushless Cordless ½-inch impact wrench reportedly delivers 1,200 foot-pound force of max fastening torque and 1,750 foot-pound force of max breakaway torque. The wrench also features three speeds, PRECISION WRENCH™ technology to prevent overtightening and fastener run-off, and BATTERYGUARD™ to reduce battery wear and tear.

dewalt.com



Underlayment resists radiation

Tarco has introduced Leakbarrier® NR600 Ultra, a polyester reinforced membrane with a specially formulated SBS compound. The underlayment's heavy-duty polyester fabric is said to have excellent tensile strength and elongation, as well as high tear-resistance properties, allowing up to 10 tiles to be stacked.

In addition, the polyester contains additives that reportedly resist ultraviolet radiation and white pigment to reflect visible radiation; the underlayment is said to allow for six months of exposure to the elements and withstand temperatures up to 260 F. NR600 Ultra can be used for mechanically attached and foam-attached tile roof systems; under asphalt shingles, slate and metal; and in areas such as coping joints, chimneys, dormers, low-slope sections, ridges, skylights, valleys and vents.

tarcoroofing.com





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Bitec® has introduced ElastoTherm,™ a product line of closed-cell, polyisocyanurate thermal insulation panels that provide an ozone-depletion option for insulating Bitec’s APP- and SBS polymer-modified roof assemblies.

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All ElastoTherm products are available in Grade 2 and Grade 3 compressive strengths and include a roof recover board with an integrally bonded inorganic glass fiber-reinforced facer.

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It always comes back to safety

The industry's success depends on keeping employees healthy and safe

by McKay Daniels

Safety and risk management always have been fundamental to the roofing industry. Some health and safety issues are newer or getting more regulatory attention than they had previously while others are longstanding, well-known and persistent.

For example, this past summer, heat, heat stress, heat illness and safe heat practices were discussed more than probably the prior 10 summers combined. The Occupational Safety and Health Administration issued a heat hazard alert and announced it will increase inspections and enforcement in areas where workers are exposed, and Sen. Alex Padilla (D-Calif.) has proposed national legislation regarding heat standards.

The dead of winter may seem an odd time to talk about heat, but I would argue it's a great time to prepare for the upcoming year. Because past is prologue, we should expect hot days and weeks this coming summer with more worker risk and added government scrutiny. And though the likelihood of congressional action addressing heat-related issues is slim, the political pressure on OSHA is mounting and will continue to increase.



Keeping them cool

The science around how humans react to external temperatures is remarkable. The human body can self-regulate to maintain a consistent temperature despite the external environment—but that capability has limits. Depending on the scientist, the temperature at which a person starts losing the ability to sufficiently regulate body temperature is between 87 F and 95 F at 100% humidity or 115 F at 50% humidity for a long period.

Regardless, heat illness is serious, can occur at colder temperatures depending on age or health, and the roofing industry

must continue to take it seriously.

I have visited contractors located in hot climates who have in-house, industrial-scale icemakers, chillers and fans. Around midsummer, the stories start emerging of crews starting work in the middle of the night to avoid the heat. Contractors say experienced workers know how to manage rising temperatures but new hires or those who relocate from a different climate struggle because they're not used to the water intake, rest and pacing required to work safely. As with any other safety issue, it's far more often a new person is at risk vs. seasoned professionals.

A perennial issue

Heat-related issues may have gotten meaningful attention this past year, but fall prevention

remains an ongoing concern. Earlier this year, OSHA announced a national emphasis program to prevent falls in construction. As you undoubtedly know, falls are the leading cause of workplace fatalities in construction, and OSHA's fall-protection standard is the most-cited standard in the construction industry.

The citation statistics are significant. Following are the 10 workplace safety standards that received the most citations in 2022. Notice how many are within the roofing industry's daily realm.

- Fall Protection—General Requirements (1926.501): 5,260 violations
- Hazard Communication (1910.1200): 2,424 violations
- Respiratory Protection (1910.134): 2,185 violations
- Ladders (1926.1053): 2,143 violations
- Scaffolding (1926.451): 2,058 violations
- Lockout/Tagout (1910.147): 1,977 violations
- Powered Industrial Trucks (1910.178): 1,749 violations
- Fall Protection—Training Requirements (1926.503): 1,556 violations
- Personal Protective and Lifesaving Equipment—Eye and Face Protection (1926.102): 1,401 violations
- Machine Guarding (1910.212): 1,370 violations

The Department of Labor reports there were 5,190 workplace fatalities in 2021, and 680 of those stemmed from falls from heights. That works out to about 13% of the nation's workplace deaths. According to the Bureau of Labor Statistics, in 2021, nearly one in five workplace deaths occurred in the construction industry.

And just over one-third of construction deaths were caused by falls, slips and trips. Of these, almost all were from falls to a lower level. The construction industry accounted for 46.2% of all fatal falls, slips and trips in 2021. That same year, in the overall economy, there were 3.6 fatalities per 100,000 workers, but in the roofing industry there were 59 deaths per 100,000. That's more than 16 times

“ Examine your safety culture, policies and practices because every worker deserves to come home to his or her family each night ”

the national average and more than a 25% increase from the year prior when the average was 47 roofing fatalities per 100,000 workers.

Good news

Despite the struggles, there are some bright spots.

I was fortunate to visit NRCA member Global Roofing Group, Phoenix, and learned about OSHA's Voluntary Protection Program, which recognizes employers that have implemented effective safety and health management systems and maintained injury and illness rates below national averages for their industries.

As part of the program, management, labor and OSHA work cooperatively and proactively to prevent injuries through a system focused on hazard prevention and control, worksite analysis, training, management commitment and worker involvement.

To participate, employers must apply and undergo an extensive evaluation by a team of safety and health professionals that can take up to three years. Once accepted, participants are re-evaluated semi-annually. Participants are exempt from OSHA programmed inspections while they maintain their VPP status.

The program is incredibly rigorous and being accepted is a huge achievement. As far as I can tell, OSHA lists only one roofing company in the nation with VPP status, Global Roofing Group.

This leaves me to close with the following:

- If your roofing company has earned VPP status, please let me know so we can recognize you for your dedication to safety.
- Consider applying for VPP status or at least determine whether you are or can hit the VPP metrics and criteria without doing the paperwork. I've heard contractors say: "This building is built to LEED gold standards; the owner just didn't pay the fees to get the plaque."

- Please examine your safety culture, policies and practices because every worker deserves to come home to his or her family each night. To learn more about developing a safety-conscious culture, see "Can't be too careful," page 34. 📧📧📧

MCKAY DANIELS is NRCA's CEO.

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Developers affected by rising rates

Developers of apartment buildings across the U.S. are raising alarms as property insurance rates continue to rise, a trend that threatens housing construction—especially new apartments with affordable units, according to Bloomberg.

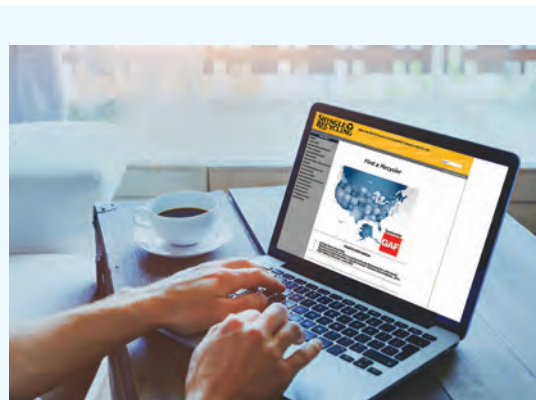


Premiums and deductibles for policies required by mortgage lenders have risen two- to three-fold during the past five years, developers say. These changes across the industry are fueled by increasingly frequent and severe natural disasters; multifamily housing developers in states such as California, Florida, Louisiana and Texas are seeing triple-digit increases in costs as insurance providers adjust to extreme weather connected to global climate change, according to industry leaders. Crime risk is another factor cited by affordable housing providers in the U.S. for insurance struggles.

High interest rates have led to financing gaps for in-progress projects because developers have limited ability to pass along higher costs to renters, causing deals to idle or fall apart. Insurance carriers also are increasingly raising premiums or declining to underwrite general liability policies for subsidized apartment projects.

"Ultimately, affordable housing providers may be forced to consider whether to opt out from participation in the affordable housing market if insurance and other operating costs continue to outpace allowable rent," says Michelle Norris, executive vice president of National Church Residences, Columbus, Ohio.

In June, the National Association of Home Builders adopted an emergency resolution urging policymakers at all government levels to take action. The resolution states private insurance providers are "increasingly and dramatically raising insurance rates and deductibles for affordable housing" and "rent-restricted housing ... is increasingly not feasible in many areas of the U.S. due to these high insurance costs." However, lawmakers are divided over the root of the issue.



Owens Corning progresses on shingle recycling initiative

NRCA member Owens Corning, Toledo, Ohio, has made progress on two key shingle recycling workstreams important for reaching its goal of recycling 2 million tons of shingles per year in the U.S. by 2030.

"The progress being made at the pilot is a promising step toward the future of shingle recycling," says Gunner Smith, Owens Corning Roofing's president. "What started at lab scale as shingle deconstruction with benchtop materials and testing has now been proven at pilot scale. The next step is plant trials where we will utilize the extracted materials in the development of new prototype shingles."

Owens Corning also is committed to accelerating the use of recycled shingles in asphalt paving applications; the company has partnered with the National Center for Asphalt Technology to conduct research studies regarding the use of recycled shingles in pavement. Full life cycle assessment data will be generated and published in industry-wide guidelines to educate asphalt contractors in the U.S.



To learn more about shingle recycling and find a recycler near you, go to professionalroofing.net.

Survey highlights construction firms' workforce challenges

A recent workforce survey of more than 1,400 construction firms, conducted by the Associated General Contractors of America and Autodesk, shows few candidates have the basic skills needed to work in high-paying construction careers, forcing contractors to find new ways to keep pace with demand.

Eighty-five percent of construction firms surveyed report they have open positions, and 88% of those firms are struggling to fill some of those positions, particularly among the craft workforce that performs most on-site construction work.

All types and sizes of construction firms are experiencing these challenges. Ken Simonson, AGC's chief economist, says the labor shortage is so severe because most job candidates are not qualified to work in the industry. Sixty-eight percent of firms report applicants lack the skills needed to work in construction, and one-third of firms report candidates cannot pass a drug test.

Workforce shortages reportedly also are contributing to the effects of supply chain disruptions, such as delayed materials and higher prices. Sixty-five percent of firms report their projects have been delayed because of supply challenges, and 61% of firms have delayed projects because of labor shortages. Half the survey respondents report owners canceled, postponed or scaled back projects because of increasing costs.



To combat labor shortages, 81% of firms have raised base pay rates for their workers during the past year, 44% are providing incentives and bonuses, and 26% also have improved their benefits packages. Additionally, 63% of survey respondents—compared with 39% in the 2022 survey—report they are using online strategies such as social media or digital advertising to recruit workers.

Contractors have increased training to address candidates' lack of skills with 41% of firms boosting spending for training and professional development programs, 25% enhancing their online and video training capabilities, and 14% using augmented and virtual reality technology to better train workers.

Survey results show technology has become more crucial in combating the labor shortage. Seventy-five percent of respondents say using cutting-edge technology helps them recruit talent, and 91% say their employees must have digital technology skills.

Additionally, 44% of respondents say artificial intelligence and robotics will positively affect construction costs by automating manual, error-prone tasks. Forty-one percent say AI and robotics will improve the quality of construction jobs and make workers safer and more productive.

CPWR develops resources for aging construction workers

The Center for Protection of Workers' Rights has developed a series of resources for older workers in the construction industry through its Center for Construction Research and Training, according to *Safety+Health* magazine. The Bureau of Labor Statistics reports the average construction worker is 42 years old, and many workers expect to remain on the job longer because they are "influenced by financial pressures as well as job satisfaction."

CPWR's resources include a data dashboard, hazard assessment and primary prevention tools, supportive programs and legal resources. CPWR also offers guidance regarding fall prevention and protection; health and wellness promotion; heat-related illness prevention; lighting; manual materials handling; noise and hearing loss; safety climate; and site management and housekeeping. Examples of supportive programs include pairing younger workers or apprentices with older tradespeople, bidirectional mentorship and training for career ladders.

Resources can be accessed on cpwr.com/research/management-resources-from-research/aging-workers.





Wildfire mitigation

The International Code Council® provides mitigation regulations in code document

by Mark S. Graham

Catastrophic wildfires, such as those that recently occurred in California, Colorado and Hawaii, have resulted in an increased demand for improved wildfire mitigation. The International Code Council Inc.'s International Wildland-Urban Interface Code® provides code-based regulations for wildfire mitigation, including roofing-specific requirements.

IWUIC

ICC developed the IWUIC in 2003. The current edition is IWUIC 2024.

IWUIC's purpose is to mitigate the risk to life and structures from wildland fire exposures and fire exposures from adjacent structures and to mitigate structure fires from spreading to wildland fuels.

A wildland-urban interface area is a geographic area where structures and other human development meets or intermingles with wildland or vegetative fuels. The adopting agency designates the wildland-urban interface areas within its jurisdiction.

IWUIC is intended to supplement, not replace, a jurisdiction's building and fire codes (if such codes have been adopted) and provide specialized regulations. IWUIC is presented in tiered levels to



allow for adoption and implementation commensurate with a jurisdiction's relative level of wildfire risk.

The code is arranged in seven chapters and eight optional appendixes devoted to specific topics (see figure). The provisions of the appendixes are not mandatory unless specifically referenced in a jurisdiction's adoption ordinance.

The entity that will implement, administer and enforce IWUIC will vary. IWUIC 2024's Section 103.1-Creation of Agency indicates an adopting jurisdiction needs to identify which entity is responsible for administration and enforcement. In most

instances, this is a building code or fire code official.

Roofing considerations

Requirements for buildings and structures, including roofing-specific requirements, are provided in Chapter 5-Special Building Construction Regulations. Table 503.1-Ignition-resistant Construction classifies buildings as Class 1, 2 or 3 based on a building or structure's fire hazard severity, water supply and defensible space.

For Class 1 buildings and structures, a roof assembly must have a Class A fire classification or be constructed of specific exempted roofing materials, such as brick, masonry or exposed concrete roof decks; metal sheets or shingles, clay or concrete tile or slate on non-combustible roof decks; metal sheets without

a roof deck; and copper sheets over combustible roof decks.

Steep-slope roof assemblies with valleys are required to have metal-lined valleys. Eaves and soffits are required to be protected on the exposed underside by ignition-resistant materials, such as not less than one-hour fire-resistance-rated construction. Gutters and downspouts are required to be of noncombustible materials and provided with code official-approved means to prevent the accumulation of leaves and debris.

Attic vent openings are not permitted in soffits, eave overhangs, or between rafters at eaves or in other overhang areas. Gable-end vents are required to be located 10 feet or more from lot lines. Where provided, any vent must be in accordance with specific performance or prescriptive requirements described in the code to resist building ignition from embers and flame through vent openings.

For Class 2 buildings and structures, roof assemblies must have a Class A fire classification or be a code official-approved, non-combustible roof covering. IWUIC defines noncombustible roof coverings as cement shingles or sheets; exposed concrete slab roof, ferrous or copper shingles or sheets; slate shingles, clay or concrete roofing tile; or other noncombustible roof covering material approved by the building official. Also, the metal valleys for steep-slope roof assemblies, gutter and downspout and vent restriction requirements apply as for Class 1 buildings and structures.

Combustible eaves, fascias and soffits are required to be enclosed with solid materials at least $\frac{3}{4}$ of an inch thick. Exposed rafter tails are not permitted unless constructed of heavy timber.

For Class 3 buildings and structures, the same Class A fire classification or noncombustible roof assembly, metal valleys for steep-slope roof assemblies, and gutter and downspout requirements apply as for Class 1 and 2 buildings and structures. Attic vent openings must not exceed 144 square inches and are required to be covered with non-combustible, corrosion-resistant mesh with

IWUIC 2024'S CONTENTS

- Chapter 1: Scope and Administration
- Chapter 2: Definitions
- Chapter 3: Wildland-urban Interface Areas
- Chapter 4: Wildland-urban Interface Area Requirements
- Chapter 5: Special Building Construction Regulations
- Chapter 6: Fire Protection Requirements
- Chapter 7: Referenced Standards
- Appendix A: General Requirements
- Appendix B: Vegetation Management Plan
- Appendix C: Fire Hazard Severity Form
- Appendix D: Fire Danger Rating System
- Appendix E: Findings of Fact
- Appendix F: Characterization of Fire-resistant Vegetation
- Appendix G: Self-defense Mechanism
- Appendix H: International Wildland-urban Interface Code Flowchart
- Appendix I: Board of Appeals
- Index

IWUIC 2024's chapters and appendixes

openings no greater than $\frac{1}{8}$ of an inch or be designed and approved by the code official to prevent flame or ember penetration.

If a building and structure existed before the adoption of IWUIC and requires a roof system replacement of 25% or more of the roof area in a 12-month period, the same IWUIC roofing-related requirements for new construction apply.

Closing thoughts

IWUIC provides additional, tiered levels of code-based regulations protection for buildings and structures beyond what is in the base model codes. IWUIC's roofing-related provisions provide additional considerations for roof system designers and installers in wildland-urban interface areas where IWUIC has been adopted.

Various editions of IWUIC have been adopted by individual jurisdictions throughout the U.S. To determine whether IWUIC is applicable to a specific roofing project, it is best to contact the code agency for the jurisdiction applicable to the project location.

IWUIC and ICC's other model codes are viewable online at codes.iccsafe.org. 🌿🔗

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



How to protect personnel information

Many companies focus on keeping customer data safe, but cyber criminals can also target employee information.

The U.S. Chamber of Commerce shares steps small-business owners can take to ensure employee information is stored securely.

- **Comply with local and federal regulations.** There are state and federal rules that govern employee privacy and record keeping, addressing which records must be kept, for how long and how records must be retained. For example, the Americans with Disabilities Act dictates businesses restrict access to employee medical records and keep them separate from employee personnel files.
- **Only gather necessary information.** Keep only the employee information needed for hiring and payroll. For example, you likely do not need an employee's Social Security number unless you are performing a hiring background check. If you must collect personal information, you can anonymize it by assigning an employee identification number to each employee.
- **Develop a workplace records policy.** This policy should determine a retention schedule for how long you will keep certain pieces of information on file; which employees can access certain types of files and review them; how employee records will be stored and saved; how records will be disposed of once retention requirements have been met; and how you will regularly review and update your records policy and security measures.
- **Implement robust security tools.** Some key tools include firewalls, multifactor authentication, automated threat detection, data encryption, and antivirus and anti-malware software. Employees should use password managers and be trained regarding risks. You also should restrict employee information to only those who need it and require access authorization for individual applications.

Recycling can reduce carbon dioxide

Building construction is responsible for 11% of energy-related carbon emissions globally, according to Bloomberg. However, reusing and recycling building materials—such as glass, steel, stone and timber—could cut total emissions by 60% as stated in the report “Closing the Circle,” released by Mace Group, London, in October.

During the decade leading up to 2021, London generated 1.5 million metric tons of construction and demolition waste. Cutting that could keep an additional 900,000 tons, or 60%, of materials within London's construction supply chain during the next decade.

The report also looks at Amsterdam, Berlin, Madrid, New York, Paris and Rome and concludes an estimated 77 million tons of waste could be kept in the supply loop during the decade if construction firms reused materials, which could be worth \$13.1 billion. New York has the greatest potential, with 30.6 million tons of waste that could be kept (about \$3.5 billion worth).

The full report is available for download at macegroup.com/perspectives/circularity-closing-the-circle-report.



S-5! achieves industry standard for snow-retention devices

S-5! has announced it is the first company to receive an Evaluation Report from the International Association of Plumbing and Mechanical Officials, certifying its snow-retention systems' compliance with Evaluation Criteria 029-2018 for Standing Seam Metal Roof-Mounted Rail-Type Snow Retention Systems.

An evaluation criteria document is a consensus of professionals concerning the specifics of how a product or system is evaluated and how the results are interpreted and applied. The document is analogous to the Acceptance Criteria document from the International Code Council-Evaluation Service.

In the absence of building code addressing snow retention, compliance with the IAPMO EC 029-2018 is “code equivalent” and may be used by specification to qualify proper design, testing and production. The document is harmonious with the Metal Construction Association's document “Qualifying Snow Retention Systems for Metal Roofing.”



To learn more about the importance of snow retention and its solutions, go to professionalroofing.net.

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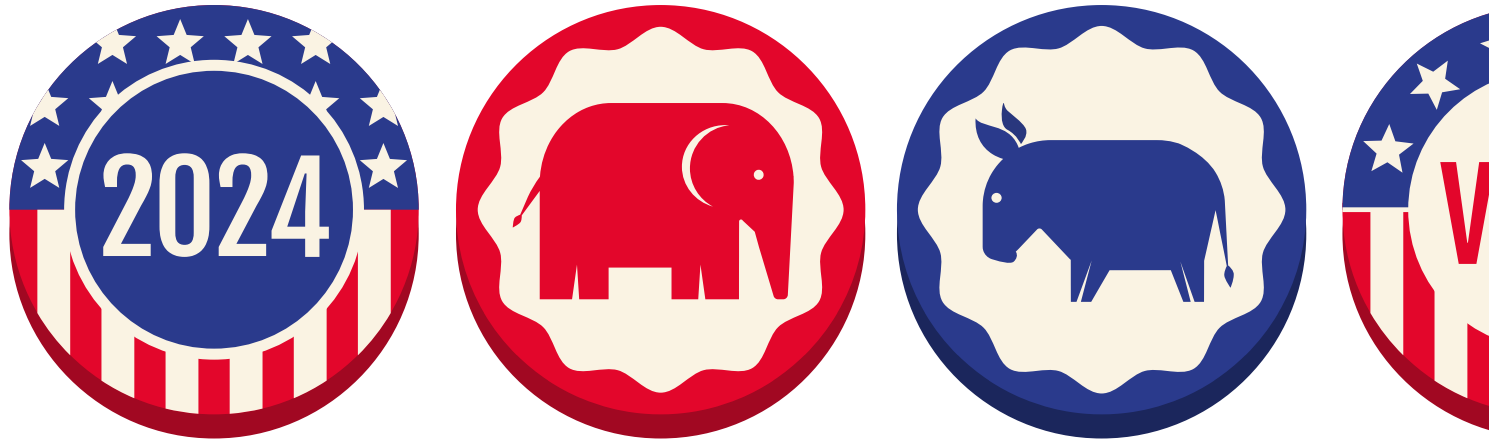
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6 Reasons to
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Happy new (election) year!

There are many ways to support ROOFPAC during the season of giving

by Teri Dorn

While you work to keep people safe and dry, NRCA's government affairs team works to positively shape and influence the federal policy decisions important to the roofing industry. We make sure lawmakers know (and don't forget) you need more workers to help fulfill the jobs coming in, as well as how crucial it is to keep your taxes low as we approach the sunset of certain tax rates and parity of individual- and family-owned businesses. NRCA strives every day to keep the roofing industry's most pressing issues top of mind for 535 elected officials and their teams.

ROOFPAC

Our work is greatly supported by a robust ROOFPAC—the only political action committee dedicated to advancing the roofing industry's interests at the federal level. As a key component of NRCA's government relations strategy, a strong ROOFPAC helps to catapult NRCA's advocacy on Capitol Hill.

Imagine ROOFPAC as a megaphone spreading the story of the roofing industry and its message to members of Congress as they work with NRCA on your behalf.



“I’m honored to give back to this industry that has given me so much by donating to ROOFPAC,” says Dave Hesse, executive vice president of Kalkreuth Roofing and Sheet Metal Inc., Wheeling, W. Va. “It is incredibly rewarding to help secure the future of roofing by ensuring ROOFPAC can help keep our message in front of lawmakers in Congress.”

NRCA has been quite successful advocating on behalf of its members and the industry, especially during recent tumultuous years. During the COVID-19 pandemic, for example, NRCA led an industry-wide effort to have

roofing work deemed essential business. Dedicated staff worked to increase funding for career and technical education state grants; in fact, Congress approved an additional \$50 million for the 2023 fiscal year, bringing total funding to nearly \$1.4 billion annually.

NRCA has successfully opposed major tax increases considered by Congress as well as the classification of PVC as hazardous waste by the Environmental Protection Agency. NRCA keeps up the fight to improve

immigration policy and has successfully advocated for additional H-2B visas to help members address seasonal work needs while also fighting to minimize effects of regulations

issued by the Occupational Safety and Health Administration.

A robust ROOFPAC helps make these industry wins possible. Every donation to ROOFPAC helps support those in Congress who support the roofing industry. If one individual from each NRCA member company donated \$50 annually, ROOFPAC would raise more than \$350,000 per election cycle, which would significantly advance NRCA’s advocacy efforts.

During the 2021-22 election cycle, ROOFPAC raised \$424,000 with a record success rate of 94% of ROOFPAC-supported candidates winning their elections Nov. 8, 2022. To put this in perspective, roughly 80% of candidates backed by ROOFPAC ran winning campaigns during the 2017-18 election cycle.

How to support

You can contribute up to a maximum of \$5,000 annually to ROOFPAC, and we offer three giving clubs with special benefits and recognition:

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

In addition to contributing directly, you also can support ROOFPAC during fundraising events. In February, industry professionals will converge in Las Vegas for NRCA’s 137th Annual Convention and the 2024 International Roofing Expo.® ROOFPAC is proud to partner with National Women in Roofing to host a cocktail fundraising reception and live auction at the elegant Eight Lounge Monday, Feb. 5, from 4:30-6:30 p.m. The event attracted more than 250 supporters at the

2023 IRE in Dallas, where guests enjoyed bidding on fun and unique items such as customized blazers by

b.spoke, live lobster delivery service, a vacation in Colorado, Broadway tickets and an elite collection of bourbons.

NRCA once again will hold its popular

online auction. In the past, lucky bidders have won Apple electronics, an EagleView Assess™ drone, a Napa wine country experience, a trip to Mexico, an exclusive hunting getaway and a suite at the Four Seasons during NRCA’s 2023 Midyear Committee Meetings.

The 2023 IRE was the most successful show in recent memory, and we need your help to make the events in Las Vegas better than ever! NRCA appreciates all those who participated in events, those who donated auction items and the winning bidders and is especially grateful to the generous sponsors that helped underwrite these events.

However you choose to give back, we are ever thankful for this dynamic industry of people who lead by example. As you celebrate this holiday season and think of what is to come in 2024, consider starting this new year off with a personal contribution to ROOFPAC at nrca.net/advocacy/ROOFPAC. With a direct investment in the future, you can make a difference not only with the decision-makers in Washington, D.C., but also improve roofing for generations to come. 🇺🇸🗳️

TERI DORN is NRCA’s director of political affairs.

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



To view NRCA events being held during the 2024 International Roofing Expo,® go to professionalroofing.net

EEOC enforcement playbook focuses on artificial intelligence hiring bias

The Equal Employment Opportunity Commission is turning its attention to AI hiring tools through its Strategic Enforcement Plan for 2024-28, published in the *Federal Register* in September 2023. The plan prioritizes addressing discriminatory recruitment and hiring practices that consider an employer's use of AI and machine learning to target, recruit and screen potential applicants or make hiring decisions that exclude protected groups based on color, sex, race or other EEOC enforced statutes, according to Bloomberg.

This year, EEOC has increased its efforts to tackle AI-based bias in hiring and recruitment, having settled its first case in August 2023. Additionally, the agency has been training its staff to identify AI-based

discrimination in the workplace. In May 2023, it issued new technical guidance regarding AI's potential role in discrimination under Title VII and how employers might stay compliant.

To read about EEOC's AI hiring-bias lawsuit and learn how to ensure compliance when using AI, go to professionalroofing.net.



The strategic enforcement plan is available at eoc.gov/strategic-enforcement-plan-fiscal-years-2024-2028.

Contractor faces \$132,593 in penalties for fall-hazard exposure

In May, the Occupational Safety and Health Administration opened an inspection with Brookens Construction LLC, Windsor, Wis., after OSHA inspectors observed a worker installing shingles on a residential roof without fall protection. The company is not an NRCA member.

The worker was employed by a subcontractor, Eaglevision LLC of Elgin, Ill. Inspectors also found Brookens Construction failed to perform site inspections to ensure its subcontractors followed safety procedures; did not provide eye protection while workers used pneumatic nail guns, exposing them to flying debris; used a damaged ladder; and did not train workers regarding fall hazards.

OSHA issued two willful violations, two serious violations and one other-than-serious violation and proposed \$132,593 in penalties. Brookens Construction also was cited in 2019 and 2022 for similar hazards in three separate inspections.



DOL final rules modernizes Davis-Bacon Act

The Department of Labor has implemented a final rule that aims to modernize the Davis-Bacon Act and related regulations and set the prevailing wages contractors must pay workers on federal projects.

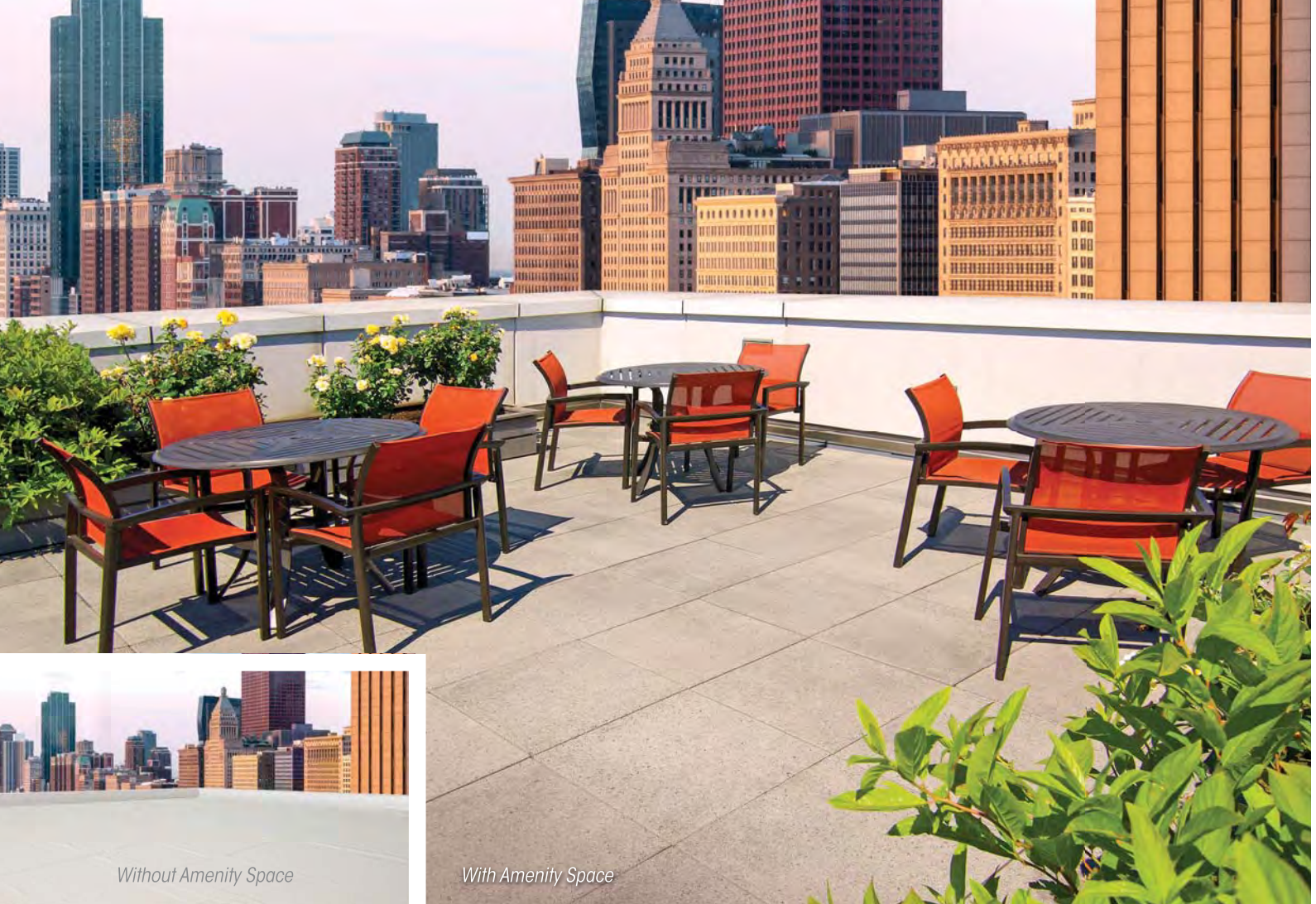
Implementation of the "Updating the Davis-Bacon and Related Acts Regulation" follows publication of the final rule in the *Federal Register* in August 2023.

The rule restores DOL's definition of prevailing wage to make it equivalent to the wage paid to at least 30% of workers—rather than 50% of workers—in a given trade in a locality. According to DOL, it aims to raise the hourly earnings of workers for prime contractors and subcontractors on projects that receive federal funding through legislation such as the Infrastructure Investment and Jobs Act and the CHIPS Act.

The Davis-Bacon Act uses pay surveys administered by DOL to set the prevailing wage in a federally funded project's location, and there have been concerns the process skews wage rates. DOL said the new rule makes the process of updating rates easier by giving the department the authority to adopt prevailing wages determined by state and local governments; issue wage determinations for labor classifications where insufficient data was received through its wage survey process; and update outdated wage rates. It also adds an anti-retaliation provision in contract clauses and strengthens DOL's ability to withhold money from a contractor to pay employees lost wages.

Critics of the Davis-Bacon law opposed the rule, saying it will increase regulatory burdens on small businesses, new industries and public works projects; and increase the cost of construction, discourage competition and diminish the value of taxpayer investment in government infrastructure projects.





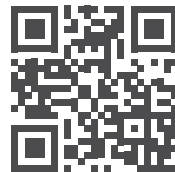
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A man in a light blue shirt and dark tie is looking intently at a red die falling in the air above a roulette table. The die is in sharp focus, showing its red faces with white and red pips. The background is dark and blurred, showing the green felt and white lines of the roulette table. The text 'WORTH THE GAMBLE' is overlaid on the image, with 'WORTH THE' in white and 'GAMBLE' in large yellow letters, all enclosed in a white rectangular frame.

WORTH THE
GAMBLE



Make plans to attend NRCA's 137th Annual Convention and the 2024 International Roofing Expo® in Las Vegas

by Avery Timmons

Following the success of the 2023 IRE where more than 14,000 roofing professionals gathered in Dallas to learn about the latest industry news, NRCA invites all members of the industry to attend its 137th annual convention and Sarasota, Fla.-based Informa's 2024 International Roofing Expo in Las Vegas Feb. 4-8.

The convention will be held in the Las Vegas Convention Center, which boasts more than 2.5 million square feet of exhibit space. Join thousands of industry professionals and participate in seminars and educational classes, network with peers, learn about the latest industry trends and explore the vast expo floor during the most exciting roofing event of the year.

"This year's event is shaping up to be one of the most exciting yet," says McKay Daniels, NRCA's CEO. "Having IRE and the Super Bowl in Las Vegas is going to bring a whole new level of energy to an already exciting show! Whether new products, world-class educational seminars or just seeing old friends, this IRE has something for everyone."

Starting the convention

The seventh annual National Women in Roofing Days, a conference for multidisciplinary female professionals, will be held in advance of IRE Sunday, Feb. 4, from 7 a.m.-7 p.m., and Monday, Feb. 5, from 8:30 a.m.-noon at the Las Vegas Convention Center. The two-day program offers participants an opportunity to network with peers while learning about the latest business strategies, tactics and secrets to success. Additional information is available at nationalwomeninroofing.org.

NRCA events begin Monday, Feb. 5, with NRCA's Executive Committee meeting and breakfast from 8 a.m.-noon and NRCA's board of directors meeting and lunch from noon-3 p.m., held at the Westgate Resort & Casino. NRCA's Affiliate Executives meeting and lunch will take place the following day from 11 a.m.-2 p.m. at the Las Vegas Convention Center.

To ensure roofing professionals attending the expo for the first time make the most of their experience, a First-Time Attendees Reception will be held Tuesday, Feb. 6, from 5:30-6 p.m. at Beer Park, named one of the Las Vegas Strip's "Best Rooftop Bars" by Thrillist, where participants can network with peers and chat with NRCA and IRE staff.

Educational opportunities

Roofing professionals can increase their knowledge and skills by participating in NRCA educational programs during the convention and expo.

On Tuesday, Feb. 6, an NRCA Safety Leadership Workshop will be held from 8 a.m.-4 p.m. Attendees will learn about a variety of safety and health topics including risk management, safety culture and insurance. The morning session will address Occupational Safety and Health Administration regulatory updates including OSHA's new Falls National Emphasis Program and safety onboarding for subcontractors, concluding with a panel discussion about safety culture. The afternoon session will focus on fall prevention, with emphasis on the ANSI/ASSP Z359, "Fall Protection Program Requirements," standard and equipment updates, concluding with a panel discussing successful roofing company fall-prevention programs.

On Thursday, Feb. 8, NRCA will hold its Foreman Leadership Training, Level 1, program from 8 a.m.-4 p.m. Field managers and foremen will learn how to manage and lead effectively, work well with all types of people, handle tough situations tactfully and motivate workers to improve job-site productivity.

Community Service Day

You can help make a difference during IRE's 15th annual Community Service Day Monday, Feb. 5, from 7:30 a.m.-2 p.m. Sponsored by Sika® Sarnafil, Canton, Mass., and

REGISTRATION INFORMATION

For more information and to register for NRCA's 137th Annual Convention and the 2024 International Roofing Expo,[®] contact IRE's Registration Customer Service team at (866) 860-1970 or (224) 563-3147 for individuals outside the U.S. You also can visit IRE's website, theroofingexpo.com.

For more information about NRCA events and classes, contact the following:

- NRCA convention events and the Roofing Alliance: Alison L. LaValley, CAE, NRCA's vice president of strategic initiatives and partnerships and the Roofing Alliance's executive director, at (847) 493-7573 or alavalley@nrca.net
- NRCA PROCertification[®]: Denise Malcolm, NRCA's director of certification operations, at (847) 493-7560 or dmalcolm@nrca.net
- NRCA University: Amy Staska, vice president of NRCA University, at (847) 493-7566 or astaska@nrca.net
- ROOFPAC: Duane Musser, NRCA's vice president of government relations, at (202) 400-2592 or dmusser@nrca.net

hosted by the IRE and Rebuilding Together[®] Southern Nevada, volunteers will help renovate and repair the homes of Las Vegas residents in need, including families with young children, seniors and people with disabilities. A volunteer registration fee will cover the costs of transportation, breakfast, lunch and beverages.

You also can donate to help reach a goal of \$10,000 to fund home repairs and spread the word about Community Service Day. To volunteer or make a donation, visit theroofingexpo.com/en/events or contact Brandi McElhaney, Informa's senior conference manager, at brandi.mcelhaney@informa.com.

At the expo

On Tuesday, Feb. 6, artificial intelligence adviser and speaker Zack Kass will deliver his keynote address,

“Artificial Intelligence (AI): Humanity’s New Dawn,” from 9:30-10:50 a.m. As the former head of Go-To-Market at OpenAI, San Francisco, Kass strives to ensure businesses are active participants in an AI-powered future; he aims to make AI accessible and understandable and help leaders navigate the evolving technological environment.

A welcome party will be held at Beer Park, Tuesday, Feb. 6, from 6-8 p.m. Guests are invited to relax and connect with friends and peers while enjoying drinks and appetizers and listening to a local band.

During the trade show, visit NRCA Booths 5931 and 6130 to speak with NRCA staff and members to learn about the benefits of PROCertification® and NRCA membership, and Booths 6330 and 6332 to learn about the Roofing Alliance and ROOFPAC.

ROOFPAC

On Monday, Feb. 5, ROOFPAC, NRCA’s political action committee, will host “A Las Vegas Soiree,” an event held in conjunction with National Women in Roofing, at Eight Lounge from 4:30-6:30 p.m. Attendees are invited to enjoy a cocktail reception and live auction with opportunities to bid on vacations, artwork and more.

ROOFPAC’s annual silent auction will begin Tuesday, Feb. 6, from 11 a.m.-5 p.m. and continue the following day from 11 a.m.-4 p.m. All proceeds will support ROOFPAC. For more information and to register, contact Teri Dorn, NRCA’s director of political affairs, at (202) 510-0929 or tdorn@nrca.net.

Student competition

The Roofing Alliance’s 10th annual Construction Management Student Competition will be held Wednesday, Feb. 7, from 8-11:30 a.m. where five finalist teams selected by the competition’s judges will present their 15-minute oral presentations. Formula 1 Paddock, a new 300,000-square-foot, four-story facility that features the start and finish line of the Formula 1 Las Vegas Grand Prix, has been selected as this year’s student project. The competition is designed to challenge students’ roofing knowledge, construction management skills, time management, and organizational and presentation skills.

Recognizing the best

Join NRCA in recognizing the recipients of the roofing industry’s most prestigious awards during NRCA’s Awards Ceremony and Cocktail Reception Wednesday, Feb. 7, from 5-7 p.m.

During the ceremony, the winning teams of the Roofing Alliance’s Construction Management Student Competition will be announced. A highlight of the event will be the presentation of the industry’s top awards: NRCA’s J.A. Piper Award; NRCA’s John Bradford Volunteer of the Year Award; the CNA/NRCA Community Involvement Award; NRCA’s Gold Circle Awards; the Roofing Alliance’s Most Valuable Player Awards; and NRCA’s Charlie Raymond Award.

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

Established by NRCA’s Awards Committee and named after a former NRCA president, the John Bradford Volunteer of the Year Award will be presented to a roofing industry professional who has demonstrated exceptional volunteerism with NRCA and in his or her community.

The annual CNA/NRCA Community Involvement Awards, a collaboration between CNA Insurance, Chicago, and NRCA, recognizes charitable works performed by NRCA contractor member companies between Jan. 1 and Nov. 24, 2023. The winning charity will receive \$7,500; a second-place winner will receive \$5,000; and a third-place winner will receive \$2,500. A People’s Choice winning charity selected via online voting will receive \$1,500.

NRCA’s Gold Circle Awards honors members for their outstanding contributions to the industry in the form of unique roofing projects, programs and services. The 2024 award categories include Outstanding Workmanship and Innovative Solutions.

The Roofing Alliance’s MVP Awards recognize roofing professionals who achieve work-related and personal

NRCA EDUCATIONAL SESSIONS

Following are educational sessions being taught, moderated or led by NRCA committee members and staff during the 2024 International Roofing Expo.®

TUESDAY, FEB. 6

7:45-9:15 a.m.: Turning Workforce Development into Dollars: Recruit, Train, Retain

Speakers: John Esbenshade, NRCA's director of workforce development; Jared Ribble, NRCA's vice president of certifications; Amy Staska, NRCA's vice president of NRCA University

7:45-9:15 a.m.: Reduce Energy Use in Your Customer's Building with Their Roof

Speakers: Glen Clapper, AIA, LEED AP, NRCA's director of technical services; Kurt Fester, NRCA's project engineer

8 a.m.-4 p.m.: NRCA 2024 Safety Leadership Workshop

Moderated by: Cheryl Ambrose, CHST, OHST, NRCA's vice president of enterprise risk management; Rich Trewyn, NRCA's director of risk education and training

WEDNESDAY, FEB. 7

7:45-9:15 a.m.: Approaching Safety Differently: When Compliance Isn't Enough

Speaker: Cheryl Ambrose, CHST, OHST, NRCA's vice president of enterprise risk management

7:45-11 a.m.: Roundtable Discussion—Industry Image and Outreach Roundtable 2024: There is More to Roofing Than the Roof

Moderated by members of NRCA's Industry Image and Outreach Committee: Rick Damato, principal of Damato Enterprises, Hoschton, Ga.; Paige Harvill, corporate projects manager of Nations Roof, Mobile, Ala.; Greg Hudson, director of commercial DensDeck® sales at Georgia-Pacific LLC, Atlanta; Wendy Marvin, CEO of Matrix Roofing & Home Solutions, Vancouver, Wash.; Bob Morgan, CEO of Upstate Roofing & Painting Inc., Rochester, N.Y.; Jessica Phlipot, director of human resources and operations at Command Roofing Co., Dayton, Ohio; J.J. Smithey, president of Frost Roofing Inc., Wapakoneta, Ohio; Jason Stanley, CEO of IB Roof Systems, Grapevine, Texas; Brad Sutter, owner of Sutter Roofing, Sarasota, Fla.; Curtis Sutton, president of Rackley Roofing, Carthage, Tenn.

9:30-11 a.m.: NRCA Update on Roofing Industry Technical Issues

Speaker: Mark Graham, NRCA's vice president of technical services

THURSDAY, FEB. 8

7:45-9:15 a.m.: Field-applied Roofing Coatings: Increasing your Understanding

Speaker: Glen Clapper, AIA, LEED AP, NRCA's director of technical services

8 a.m.-4 p.m.: NRCA Foreman Leadership Training, Level 1, English

Instructors: Jon Goodman, NRCA's roofing subject matter expert; Amy Staska, vice president of NRCA University

9:30-11 a.m.: The New 2024 I-Codes: Roofing-Related Changes

Speaker: Mark Graham, NRCA's vice president of technical services

goals to which others aspire. Recipients are recognized for their outstanding performance/leadership and community involvement. One MVP Awards winner will be named *Professional Roofing's* Best of the Best—an elite recognition co-sponsored by *Professional Roofing* magazine and OMG® Roofing Products, Agawam, Mass.—and will be featured in an article in *Professional Roofing*.

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

All convention and expo attendees are invited to the ceremony to honor the winners and enjoy a cocktail reception during which complimentary beer, wine, soft drinks and hors d'oeuvres will be provided. The event is free, though advance registration is requested.

See you soon

There is no better place to learn about advancements in the roofing industry and connect with other professionals than NRCA's 137th Annual Convention and the 2024 IRE. Make your plans now to join the fun in Las Vegas! 🎉🎊

EVERY TIMMONS is *Professional Roofing's* editorial assistant.

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Roofing workers face numerous hazards daily, and falls are among the most significant. Falls from heights can result in severe injuries or even fatalities, making fall prevention a top priority for roofing contractors. Thankfully, there are various strategies and measures you can incorporate to ensure your workers remain safe from falls.

PREVENTION > PROTECTION

The term “fall protection” has largely been synonymous with preventing falls. However, a device such as a personal fall-arrest system actually permits a worker to fall. With proper use and application, these devices slow a worker’s fall to a stop, preventing him or her from landing upon a lower level. When such an event occurs, the fall-arresting force placed on the body can be 900 pounds or more.

Fall prevention, on the contrary, is planning work—whenever possible—so falls are prevented. Through fall-prevention planning, workers do not have the potential to endure fall-arresting forces.

For example, falling through roof decks is an increasing problem leading to serious injuries and fatalities. Fall-prevention measures such as roof deck integrity assessments and proper loading of the roof structure can decrease the incidence of these types of falls.

With the roofing industry continuing to lead other professions in deaths and injuries from falls, it is time to refocus on fall prevention and not just protection.

STATS AND TRENDS

According to the latest data from the Bureau of Labor Statistics, there were 986 fatalities in the U.S. construction industry in 2021 of which 390, or 39%, were directly related to falls. During the same year, there were 123 fatalities in roofing with 99 resulting from falls. This means 25% of the fatal falls in construction are attributed to the roofing industry.

Canada is experiencing similar tragic statistics with falls continuing to be a leading cause of death and injury in construction and its roofing industry. A recent analysis of 92 fatal falls from heights in Ontario between 2009 and 2016 found of the 60 fatal falls in construction, 35% were attributed to roofing contractors.

This year, the Occupational Safety and Health Administration created a new national emphasis program on falls in construction and increased enforcement. In September 2023, OSHA issued \$548,801 in proposed penalties to an Ohio roofing contractor for repeatedly exposing workers to fall hazards higher than 6 feet.

Data from CNA Insurance Cos., Chicago, indicates better than industry statistics for falls over the edge. However, there has been a marked increase in falls through roof decks, skylights and other openings, broadening concern about this trend.



CAN'T BE TOO CAREFUL

Adopt and cultivate a safety-conscious culture
to diminish the risk of falls and accidents

by Cheryl Ambrose, CHST, OHST

UNDERLYING CAUSES

CPWR-The Center for Construction Research and Training took a closer look at falls from heights in construction. A 2022 survey revealed the following key findings:

- In almost half of all falls, no fall protection was used.
- Twenty-seven percent of respondents identified “insufficient or ineffective planning as the primary cause of falls from heights.”
- Lack of planning also was associated with a 71% lower likelihood of using fall protection.
- Respondents strongly associated the use of fall-protection equipment with employee beliefs and understanding of their company’s fall-protection policy and as a result were eight times more likely to use fall protection when they believed it was required by their employer.
- Rescue training reduced the odds of a fatal fall by 76% for those who had received training compared with those who had not received training.

Similar parallels were found in Canada. When examining falls from heights in Ontario from 2009-16, the most common factors contributing to fatalities were lack of worksite instruction, lack of falls training, and not wearing personal protective equipment or wearing it improperly. Even more concerning, in the fatalities where training was evident, the most common factors were still the same: lack of training and not wearing or improperly wearing PPE.

Additionally, the increase in falls through roof decks can be attributed to poor deck integrity. Assessing the integrity and load-bearing capability of a roof deck is a critical step in properly bidding a project and safely sending workers onto the roof to remove an old roof system, perform repairs or install a new system. OSHA requires workers only work on surfaces that have the “strength and structural integrity” to support them.

HIERARCHY OF CONTROLS

The preferred solution for fall prevention in the hierarchy of controls is to eliminate exposure to the fall hazard. But given the nature of roofing work, that is not a likely scenario. Next on the hierarchy of controls is passive fall-protection measures that include physical barriers such as guardrails around unprotected sides and edges and secured covers over holes and skylights.

The third level on the hierarchy of controls is the use

of fall-restraint systems that use PPE, including a harness, lanyard and anchor point. When properly rigged, the PPE will restrict a worker’s range of movement so he or she cannot fall.

Finally, fall-arrest systems, which allow a worker to fall but arrest the fall within acceptable force and clearance margins, constitute fall protection. Fall-restraint and fall-arrest systems require specific training; fall-arrest systems also require rescue planning.

PtD

Prevention through design (PtD) emphasizes integrating safety measures into the design and planning of roofing projects. This proactive approach ensures safety considerations are incorporated from the outset, minimizing the need for last-minute retrofitting or post-construction safety measures.

In its 2022 survey, CPWR highlighted that engaging in fall-prevention planning can help employers target the most effective levels of the hierarchy of controls and employ methods such as PtD to design fall prevention into buildings, job sites and workflow for safety.

CPWR also noted additional research regarding how to get more employers to provide and use fall protection, particularly smaller companies, is needed. Furthermore, it noted exploration about how to support fall-protection planning among small employers and subcontractors with limited resources could help lessen the gap between employer groups in fall outcomes.

A great example of integrating safety measures into the design and planning of roofing projects to prevent fall-throughs is performing a roof deck integrity assessment by taking some important steps:

- Determine whether the underside of the roof deck is accessible and can be viewed for inspection.
- Observe signs of water intrusion such as wet insulation, water damage or discoloration to interior materials or surfaces.
- Ensure proper fall-protection measures are taken during assessment in the event of a deck failure.
- Do a thorough assessment depending on roof deck type (wood, steel, concrete, etc.). You may want to consider using an independent structural engineering company or consultant to perform an inspection and provide a written report.
- Document findings and include photos and videos. Roofs that are suspect require the findings

and any considerations for fall protection are communicated to the appropriate parties, including building owners, general contractors and subcontractors.

SAFETY IS GOOD BUSINESS

Roofing contractors must not short-change safety by excluding safety considerations in roofing bids and estimates. Ensuring safety affects legal compliance, worker well-being, reduced liability, lower insurance costs and enhanced reputation. Safety pre-planning also provides other benefits such as quality of work, long-term cost savings, preventing job delays caused by safety accidents, environmental considerations and ethical responsibility.

In fact, in a recent letter, OSHA reminded restoration and roofing contractors who perform insurance claim work to ensure they are accounting for safety requirements in their project estimates while working at elevations, including but not limited to siding, window and gutter repair. OSHA stressed insurance adjusters and insurance companies should include safety costs in the cost estimates for claims work so as not to create a disincentive for complying with OSHA standards that apply to this type of work.

Safety compliance is more than a moral responsibility; it's a legal requirement. Contractors must adhere to local, state and federal safety regulations. Failing to do so can lead to costly fines, legal troubles and potential project shutdowns.

Incorporating safety measures also can help reduce liability. When accidents happen on jobs as a result of inadequate safety precautions, roofing contractors can be held legally responsible for the resulting injuries or damages. By proactively addressing safety concerns in bids, contractors can reduce their liability exposure.

Implementing comprehensive safety measures also may lead to lower insurance premiums. Insurers often offer discounts to contractors who demonstrate a strong commitment to safety. Contractors who include safety considerations in bids and estimates may secure better insurance rates, ultimately reducing project costs.

In addition, a commitment to safety can enhance a contractor's reputation. Clients and partners are more likely to trust and choose contractors who prioritize safety. This can lead to more business opportunities and referrals.

NRCA SAFETY TRAINING

Be sure to register for **NRCA's Safety Leadership Workshop** Tuesday, Feb. 6, during NRCA's 137th Annual Convention and the 2024 International Roofing Expo.* For more information and to register, visit theroofingexpo.com.

NRCA has other resources to help roofing contractors create safe work environments and job sites, such as:

- *Fall-protection Trainer Course for Roofing*
- *Roofing Industry Fall Protection from A to Z.*

For more information, contact Rich Trewyn, NRCA's director of risk education and training, at (847) 493-7575 or rtrewyn@nrca.net, or visit nrca.net.

Accidents and injuries can lead to project delays, resulting in increased costs and dissatisfaction among clients. By including safety in bids and estimates, contractors can plan for safety measures upfront, reducing the likelihood of disruptions to the project timeline.

Safety measures often result in quality workmanship. Properly trained and equipped workers are more likely to produce high-quality results. This can lead to increased client satisfaction and repeat business.

Although safety measures may add upfront costs to a roofing project, they can lead to significant cost savings in the long run. Preventing accidents and injuries reduces medical expenses, workers' compensation claims and potential legal fees.

Safety measures also can encompass environmental concerns. Proper disposal of materials, use of eco-friendly products and adhering to environmental regulations can minimize a roofing project's environmental effects.

Beyond legal and financial considerations, roofing contractors have an ethical responsibility to protect the safety and well-being of their workers, clients and the community at large. Prioritizing safety in bids and estimates aligns with ethical business practices.

SMALLER COMPANIES

Although larger roofing companies may have more resources to implement comprehensive safety measures, small-sized contractors often encounter heightened risks because of limited resources, varied work environments, multitasking and less oversight.

Roofing projects can differ significantly because of diverse roof system designs, materials and working conditions. Smaller roofing crews may require workers to

multitask, increasing the chances of overlooking safety protocols. With fewer supervisors and safety personnel, small-sized contractors may struggle to maintain rigorous safety standards.

Improving safety culture for residential and small-sized contractors can go a long way in reducing incidents related to falls. Smaller-sized contractors should:

- Develop training programs specifically designed for small contractor crews and focus on practical, cost-effective safety measures applicable to the types of projects undertaken.
- Collaborate with industry organizations and larger roofing companies to assist with access to resources, including safety manuals, guidelines and affordable safety equipment.
- Establish mentorship programs where experienced roofing workers from larger companies can share expertise with smaller contractor teams, emphasizing safety practices.
- Form safety communities through alliances or consortiums among smaller contractors to share resources and knowledge, enabling a collective commitment to safety.
- Explore grants, subsidies and incentives provided by local governments or industry associations to support small contractors in acquiring safety equipment and training.
- Consider hiring safety consultants or experts on a part-time or contract basis to provide guidance and ensure adherence to safety standards.
- Conduct frequent safety audits and inspections to identify hazards and implement corrective actions promptly.
- Foster a culture of safety not only within the organization but also within the local community and encourage homeowners to hire contractors who prioritize safety.

These efforts can pay positive dividends, including enhancing reputations and reducing fall injuries and deaths.

In an industry where safety is paramount, small-sized contractors can thrive by prioritizing the well-being of their workers and their clients' satisfaction. By tailoring training, accessing resources, fostering mentorship and embracing safety communities, smaller contractors can enhance their safety culture and mitigate the risks of falls.

BUILD A SAFETY CULTURE

The importance of fall prevention in roofing and the vital role of a robust safety culture in enhancing safety measures and reducing accidents cannot be overemphasized. Effective safety culture starts at the top. Company leadership should be actively committed to safety, setting the tone for the entire organization.

Workers should be encouraged to actively participate in safety initiatives. Their input is invaluable for identifying hazards and improving safety practices. Workers know the challenges, and leveraging their capacity to problem-solve and be resilient can have a huge effect on safety culture.

Comprehensive training programs should be provided to all employees, emphasizing safety procedures, equipment usage and hazard recognition. Companies should establish clear lines of accountability for safety, ensuring all team members understand their roles and responsibilities.

Open, transparent communication channels should exist for reporting hazards, near-miss incidents and safety concerns. Workers should feel comfortable speaking up. If they don't, figure out where the roadblocks exist and work to break the stigma that may be preventing workers from speaking up.

Recognize and reward employees for their safety efforts and achievements. This positive reinforcement encourages a safety-conscious mindset. Regularly assess and review safety practices, seeking ways to enhance them. Involve employees in identifying areas for improvement.

COMMIT TO WORKPLACE SAFETY

Fall prevention is a legal obligation and moral imperative, safeguarding the lives and well-being of roofing workers. Adopting comprehensive safety measures, thorough training and cultivating a safety-conscious culture can significantly diminish the risk of falls and accidents.

Employers and employees must work collaboratively to create safer working environments, allowing everyone to return home safely at the end of each workday. 🌐🔗

CHERYL AMBROSE, CHST, OHST, is NRCA's vice president of enterprise risk management.

Roofing for TV

by Christine Elle Hanus

Tim Graboski
Roofing works with Lifetime network's Designing Spaces™ to replace a leaky roof





Left and middle: The Moss family's roof system changes from concrete tile to metal components.

After the Moss family bought their South Florida Mediterranean-style home, they had concerns about the roof after noticing some leaks. Working with a team at Designing Spaces, a home improvement show that airs on the Lifetime network, Jonelle Moss learned why a metal roof system could be an ideal replacement.

“I wasn’t too familiar with metal roofing,” Moss says. “[Living in] an older neighborhood, a ton of roofs were going on, and some of them were metal and some of them were tile. I wanted to know more—I wanted to know about the pros and cons of metal roofing.”

Designing Spaces’ executive vice president of programming connected Moss with metal wall and roof systems manufacturer Fabral Inc., Wausau,

Wis., to learn more about residential metal roof systems. Moss and the team eventually selected Fabral’s 24-gauge, 1 ½-inch SSR Standing Seam Galvalume® steel panels formulated with Enduracote® paint in charcoal grey. NRCA member Tim Graboski Roofing Inc., Deerfield Beach, Fla.,

was selected as the roofing contractor to install the new metal roof system on the family’s home.

- Project name:** Moss residence
- Project location:** Lake Worth, Fla.
- Project duration:** April 3-18, 2023
- Roofing contractor:** Tim Graboski Roofing Inc., Deerfield Beach, Fla.
- Roof system type:** Standing-seam metal panels
- Roofing manufacturers:** Fabral® Inc., Wausau, Wis.; GAF, Parsippany, N.J.; RESISTO,® a division of SOPREMA,® Wadsworth, Ohio; TAMKO® Building Products Inc., Joplin, Mo.

Transforming the roof

The Tim Graboski Roofing team began work on the 4,550-square-foot roof system April 3. Workers removed the existing concrete tile installed with foam adhesive over two-ply underlayment sealed with asphalt. After the existing roofing materials were removed, the team

refastened the plywood deck according to 2020 Florida Building Code requirements.

Working from personal fall-arrest systems, team



The newly completed metal roof system

members applied self-adhering Resisto® 6-inch Deck Tape at all plywood deck joints and mechanically attached TAMKO® No. 30 ASTM Asphalt Saturated Organic Felt and GAF VersaShield® Fire-Resistant Roof Deck Protection to the roof deck.

Next, workers attached 16-inch-wide Fabral SSR Standing Seam steel panels attached with panel clips fastened with two screws per clip, according to the engineering fastening schedule.

“The panels were fabricated with striations for stiffening and reduction of ‘oil canning,’” says Tim Graboski, president of Tim Graboski Roofing.

The crew mitigated most challenges through project planning, coordination and communication with other on-site trades, but working around a TV crew was unusual.

“Coordinating with the film production crew at BrandStar Entertainment from Pompano Beach, Fla., to create the Designing Spaces episodes was a first for our company,” Graboski says.

Fifteen days after beginning work on the Moss family’s home, the roofing team completed the metal roof system on time and without incident.

A new style

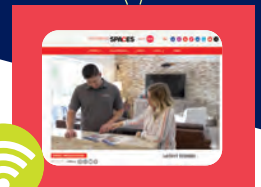
“We love the way our metal roof turned out,” Moss says. “It really adds a modern, sleek look to our home.”

Fabral and the Tim Graboski Roofing team were equally pleased with the result.

“Being involved in this project was a unique, exciting opportunity for Fabral, and we got to be part of it every step of the way,” says Michael Vaughn, national marketing manager for Fabral. “To see the total transformation from the tear-off of the previous roof to working with the contractors on-site and seeing the joy on the homeowner’s face was an amazing experience.”

“The home’s transformation from traditional tile roofing to a modern energy-efficient metal roof system along with our participation in the Designing Spaces production to bring awareness and education about metal roofing to the general public was rewarding,” Graboski adds. 🌐🌱

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



To view the Designing Spaces™ segment, go to professionalroofing.net.

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Again...

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out the
mall job
again

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look at a tear

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Roof damage comes in all sizes, from the smallest puncture to the largest wind gust. As weather events intensify, your commercial roof assembly must adapt too. Georgia-Pacific sets the new standard for performance with DensDeck® StormX™ Prime Roof Board.

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EARN THEIR TRUST.

Catastrophic weather events aren't the only threat to commercial roofs. Building owners may not realize the punishment their rooftop may take over its lifetime. HVAC installation and maintenance can be tough on a roof, while solar panels could increase the risk of fire. Green roofs also need versatile roofing systems with a rigid substrate to handle the load.

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DensDeck® Roof Boards help mitigate puncture damage from foot traffic and maintenance.

THE PERKS AND PERILS OF PRIVATE EQUITY

Selling your company can be greatly beneficial to you, but there are potential downsides

by Trent Cotney

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

Recently, private equity investments in roofing companies have become more common. If you are curious about how they could affect you and your business or have already been contacted by a private equity firm, there are several factors you should consider.

What is it?

Private equity is an investment tool that infuses funds into businesses, usually with the goal of acquiring a stake in ownership or increasing growth. Private equity firms collect funds from various investors, pool the resources and invest in companies. This practice is widely accepted in myriad industries and becoming more prominent in the construction industry.

Private equity often is used to finance property development, providing the necessary funds to create and complete building projects. Private equity firms find numerous investment opportunities in the construction industry, including residential and commercial projects, renewable energy and infrastructure.

Why roofing is appealing

The construction industry has potential for consistent, productive returns and long-term growth. Real estate projects, urban development and other initiatives strengthen demand for construction services. Investors perceive construction can offer steady cash flow followed by increased value through operational efficiencies and expansion. Generally, there are lower barriers to entering roofing than other construction trades, which makes the industry attractive to investors.

Knowing your worth

If pursuing private equity intrigues you, you must fully understand your company's value. There are several ways to calculate that value, but here are three common ones:

- **EBITDA multiples.** EBITDA stands for earnings before interest, taxes, depreciation and amortization. An EBITDA multiple is determined by dividing a company's market value of equity by EBITDA from the past 12 months. That multiple then can be used to compare a company's value

to similar businesses. (A company's market value of equity also is known as its market capitalization, and that number can be found on a balance sheet.) For example, say a company has a market equity of \$120 million and an EBITDA of \$20 million; its EBITDA multiple would be 6. Generally, companies with lower multiples may be perceived as more favorable acquisitions. Those with higher multiples may be overvalued. Some investors prefer this calculation method because it is simple. However, it does not consider a company's growth potential or profitability.

- **Net asset value.** With this method, a company's value is determined by totaling its assets and then subtracting its liabilities. That number is then multiplied by a predetermined ratio, which often is derived by using the industry average or researching what multiplier other roofing companies have used. For example, perhaps the industry average multiplier is 4. If a company's assets are \$200,000 and its liabilities are \$50,000, its net worth is \$150,000. When multiplied by 4, the company's net asset value is \$600,000. This approach is straightforward, but it does not consider future growth potential.
- **Discounted cash flow.** This method considers a company's future cash flow. It estimates how much a company will earn in the future and then discounts that number to its present value. The discount rate usually is the company's weighted average cost of capital. That is then multiplied by a given number, usually between 4 and 6, to determine the company's value. For example, say a company is expected to generate \$50 million in cash flow during the next five years, and its discount rate is 12%. Its present value would be about \$29.6 million. If that is multiplied by 5, the value of the company would be \$148 million. The challenge with this method is accurately predicting future cash flow and using the correct discount rate.

Given the variety of calculation methods, it is essential to consider all factors and determine which approach is most accurate for your company. All parties associated with the deal can benefit from discussing these options with accountants to accurately understand a company's worth.

Benefits

There are several reasons business owners might welcome private equity interest:

- **Growth.** When a private equity firm focuses on roofing companies, it often acquires specific contractors or specialties. This strategy allows the firm, in a short amount of time, to create a regional or national specialty contractor. For example, an investor might purchase a roofing company

in one state and then proceed to purchase similar companies in that state and surrounding states. Doing so quickly establishes a sizeable regional roofing contracting company. This kind of acquisition differs significantly from the organic growth a single contractor typically would experience. By combining purchased contractors, individual companies will not need to build relationships and hire more staff. Instead, they can share resources. This approach can be beneficial for smaller subcontractors, as well.

- **Networking.** Quite often, private equity firms will provide access to extensive professional networks, which can mean more partners, suppliers and customers. That level of support is invaluable.
- **Funding.** Contractors sometimes struggle financially, so private equity firms can offer capital to help them expand their reach, invest in new materials or technology, and take on more significant projects.
- **Operational support.** Private equity firms can offer operational assistance and expertise, help companies implement best practices and streamline processes.
- **Exit options.** Many contractors have not considered an exit plan they may require in upcoming years. However, with a private equity firm, you can easily phase out your role in your company without having to close the company. Investors can help with a succession plan to effectively transition ownership and leadership without losing momentum.

Concerns

Although private equity relationships can offer several benefits, you should be aware of the following risks and challenges:

- **Profit expectations.** Although every company wants to turn a profit, private equity firms are under increased pressure to deliver solid financials. To meet investor expectations, they might be required to cut costs and speed up schedules. That approach may be much different from your current operational environment.
- **Safety and quality.** When smaller companies suddenly begin working in tandem, there can be inconsistencies. Safety and quality standards may vary, so it is critical the parent company mandates the use of specific safety equipment and controls work

quality. It may take time, but all workers must adopt the same best practices and have equitable quality expectations.

- **Loss of control.** You probably are used to calling all the shots, but if you sell to a private equity firm, you may be held accountable to investors. You may regret losing the authority to make decisions and have operational control. This lack of authority can affect daily functions, workers and customers.
- **Company culture.** Most long-term roofing companies have accepted and valued company cultures. If a roofing company culture clashes with the culture of the private equity firm, morale may suffer, which could lead to employee dissatisfaction and turnover.

Tax implications

When buying or selling a company, there always are state and federal tax issues that must be addressed. For example, a private equity firm could experience a taxable gain if the tax basis of assets acquired is lower than the assets' fair market value. If the tax basis is higher than fair market value, the firm will experience a taxable loss. Private equity firms will be required to pay taxes on gains, but they can use losses to offset other taxable profits.

In addition, if the company being sold has a high net operating loss, the loss may be carried forward by the purchaser and used to offset future taxes. However, under certain circumstances, losses do not transfer and will not be available for future tax deductions.

In most cases, the private equity firm will take on the tax credits of the roofing company, but this is not true if the transaction is an asset purchase.

As with any acquisition, tax considerations are a significant factor. It is critical to seek the advice of a tax expert to negotiate the terms, lessen tax liabilities and protect the transaction's value.

Legal issues

Similar to taxes, in every business deal, legal ramifications affect all involved parties.

If you choose to work with a private equity firm, ensure your management structure, including board members and decision-makers, remains intact. Otherwise, you may find yourself in a power struggle.

Before doing business with a private equity firm, research the investors' legal history and note any transgressions. You should review and evaluate existing

contracts, regulatory compliance, intellectual property rights, environmental concerns, ongoing litigation and employment-related matters. Avoid trusting firms that have made dubious decisions in the past, and review the private equity firm's preview projects and investment philosophy. By conducting due diligence, you can help ensure your working relationship will be compatible.

In some real estate development situations, a developer might form a limited partnership that acts as project owner and a special purpose entity to serve as general partner. Usually, these two parties work seamlessly, with general partners carrying out fiduciary duties and offering investment expertise while the limited partnership provides most of the funding.

But there are times when conflicts can occur, such as when a partnership defaults on its obligations or investments fail to perform. In these cases, it is critical construction lawyers understand which party they represent, maneuver divergent legal or financial interests, and manage any implied representation and conflicting responsibilities.

In many regards, the legal implications of a deal can be as critical as financial ones, and, frequently, the two are tightly intertwined.

The workforce

When any company is sold, retaining employees is a significant challenge. Often, dealmakers focus on keeping executives but may overlook the technical and functional employees who keep a company operational daily. Before any deal is finalized, it is vital all parties look beyond leadership positions and determine which groups and roles are essential for the company's future health.

Once key roles are identified, a human resources team should review those employees' compensation and benefits, analyze internal pay equity and set retention priorities. As the deal progresses, the human resources team can create retention plans that address compensation, benefits, career advancement, remote work options and other factors. In general, companies should determine what issues are most important to employees and whether they can accommodate them.

In addition, leadership must take the time to get employee input about the transaction; listen to their concerns; and implement positive, reasonable policies. If the purchase has the characteristics of a merger, it will be critical to consider contrasts between company cultures and assist employees as they adjust.

Even the most profitable deals can be seen as a failure if employees are overlooked in the transaction. Critical operations could suffer, and morale may plummet, which eventually will affect the bottom line. Therefore, dealmakers must make an effort to identify talent and ensure those employees have a place in the new business environment.

Helpful strategies

If you are considering working with a private equity firm, you can benefit from adhering to the following checklist:

- **Communicate.** From the outset, communicate with investors openly and often. Be transparent in your expectations, and provide regular updates. Make it known you require transparency from them, as well.
- **Ask questions.** If you have concerns about the investors' objectives or goals, be sure to inquire. The more information you have, the better your chances of creating a profitable arrangement. Making assumptions is never a successful strategy.
- **Remember your people.** As you consider your company's overall success, also understand your employees' needs. Many have been with you through triumphs and adversity, so you do not want to undervalue them. Do everything you can to secure their place after the deal is finalized.
- **Secure professional guidance.** Working with a private equity firm can be beneficial to you, but do not attempt to complete any deal on your own. If you do not have an accountant, hire one and get insights into your company's financials, its overall value and the inevitable tax implications of a sale. Also, enlist the services of a construction or real estate lawyer. An experienced attorney can help you negotiate terms, review the contract and anticipate disputes.

Private equity investors are likely a mainstay in the roofing industry, and working with them can be attractive and daunting. If you are considering an agreement with a private equity firm, make sure you consider all the ramifications. Ask the right questions, do your research and acquire the professional support you need. 📞🔍

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

MANUFACTURER NEWS

Georgia-Pacific opens new production facility

Georgia-Pacific Building Products, Atlanta, has opened a new gypsum wallboard production facility in Sweetwater, Texas. The facility is Georgia-Pacific's second facility in Nolan County; the company operates 10 facilities in Texas that produce corrugated products, gypsum, lumber, particleboard and plywood.

A video of the new facility can be viewed on Georgia-Pacific Building Products' YouTube channel.



Brava Roof Tile announces award winners

Brava Roof Tile, Washington, Iowa, has announced the winners of its 2023 Brava Excellence Awards, which recognizes the craftsmanship of roofing contractors who have used Brava roof tiles for their projects.



Recognized NRCA members include: American Custom Contractors Inc., Rockville, Md., for the use of Brava Shake Tile in the color Natural; Cedar Roofing Co., Lake Forest, Ill., for the use of Shake Tile in the color Aspen; Orca Roofing, Bellevue, Wash., for the use of Shake Tile in the color Lake Forest; Smart Roofing Inc., Chicago, for the use of Spanish Barrel Tile in the color Arendale; TrueWorks Roofing, Houston, for the use of Spanish Barrel Tile in Brown/Black blend; and Universal Roofing, Indianapolis, for the use of Multi-Width Old World Slate in the color Welsh.

A full list of award winners is available at bravarooftile.com/2023-brava-excellence-award-winners.

GAF reaches roof system repair goal

GAF, Parsippany, N.J., reached its goal of repairing or replacing 500 roofs for families in need throughout the Gulf region impacted by severe weather. The effort, in partnership with actor Anthony Mackie, was part of GAF Community Matters, a social impact initiative focused on building more resilient communities across the U.S. Since launching in 2020, GAF Community Matters has helped repair roof systems on more than 3,500 homes.

"Completing 500 roofs in the Gulf region is a milestone for GAF Community Matters. More importantly, this commitment has made an impact on hundreds of families, allowing them to return to their homes," says John Altmeyer, CEO of GAF. "Through the partnership with Mackie, we have been able to raise awareness of the needs of these impacted communities, and by applying our expertise, products, resources and partnerships, we have been able to provide support and training to help communities across the country build the resilience they need to weather future storms."

GAF also trained members of the community in essential roofing skills through the GAF Roofing Academy, a program that helps train a workforce to support future rebuilding efforts in communities hit by severe weather. Students volunteered alongside Mackie and GAF team members to replace the roof of Joe Capers, a U.S. Air Force veteran and longtime New Orleans resident.





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UP THE LADDER

ABC Supply Co. Inc. has promoted 15 individuals to branch managers. A list of the new branch managers is available at abcsupply.com/media-center/press-release.

ATAS International has made **Mark Bus** national sales manager; **David Jarrett** national account technical advisor; **Patrick Starr** Mid-Atlantic district sales manager; and **Dave Willard** Midwest district sales manager.

Mule-Hide Products Co. Inc. has promoted **Mark Malin** to national product manager and has made **Stephanie Garrett** Inter-mountain territory manager and **Patrick Russell** Central California territory manager.

OMG Inc. has promoted **Maggie MacElhiney** to director of talent.

NRCA NEWS

Former NRCA Gold Circle Awards judge passes away

Former NRCA Gold Circle Awards judge Justin Henshell, partner at Henshell & Buccellato, Consulting Architects, Shrewsbury, N.J., passed away Sept. 30. He was 99.

Henshell attended Rensselaer Polytechnic Institute, Troy, N.Y., and University of Michigan, Ann Arbor, earning a bachelor's degree in architecture; he worked as a practicing architect since 1949.

He was a member of ASTM International's Committee D08 on Roofing and Waterproofing, and Committee C15 on Manufactured Masonry Units. He held several industry awards, including ASTM International's Award of Merit, Walter C. Voss Award and William C. Cullen Award.

His roofing industry involvement also included lecturing at an estimated 80 seminar courses addressing various topics from 1980-2000 with the Roofing Industry Educational Institute; lecturing at University of Wisconsin, Madison, from 1981-96; and authoring 14 articles, 24 papers and *The Manual of Below-Grade Waterproofing Systems*. He served as an NRCA Gold Circle Awards judge for more than 20 years.

Memorial donations can be sent to Justin Henshell Endowed Scholarship Fund at the Taubman College of Architecture & Urban Planning at the University of Michigan at giving.umich.edu/basket/fund/999999.



CONTRACTOR NEWS

Roofing Corp of America launches roof service and maintenance program

Roofing Corp of America, Atlanta, has launched RoofAdvantage 360,™ a commercial roof service offering designed to help building owners and managers increase roof performance and extend roof life.

The program brings together systems, technologies and approaches from the network of RCA roofing contractors serving 15 markets and consists of four individual offerings: Defend 360 offers inspections and schedule maintenance to extend roof life, enhance safety and ensure compliance; Respond 360 offers emergency leak services prioritizing safety and facility care; Restore 360 offers expert roof upgrades and improvements for failed or aging roof assets; and Report 360 offers in-depth roof inspections with detail reports and analysis tools.

More information is available at roofadvantage360.com.



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OTHER NEWS

Roofing Alliance welcomes new member

The Roofing Alliance has announced McCormack Partners, Hamilton, United Kingdom, has joined at the Governor level, bringing the foundation to 194 members.

“McCormack Partners is proud to join the Roofing Alliance, a foundation that perfectly aligns with our missions and values,” says Luke McCormack, CEO of McCormack Partners. “The Roofing Alliance’s unwavering commitment to advancing the roofing industry through research and education, as well as addressing critical economic and technological challenges, deeply resonates with our dedication to authenticity, innovation and progress.”



EVENTS

JANUARY

12-14

SPRI Annual Conference

SPRI
Clearwater Beach, Fla.
Contact: SPRI Customer Service
(781) 647-7026 or info@spri.org
spri.org

17-18

Fall-protection Trainer Course for Roofing

NRCA
Elgin, Ill.
Contact: Rich Trewyn, NRCA’s director of enterprise risk management
(847) 493-7575 or rtrewyn@nrca.net
nrca.net

17-19

CRCA’s 2024 Trade Show & Seminars

Chicago Roofing Contractors Association
Oakbrook Terrace, Ill.
Contact: CRCA
(708) 449-3340
crca.org

24

Virtual CERTA Train-the-trainer

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

24-25

NRCA’s Virtual Qualified Trainer Conference

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

FEBRUARY

5-8

NRCA’s 137th Annual Convention

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

6-8

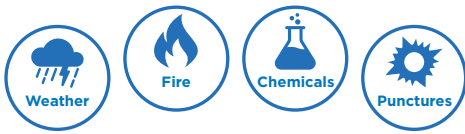
International Roofing Expo®

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

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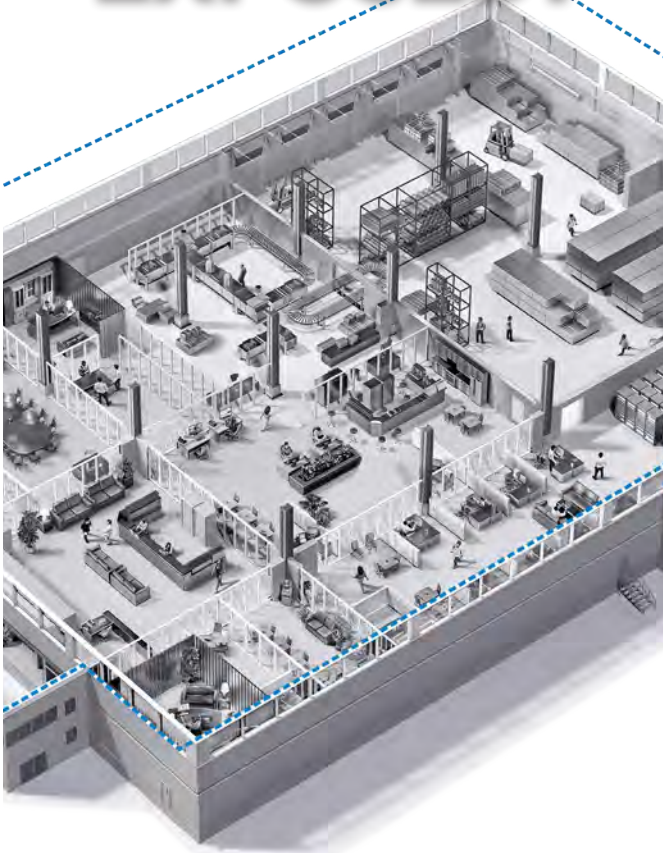
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Las Vegas
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(800) 684-5761 or info@theroofingexpo.com
theroofingexpo.com



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NRCA NEW MEMBERS



ARCHITECTS/ENGINEERS/ CONSULTANTS

Alliance Consulting & Testing Inc., Indianapolis
ASTRAKT LLC, Aventura, Fla.
BC-EGA Inc., Jones, Okla.
BRUSH Architects LLC, Chicago
Kevan Doxtater RRO, Hewitt, Texas

CONTRACTORS

Advanced Contracting Inc., Vancouver, Wash.
AF Roofing & Siding Inc., San Pablo, Calif.
Apaxx Inc., Dothan, Ala.
ARG Roofing, Berea, Ohio
Atwell Roofing Co. Inc., Tulsa, Okla.
Banner Roofing & Construction, Frisco, Texas
Baschnagel Brothers Inc., Whitestone, N.Y.
Basin Roofing & Construction Inc., Midland, Texas
Baybridge Construction Group LLC, Annapolis, Md.
CMAC Roofing and Sheet Metal, Haslet, Texas
Dreamland USA Inc., Miami Lakes, Fla.
Freedom Roofing, Cape Coral, Fla.
FS Exterior Contractors Inc., Zion, Ill.
Green Bay Roofing, Green Bay, Wis.
Heartland Construction and Roofing, Mansfield, Ohio
High Standards Roofing LLC, Spanaway, Wash.
Hope Roofing, Port Townsend, Wash.
Intertectra Qatar WLL, Doha, Qatar
JC's Residential Roofing & Remodeling, Spring, Texas
KC Estimates, Oviedo, Fla.
MM Roofing and Construction Systems LLC, Aledo, Texas
NV Roofing Inc., Elgin, Ill.
Preferred Roofing Services LLC, Cleveland
Protex Roofing & Siding LLC, Corpus Christi, Texas
Reliant Exteriors, Delaware, Ohio
Repair King, Saint Paul, Minn.
Roofing Recovery, Pompano Beach, Fla.

Rooftech Roofing & Sheet Metal Inc.,
Pompano Beach, Fla.

RPB Roofing & Construction, Carrollton, Texas

Sandoval Diversified, San Antonio

Stellars Roofing LLC, Lubbock, Texas

Tectural Construction LLC, Newtown, Conn.

TrueWorks Roofing, Houston

Vertical Solutions Roofing & Construction,
Carrollton, Texas

Weatherite Roofing of NWFL LLC, Pensacola, Fla.

INDUSTRIAL/INSTITUTIONAL
Princeton University, Princeton, N.J.

MANUFACTURER
Garcia Sheet Metal Corp., Sacramento, Calif.

SERVICE PROVIDER
Building Enclosure Specialists LLC, Prairieville, La.
Dumpsters.com, Westlake, Ohio
RoofAid LLC, Guilford, Ind.



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MCA announces award winners

The **Metal Construction Association** announced the winners of its 2023 Design Award winners during METALCON, held in Las Vegas in October.

The Metal Construction Association Design

Awards, previously called The Chairman's Awards, recognize MCA member companies involved in the construction of outstanding building products using metal in significant and innovative ways.

The MCA Design Award recipients include: 3A Composites USA Inc., Davidson, N.C.; Auzmet

Architectural Inc., Dallas; NRCA member Carlisle Construction Materials, Carlisle, Pa.; Dura Coat Products, Madison, Ala.; Kingspan Insulated Panels, Deland, Fla.; Nucor Buildings Group, Charlotte, N.C.; McElroy Metal, Bossier City, La.; PPG Industries, Pittsburgh; RHEINZINK, Woburn, Mass.; and NRCA member Smith Group, Detroit. A list of all winners and projects is available at metalconstruction.org.

Additionally, MCA has announced the MCA Scholarship Program, exclusive to MCA members, their spouses, children and grandchildren. Scholarships will provide financial assistance to students pursuing higher education in any field or students currently attending college or graduate school. Recipients will be selected by a committee based on MCA member status, education transcripts and an essay.

Scholarship applications are due Feb. 1, 2024, and can be accessed at metalconstruction.org/scholarships. Winners will be announced by May 1.



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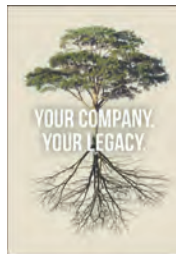
- Base or interply for self-adhering and torch-applied multi-ply systems
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 - Excellent long-term adhesion
 - Low-temperature flexibility and suitability for cold weather
- Elastoflex SA P Polar Cap features include:
- SEALLap® ULTRA, a side lap with self-adhering compound for an instant bond
 - Reinforced mat with polyester for puncture- and tear-resistance
 - Suitable for cold weather climates
 - Applied without open-flame torches, solvent-based adhesives or hot asphalt, which may be undesirable and/or prohibited
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Chicago, IL



KYRAH COKER



WHAT IS YOUR POSITION WITHIN YOUR COMPANY? I am chief financial officer and company integrator at National Roofing Partners, Coppell, Texas.



WHAT IS YOUR FAVORITE FOOD? Cheese!

WHAT IS THE MOST UNUSUAL ROOFING PROJECT OF WHICH YOU HAVE BEEN A PART? We installed a Carlisle VacuSeal™ Vent Secured System for one of our clients. The project still stands out to me; it was also one of my first roofing experiences.

WHY DID YOU BECOME INVOLVED IN THE ROOFING INDUSTRY? I was looking for a new opportunity but wanted to stay in construction. I met the people of National Roofing Partners and knew I found an industry to call home.



National Women in Roofing members walk the roof after completing a project for American Airlines in Dallas.

WHAT IS YOUR ROOFING INDUSTRY INVOLVEMENT? I am involved with NRCA's Diversity and Inclusion and Government Relations committees; Construction Financial Management Association's National Specialty Sub Trade Committee; Roofing Technology Think Tank's Technology Task Team; and National Women in Roofing's Sponsorship Task Force. I also serve as NWIR's national mentoring vice chair and Dallas-Fort Worth mentoring chair.



PEOPLE WOULD BE SURPRISED TO KNOW ... I dropped out of high school and obtained my GED so I could start working full-time

to support myself. I went on to attend the University of Texas at Dallas to earn a bachelor's degree and master's degree in interdisciplinary studies with a focus on economics and sociology.

WHAT WAS YOUR FIRST JOB? I worked at a law office in Greenville, Texas.

WHAT'S THE MOST EXCITING/ADVENTUROUS THING YOU'VE DONE? I have done quite a few adventurous things



Coker and her daughter, Alanna, in the Rocky Mountains

like free-falling, trapeze and stunt car ride-alongs. However, I would say the most exciting adventure would be with my daughter in the Rocky Mountains during the winter. It was icy, beautiful and memorable.

IF YOU COULD TRAVEL ANYWHERE IN THE WORLD, WHERE WOULD YOU GO? WHY? I love traveling to new places and trying new foods; currently, the top of my list would be Switzerland.

WHAT QUALITY DO YOU MOST ADMIRE IN A PERSON? Perseverance



WHAT SONG ARE YOU LISTENING TO OVER AND OVER? "Cold Heart" by Elton John and Dua Lipa

WHAT DO YOU CONSIDER A WASTE OF TIME? Unproductive meetings

WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BE WHEN YOU GREW UP? I wanted to be a corporate attorney.

WHAT IS YOUR FAVORITE STRESS RELIEVER? After a long day, I like to take a hot shower and wash the day away.

WHAT'S YOUR FAVORITE ROOFING MATERIAL TO WORK WITH? WHY? I can't pick just one roofing material as a favorite. As a national company, we install so many different systems depending on climate, client needs, budget and product availability. What I love about roofing is there really isn't a "one size fits all."

WHAT IS THE MOST HIGH-TECH ITEM IN YOUR HOUSE? A weather-sensing irrigation system with a Wi-Fi connection—it is quite intuitive.

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

IF YOU COULD MEET ANY HISTORICAL FIGURE, WHOM WOULD YOU MEET?

WHY? Ruth Bader Ginsburg: She had such an impactful influence on women's rights. I admire her passion and perseverance, and she constantly demonstrated both of those attributes.



BIG CITY OR SMALL TOWN? I love a small town just outside a big city.

WHAT DO YOU CONSIDER YOUR MOST REWARDING EXPERIENCE? Being a parent

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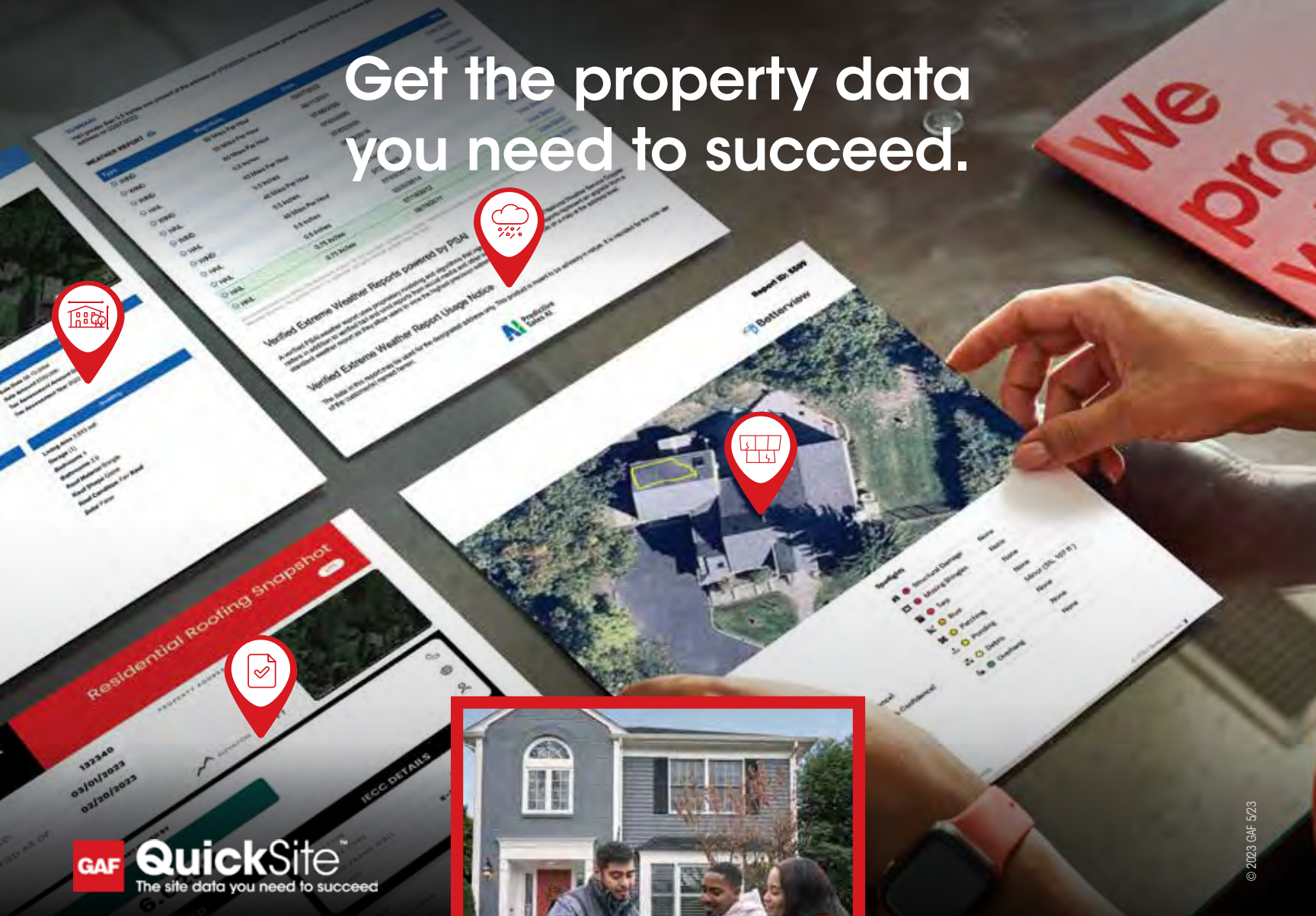
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