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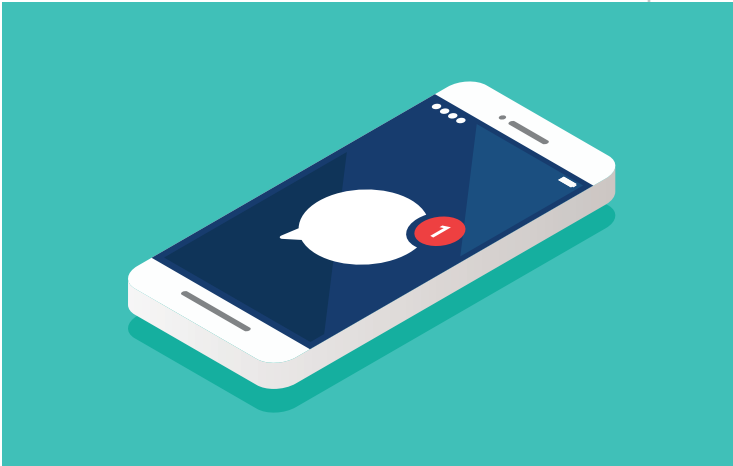
WHEN IT MATTERS®



## A three-letter threat?

A simple greeting can be wildly misconstrued

by Ambika Puniani Reid



## “Hey.”

Seeing those three letters can strike fear among employees whose bosses communicate with them via text messages or instant messaging platforms such as Microsoft Teams or Slack. And the reason is what has been termed “hey hanging.”

The practice of sending a quick “hey,” and nothing more for a length of time has become more prevalent. And it’s the silence between the “hey” and follow-up message that can cause folks to fall into an anxiety-ridden spiral.

In *The Wall Street Journal* article “The new most dreaded word at work: ‘Hey,’” Bryan Robinson, a psychotherapist and author of a book about hybrid work, says “the word can engage a fight-or-flight response,” and the brain will often “jump to the worst-case scenario.”

The article’s author, Anne Marie Chaker, writes: “Employees spend nearly 90% of their workweeks communicating across multiple channels, according to a 2023 Harris Poll survey of more than 1,200 workers and executives. One in four said they experience miscommunication multiple times a day.”

So the seemingly innocuous “hey” or its cousins “hi” and “hello” leave much room for interpretation during a day when people are bombarded with messages from their phones, emails and IM platforms.

Consider this example: Employee A sends a “hey” to Employee B at 1:10 p.m. and doesn’t send a follow-up message until 2:28 p.m. Employee B is frustrated by the silence but also refuses to respond until more information is provided. It’s an odd communication loop to be stuck in, and Employee A simply said she became distracted by something else and remembered an hour later to reply. But in the meantime, Employee

B was interrupted during her workday and spent time thinking about what the message could be.

And when the “hey” comes from a boss versus a colleague?

“My mind goes to the worst places,” Atheina Hasbani, an account director, told Chaker. “It’s like: ‘Am I fired? Am I in trouble?’”

The best way to address this issue is to work through it. If you are left hey hanging, you can tell the sender the way they communicate can be disruptive to your day and you would rather receive the information all in one message at the same time.

If you are guilty of hey hanging, realize that though you may find it a less obtrusive way to communicate, others may not receive it that way.

*Ambika*

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



## CLOSE-UP



Thanks to the generosity of ABC Supply Co. Inc., Beloit, Wis.; Home Genius Exteriors, Hyattsville, Md.; and Owens Corning, Toledo, Ohio, Ronald McDonald House® Charities of Northern Virginia received the gift of a new roof system.

Home Genius Exteriors provided the labor to install the roof system, and ABC Supply and Owens Corning donated the materials to make the project possible. The project was part of Home Genius Cares, Home Genius Exteriors' charitable initiative to give back to communities through philanthropic efforts and volunteerism.

To read more about the roofing industry's charitable efforts during the past year, see "Giving every day," page 28.

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





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

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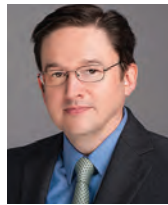
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To read exclusive content related to the articles in this issue, go to **professionalroofing.net**.



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COMMERCIAL

# #HASHTAG

## #STANDDOWN4SAFETY

NRCA was a premier partner with the Occupational Safety and Health Administration for its 11th annual National Safety Stand-Down May 6-10 to raise awareness among employers and workers about fall hazards in the construction industry. Check out how construction companies participated in #StandDown4Safety week!



**O'Hara's Son Roofing Company**  
OSR  
1,358 followers  
2w

This week at **O'Hara's Son Roofing Company (OSR)**, we are observing Stand Down for Safety Week with a special focus on Fall Protection Awareness. This is our opportunity to stand down, take a break from our regular tasks, and concentrate on the critical topic of fall prevention and safety in our work environment.

Why Fall Protection? Falls are one of the leading causes of serious injuries and fatalities in the construction industry. Whether we're working on roofs, scaffolding, ladders, or other elevated structures, fall risks are always present. Stand Down for Safety Week gives us a chance to revisit best practices, share experiences, and ensure that everyone is equipped with the knowledge and tools to stay safe.

What's Planned for Safety Week? Throughout this week, we'll be suggesting topics and resources to use to promote fall protection awareness, including:

- Monday: Fall Protection Equipment ABCs (Anchorage, Body Harness & Connections)
- Tuesday: Proper Body Harness Fitting
- Wednesday: Fall Hazard Identification
- Thursday: Suspension Trauma and Fall Rescue Plan
- Friday: Comprehensive and extended toolbox talk focusing on fall prevention awareness.

We want to thank our amazing team for their dedication to quality and safety!

#safety #commercialroofing #industrialroofing #StandDown4Safety #construction



**3M Worker Health and Safety**  
36,403 followers  
2w

Each year, OSHA holds National Safety Stand-Down Week, a time to raise awareness about fall hazards in an effort to help companies prevent fall fatalities and injuries in construction. We developed fall protection educational resources especially this special event. To view, visit: <https://s.3m.com/pa7sr1ig>

#StandDown4Safety #3MSafety #construction #fallprotection



**Jameson Roofing**  
72 followers  
2w

Welcome to #ConstructionSafetyWeek  
When we say safety is our first priority, we whole-heartedly mean it! That's why this week we'll be holding stand downs to raise awareness about fall hazards to build a stronger, safer industry  
#StandDown4Safety



**f** **Tremco Roofing and Building Maintenance**  
 May 9 at 9:25 AM · 19

This week begins OSHA National Safety Stand-Down to Prevent Falls in Construction Week. At Tremco Roofing & Building Maintenance, safety is the cornerstone of our business; we focus on Leading with Safety every day. Our robust safety culture and practices, as well as our industry-leading safety products and services offering, are designed to make your roof as safe as possible.

Our commitment to safety stems from our passion to protect a company's most valuable assets, its employees. We're all aware that roofing is one of the most dangerous businesses in construction, and serious workplace injuries or death change lives forever – for families, friends, as well as our coworkers. #LeadWithSafety #SafetyWeek #OSHA

**OSHA's National Safety Stand-Down to Prevent Falls in Construction Week**  
 MAY 6TH-MAY 10TH

OSHA's National Safety Stand-Down to Prevent Falls in Construction Week is a national campaign to raise awareness about fall hazards and reinforce safety protocols. It focuses on fall hazards and reinforcing the importance of fall prevention.

**f** **Farrell Roofing**  
 May 8 at 6:05 AM · 19

#ConstructionSafetyWeek is here which means we'll be one of the 284+ companies participating in the largest industry-wide stand down. Let's #StandDown4Safety to raise fall hazard awareness and build a stronger, safer industry together!

#Construction #roofing #roofingsafety

**CONSTRUCTION SAFETY WEEK**

**f** **Texas Safety Foundation, Inc.**  
 May 6 at 2:37 PM · 19

Let's come together during National Safety Stand-Down Week to address fall hazards in construction. Let's emphasize the significance of fall prevention and tackle other workplace risks through open communication and reinforcing safety protocols, and prioritizing every employee's input!

#TSF #NationalSafetyStandDownWeek #ConstructionSafety #SafetyFirst #WorkplaceSafety

**NATIONAL SAFETY STAND-DOWN**  
 MAY 6TH - 10TH

The National Safety Stand-Down to Prevent Falls in Construction focuses on Fall Hazards and reinforcing the importance of Fall Prevention.

**Construction Safety Tips:**

- 1 Educate Workers About Fall Protection and Personal Protective Equipment
- 2 Host Safety Meetings and Workshops to Celebrate Safety Week
- 3 Respond to Fall Accidents the Right Way and Be Aware and Alert at All Times

**MORE INFORMATION:**

OSHA's National Safety Stand-Down to Prevent Falls in Construction Week is a national campaign to raise awareness about fall hazards and reinforce safety protocols. It focuses on fall hazards and reinforcing the importance of fall prevention.

**i** **SONJA ROSS**  
 Solar General Foreman

**f** **mccarthybuild** · Follow

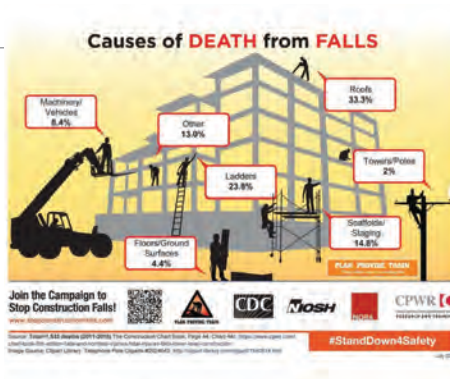
mccarthybuild Construction Safety Week kicks off today, and we're proud to stand alongside other organizations to elevate safety standards across the industry. Our "Take Pride in Safety" commitment is more than just a slogan - it's ingrained in everything we do at McCarthy. This year's theme, "Value Every Voice," speaks volumes as we work to empower every employee to champion safety.

Click the link in our bio to hear from McCarthy craft professionals depicted here to learn what safety means to them.

#ConstructionSafetyWeek #ValueEveryVoice #PrideInSafety #StandDown4Safety #SafetyCulture

241 likes  
 May 8

Log in to like or comment.



**f** **nioshusha** · Follow

nioshusha @ It's here, the 2024 National Stand-Down to Prevent Falls in Construction! Join the conversation all week long and help us stop falls in construction. Visit the link in our bio to learn more.

¡La #PausaParaLaSeguridad del 2024 ya llegó! Únete a la conversación durante toda la semana y ayúdanos a detener las caídas en la construcción.

58 likes  
 May 6

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**VULCAN**  
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 2024 National Safety Stand-Down

**To Prevent Falls in Construction:**

- Plan Ahead
- Provide Equipment
- Provide Training

**f** **thermatroofing** · Follow

thermatroofing It's National Safety Stand-Down Week. Here at Thermal-Tec, we take #safety seriously all year round, that's why all of our crew members are #osha10 certified.

#safetyfirst #roofinglife #nationalsafetystanddown #matroofing #matroofingspecialists #commercialroofing #industrialroofing

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**ARCO**

**VALUE EVERY VOICE**  
 ENCOURAGE · LISTEN · EMPOWER  
 2024

**f** **arconationalconstructi on** · Follow

arconationalconstruction At ARCO, safety is our top priority. That's why we're excited to help lead the conversation during Construction Safety Week and OSHA's National Safety Stand-Down. These notable, week-long campaigns urge construction companies to engage in toolbox talks, safety equipment inspections, and discussions about job site-specific hazards. This year's theme, "Value Every Voice," emphasizes inclusivity and encourages participation from everyone on the job site. By fostering open communication, we

15 likes  
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# Something new is coming!



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## Membranes are ultraviolet-resistant



**Tarco** has introduced the LeakBarrier® 25RA self-adhering flashing membrane and the LeakBarrier Butyl self-adhering moisture barrier.

Designed to perform in a wide array of vertical and sloped applications, the 25-mil-thick LeakBarrier 25A self-adhering flashing membrane reportedly is tear- and puncture-resistant. The membrane can be used to integrate into wall-to-wall tie-ins; transition from decks to side walls; wrap behind stone and masonry walls; secure sheathing panel seams; reinforce foundation sill plates; and provide protection behind stucco finishes. It also is fortified with UV resistance for 90 days.

The LeakBarrier Butyl self-adhering moisture barrier features a robust butyl adhesive and a specially engineered polyethylene film reportedly suitable for a broad temperature range, including temperatures as cold as 15 F.

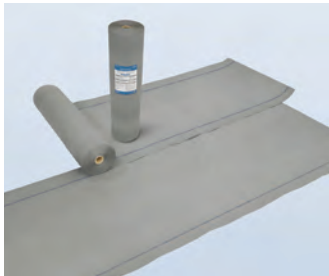
The 20-mil-thick membrane is suitable on vertical and sloped surfaces and is said to provide a watertight seal around joints, seams and penetrations. Additionally, it reportedly offers protection against moisture and vapor; can withstand hot and cold temperatures; and is UV-resistant for up to 120 days of exposure.

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



## Anchor sheet is layered

**Westlake Royal Building Products™** has made available SwiftAnchor, a mechanically fastened base or anchor sheet designed specifically for the adhesion of Westlake Royal TileSeal™ HT and Westlake Royal™ MetalSeal HT underlayment. The anchor sheet offers moisture and wind uplift resistance as well as a high grip backing for deck grab and improved walkability.



Constructed of three layers, the anchor sheet's top coating layer is designed for optimal adhesion and walkability and as a gasketing moisture barrier. The second layer offers tear-resistant reinforcement, and the third layer provides grip to the deck and added gasketing moisture barrier protection.

SwiftAnchor is available in rolls sized 40 inches by 300 feet, comprising 1,000 square feet and weighing 45 pounds. The product's gasketing technology, along with its ultraviolet and thermal stability, allow for it to be left exposed up to 60 days.

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

## Work boot has heel support

**Georgia Boot** has added the 8-inch work boot to its AMP LT Wedge collection.

The waterproof, lace-up boot features abrasion-resistant leather, a heel-stabilizing Counter Lock System and a padded counter pocket for additional heel support. The boot interior features the company's removable AMP LT memory insole and the Georgia Waterproof System for all-day comfort and dryness. The boot foundation consists of a fiberglass shank, cushioning midsole and a Carbo-Tec Rubber outsole.



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

## Aluminum color selection expands



**ATAS International** has made available eight new colors in .063 aluminum, including black, charcoal grey, matte black, slate grey, silversmith and titanium in a 70% polyvinylidene fluoride finish and two anodized colors, BlackMatt Anodized and LA Extra Dark Bronze Anodized.

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



## Seller beware!

When you approach retirement and selling your business, there is much to consider

by McKay Daniels

I speak to roofing industry groups throughout the U.S. with some regularity. One topic I often discuss is succession planning and selling a business.

This issue is an important one for the industry at large but especially for business owners approaching retirement. Whether one sells to employees, family members or a private equity company, this point in a career is a crucial one.

There is no backspace button on some things in life, and transitioning out of your company is a paramount example of such a situation. Heck, even in marriage, there is the option of divorce and going your separate ways. But when selling your business, there isn't an option to pause, separate and move forward again. The baby you created and nurtured will be under someone else's charge and care.

Regardless of what the next life phase entails, every contractor will reach this stage; it's up to you to determine what it looks like. My hope is after decades of dedication to your business and the industry, this phase is a perfect culmination of your hopes and anticipations.

But life is not often a Cinderella story, and I'm nervous the next phase for many owners of roofing contracting companies may not be one, either.





In my past life in political campaigns, we often said: “You can’t beat something with nothing.” If you want to unseat the status quo, you have to have something better and more promising.

And with the current private equity frenzy, I’m worried some contractors may end up selling their something to a nothing.

NRCA is a non-profit organization. Most years, we deploy the resources we take in and use them as the industry determines, ending the fiscal year with no “profit.”

But I am receiving daily emails and calls from private equity firms talking about how they are so impressed

with NRCA’s success in the roofing industry, they would like to help me take some risk and money off the table. It’s worth noting I am not an owner of NRCA; NRCA has no owners, and there is not an entity to sell.

At first, I found these solicitations funny. But over time, as the emails and calls continued, the humor has shifted to concern and downright alarm. The Wall Street lackey sending me these emails also is sending them to hundreds or thousands of legitimate, profitable, diligent company owners whose entrepreneurship and sweat equity have rightly built a legacy worthy of their efforts.

So I wonder: Are our members selling their somethings to nothings?

As a contractor, you have one chance to secure your future and legacy because it’s

likely whatever deal you cut will be your first and last. But what about the person sitting opposite you at the negotiating table? They potentially cut one of these deals every month for years.

That’s a tremendous experience and information imbalance. If you go into a deal with no advisers, that’s akin to representing yourself in court while on trial for murder.

Please don’t do that.

Instead, start early. If you’re looking to retire by 2029, start the process now. You aren’t selling a used truck; the time involved to transition successfully in most circumstances is lengthy.

Talk with a lot of potential suitors, whether key employees, private equity firms or large contractors. Remember, the biggest dollar figure isn’t always the biggest total gain.

And private equity firms are not all alike. Some bet on great management teams to build a business through additional mergers and acquisitions. Others bet on improving a business by helping with analysis/cost cuts/efficiency ideas, and others primarily bolt together companies in hopes of selling the combined, larger enterprise later at a higher multiple.

You have to find the best buyer for you. I remember reading how Netflix had built itself into a moderately successful company and offered to sell to Blockbuster in 2000. Blockbuster had roughly 9,000 stores at the time, and Netflix proposed being bought for \$50 million. Press accounts portray it as though Blockbuster may have literally laughed Netflix out of the room. Netflix is now worth roughly \$265 billion, and Blockbuster has one location left on the planet (Bend, Ore., which sells mostly iconic merchandise).

This isn’t to say whoever offers to buy your company will go extinct, but how dependent is your future on the buyer’s success? If your retirement hinges on the buyer becoming a seller down the road, make sure you have all your bases covered. Private equity firms use debt for acquisitions, so there is little room for error.

Anyone selling into a roll-up should conduct due diligence on who they are partnering with as far as fellow contactors are concerned and, just as important, their motives. If they run into trouble, construction companies tend to liquidate (Chapter 7) versus reorganize (Chapter 11) in bankruptcy because construction contracts are cancelable for convenience of customers.

Private equity firms often promise to have plenty of capital, but that capital is rarely available when you really need it for a distress situation. This is why private equity companies have a bad track record when times get tough, especially for construction companies.

Are you Blockbuster rather than Netflix? Do you have a reasonable assessment of your company’s worth, or will you dismiss all fair multiples and offers as too low and unacceptable? Are your expectations higher than your company’s actual value?

What about your current staff? Is your primary goal to get as much money out of your business or ensure its legacy lives on? How do your current employees factor in that? If you sell to an employee or family member, what if he or she turns out not to be business-savvy? Are you protected?

You have to be ready. I visited with a contractor recently who is 62. He started his company when he was 19 and built it into an amazingly successful enterprise. Is he really going to want to start answering to others at this point in his career? The older you are, the less your business is worth if you are still a key player in its ongoing success. You have to balance how many years you will be taking ownership-level compensation versus the potential reduction in the value of the company the older you are.

Being emotionally ready to sell your business depends on what your role will be going forward and how intrusive a new owner will be in “helping” you run the business.

NRCA and many others in the industry have produced webinars and hosted roundtables about this important topic. Listen to the stories from the field and not just the sales

pitches as you go through your due diligence.

I would love nothing more than to connect you with contractors who have gone through this transition themselves for confidential conversations about the process so you can hear from respected peers about their experiences. Please reach out, and I'd be happy to connect you.

NRCA exists to help the roofing industry and its contractors be as successful as possible. There would be nothing more gut-wrenching than to build a lifetime of success and have it damaged during the final play of the game.

If there is anything NRCA and the industry can do to help you, count us in! 📞🌐🌟

MCKAY DANIELS is NRCA's CEO

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## Lowe's Foundation partners with SkillsUSA®



The Lowe's Foundation has awarded a \$1 million Gable Grant to SkillsUSA. The grant is part of the foundation's five-year, \$50 million commitment to help prepare 50,000 people for skilled trades careers and will fund programs in appliance repair, carpentry, construction, electrical, HVAC and plumbing.

On May 7, the Lowe's Foundation supported SkillsUSA National Signing Day by hosting events at Lowe's stores nationwide to celebrate students who committed to skilled trades jobs, apprenticeships and education in the trades. Since launching in 2019, more than 500,000 students from 4,700 SkillsUSA schools across the U.S. have graduated.

Additionally, the foundation will support SkillsUSA's Work-Based Learning initiative that connects student members to educators, businesses and industry partners. The initiative aims to prepare more job-ready skilled trades professionals and allow students to obtain industry-recognized certifications, badges, micro-credentials and more.

"Through partnerships with SkillsUSA and the growing generation of future trades professionals, we are helping the world see that trades careers are not just to be respected but revered," says Janice Dupré, Lowe's executive vice president of human resources and chair of the Lowe's Foundation. "These workers are making smart and sensible career choices that will benefit our country's homes, neighborhoods and communities for decades to come."

Learn more about the Lowe's Foundation at [lowes.com/foundation](https://lowes.com/foundation). More information about SkillsUSA is available at [skillsusa.org](https://skillsusa.org).



## Five common causes of ladder incidents

To stay safe on job sites, it is crucial contractors and workers know the common causes of ladder incidents and how to prevent them.

ConstructioNext shares the following five most common causes of ladder incidents.

1. *Missing the last step of the ladder when climbing down.* During a recent American Ladder Institute webinar, Eric Blankinship, senior product manager for Werner, emphasized the need to be careful when climbing down a ladder—always face the ladder when climbing up or down and do not skip steps.
2. *Overreaching while on the ladder.* When working on a ladder, keep your center of gravity and body between the side rails. If you cannot easily reach the project area once you have climbed the ladder, climb down and move the ladder closer to the project space.
3. *The ladder was not the right size for the job.* One factor when determining the right ladder for the job is length. Blankinship recommended calculating the user's maximum reach height—which is about 4 feet higher than the height of the ladder—when selecting a ladder.
4. *The ladder was not on firm, level ground.* There should be no obstructions near the base and top of the ladder. The ladder's base should be safely secured to prevent movement, or you can use a ladder with nonslip feet or add outriggers or levelers to the bottom of an extension ladder to increase the footprint. When using an extension ladder outside, Blankinship emphasized ensuring you have used the toe picks correctly, confirming the ladder is sunk into solid ground and stepping on the bottom rung to verify it is secure before you climb the ladder.
5. *Three points of contact were not used when climbing the ladder.* It is crucial to always maintain contact with two hands and one foot or two feet and one hand when climbing up or down a ladder to ensure you remain balanced.



To view videos and webinar recordings about ladder safety, go to [professionalroofing.net](https://professionalroofing.net).

NRCA's safety resources are available at [nrca.net/safety](https://nrca.net/safety). Ladder safety resources also are available at [laddersafetytraining.org](https://laddersafetytraining.org), the American Ladder Institute's website.

## Buildgirls launches chapter and interview programs

Buildgirls, an initiative aimed at educating high-school-aged girls about Females in Architecture, Construction & Engineering, is launching its new chapter program.

Students now can form a club/chapter in their local community or school if they meet four requirements:

- Have a minimum of four members
- All club members are signed up as Buildgirls members
- Have at least two events per year
- Have at least five meetings per year

Additionally, Buildgirls is looking for female professionals in the architecture, construction or engineering fields to participate in its interview program. The program aims to provide Buildgirls members with information about specific careers and what those jobs are like for women.

More information is available at [buildgirls.org](http://buildgirls.org).

## Gulfeagle Supply acquires Elite Roofing Supply

Gulfeagle Supply, Tampa, Fla., has acquired NRCA member Elite Roofing Supply, Glendale, Ariz.

Gulfeagle Supply is a distributor of residential and commercial roofing supplies and building products with more than 100 locations nationwide. Elite Roofing Supply has 26 branches.

The transition closed at the end of June.

“Elite Roofing Supply is a top-notch organization with a quality management team, and we are so excited to have them join our team,” says Brad Resch, president of Gulfeagle Supply. “They share our same values, and this couldn’t be a better fit to allow us to better serve our contractors, employees and vendors.”

## Musculoskeletal pain can lead to early retirement

A recent study by British researchers shows frequent musculoskeletal pain may lead people to retire or leave the workforce early, according to *Safety+Health* magazine.

Examining data from nearly 1,200 working adults aged 50 and older participating in the English Longitudinal Study of Ageing, researchers studied the relationship between musculoskeletal pain and work cessation, as well as retirement, during a recent 14-year period. Results show musculoskeletal pain sufferers were 1.25 times more likely to retire early and 1.1 times more likely to stop working early. Other factors that play a role in early retirement and early work cessation included higher self-perceived social status and older age at baseline.

To learn how to prevent musculoskeletal disorders in the workplace, see “TLC for MSDs,” page 46.

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## Fire drill

NFPA 1 provides fire prevention guidelines for buildings and structures

by Mark S. Graham

Although the International Code Council®'s International Fire Code® applies in most of the U.S., another fire code, *NFPA 1, Fire Code* also applies in some jurisdictions. NFPA 1 prescribes minimum requirements necessary to establish a reasonable level of fire and life safety and property protection from hazards created by fire, explosion and dangerous conditions; it applies to new and existing buildings.

### Background

NFPA 1 originated in 1971 when members of the National Fire Protection Association requested a single document addressing all aspects of fire protection and prevention noted in other NFPA codes and standards.

During the late 1980s, the Fire Marshals Association of North America (now the International Fire Marshals Association) undertook the task of adding administrative sections to NFPA 1, making it a self-contained code. The 1992 edition was titled *Fire Prevention Code*.

Since 1997, NFPA has updated NFPA 1 on a three-year cycle. The 2003 and 2006 editions were titled *Uniform Fire Code*. In 2009, NFPA 1's title changed to *Fire Code*, which is still used. The current edition of



*NFPA 1, Fire Code*, is its 2024 edition.

### The 2024 edition

NFPA 1's 2024 edition is a 780-page document consisting of 75 chapters, six annexes and a comprehensive index. The annexes are not intended to be part of NFPA 1's requirements unless specifically adopted by an authority having jurisdiction.

Annex A-Explanatory Material is an extensive, 201-page commentary-style explanation numbered to correspond to the applicable text paragraph.

NFPA 1 does not have a specific roofing chapter nor are the terms roof or roofing included in

the index. Instead, roofing-related requirements are provided in other locations.

Chapter 3-Definitions includes several roofing-related terms used in the code, including fire watch, ground kettle, patch kettle and rubberized asphalt melter. For example, a patch kettle is defined as any pot or container with a capacity of less than 6 gallons used for preheating tar, asphalt pitch or similar substances used to repair roofs, streets, floors, pipes or similar objects.

Chapter 10-General Safety Requirements' Section 10.2-Owner/Operator/Tenant Responsibilities indicates the owner, operator, tenant or authorized representative is responsible for code compliance.

Section 10.16-Outside Storage indicates combustible materials are not permitted within 10 feet of a property line; however, this

distance can be reduced to 3 feet for storage not exceeding 6 feet in height. The distance can be reduced further where the authority having jurisdiction (fire code official) determines there is no hazard to the adjoining property.

In Chapter 11-Building Services, Section 11.12.2-Roof Mounted PV and BIPV Installations provides requirements for rooftop photovoltaic and building-integrated PV installations, including rapid shutdown; marking and labeling; rooftop access, perimeter pathways and smoke ventilation; and emergency escape and rescue opening requirements.

Chapter 16-Safeguarding Construction, Alteration and Demolition Operations includes specific requirements for fire safety during demolition and for torch-applied roof systems, tar kettles and rubberized asphalt melters.

For example, regarding demolition, Section 16.3.-Fire Safety During Demolition indicates combustible waste materials are required to be removed from a job site as often as necessary to minimize hazards. Regarding torch-applied roof system installation, Section 16.4-Torch-applied Roofing Systems indicates the authority having jurisdiction is authorized to require a permit for any roof torching work and torch-applied roof systems are required to comply with *NFPA 241, Standard for Safeguarding Construction, Alteration and Demolition Operations*.

Chapter 41-Welding, Cutting and Other Hot Work, Section 41.1.2(7) applies to torch-applied roofing in conjunction with Section 16.4. Chapter 41 requires compliance with *NFPA 51B, Standard for Fire Prevention During Welding, Cutting and Other Hot Work* and provides specific additional requirements for hot work permits, responsibility for hot work and fire watch and fire monitoring.

For example, Section 41.3.6-Fire Watch and Fire Monitoring indicates a fire watch is required to be maintained for at least one hour after completion of hot work operations to detect and extinguish smoldering fires. The duration of the fire watch is permitted to

be reduced to no less than 30 minutes if the permit authorizing individual determines the absence of fire hazards warrants the reduction. Following the fire watch period, fire monitoring is required to be provided for up to an additional three hours as determined by the permit authorizing individual.

### NFPA 241

NFPA 241 provides measures for preventing or minimizing fire damage during construction, alteration and demolition operations. The current edition is the 2022 edition.

NFPA 241's Section 10.3-Single-ply and Torch-applied Roof Systems provides requirements for equipment usage and personnel qualifications; openings, penetrations and flashings; flame contact protection; installation; equipment and equipment inspection; fuel gas cylinders; fire watch and fire extinguishers. Section 10.3.9-Fire Watch requires a fire watch be conducted for at least two hours after torches are extinguished. It should be noted this is more stringent than NFPA 1's one-hour or less fire watch requirement.

### NFPA 51B

NFPA 51B provides minimum requirements for all people who manage, request, authorize, perform or supervise hot work. The current edition is the 2024 edition.

NFPA 51B's Chapter 4-Responsibility for Hot Work provides requirements that can be interpreted to apply to torch-applied roof systems. Specific requirements are provided for management responsibility, the permit authorizing individual, hot work operators, fire watch, contractors and mutual responsibility. NFPA 51B's requirements are generally similar to NFPA 1's requirements.

### Closing thoughts

Building owners and operators, roof system designers and roofing contractors should be aware of the applicable fire code (whether that be NFPA 1 or the IFC) and the specific edition that applies to the buildings they work on. All fire codes include roofing-specific provisions.

NFPA 1 and, by reference, NFPA 241 and

NFPA 51A are reportedly adopted statewide by individual agencies or specific local jurisdictions in Alabama, Connecticut, Delaware, Florida, Hawaii, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Nebraska, New Hampshire, Rhode Island, Texas, Utah, Vermont, West Virginia and Wisconsin. Specific adoption information is accessible using NFPA's Code Finder at [codefinder.nfpa.org](http://codefinder.nfpa.org).

The IFC reportedly has been adopted by 31 states. A state list of IFC adoptions is accessible using ICC's website, [iccsafe.org](http://iccsafe.org), and entering "adoptions" in the search feature.

NFPA 1, NFPA 241 and NFPA 51A are available on NFPA's website, [nfpa.org](http://nfpa.org). 🌱🌿

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

## ABC publishes Safety Performance Report findings

Associated Builders and Contractors has published the findings from its 2024 Safety Performance Report, an annual guide to construction job-site health and safety best practices.

The annual safety report also provides a comprehensive understanding of the effect of deploying ABC's STEP Safety Management System,<sup>®</sup> its framework for measuring safety data.

ABC's research studied more than 900 million work hours completed by participants in the construction, heavy construction, civil engineering and specialty trades in 2023. It identified the following foundation of industry-leading safety best practices:

- *Top management engagement.* Employer involvement at the highest level of company management produces a 54% reduction in total recordable incident rates and a 52% reduction in days away, restricted or transferred rates.
- *Substance abuse prevention programs.* Robust substance abuse prevention programs/policies with provisions for drug and alcohol testing where permitted led to a 47% reduction in total recordable incident rates and a 48% reduction in days away, restricted or transferred rates.
- *New hire safety orientation.* Companies that conduct in-depth indoctrination of new employees into the safety culture, systems and processes based on a documented orientation process experience incident rates 45% lower than companies that limit their orientations to basic health and safety compliance topics.
- *Frequency of toolbox talks.* Companies that conduct daily, 15- to 30-minute toolbox talks reduce total recordable incident rates and days away, restricted or transferred rates by 81% compared with companies that hold them monthly.

The ABC 2024 Safety Performance Report, as well as previous years' reports, can be viewed at [abc.org](http://abc.org).

## Protect your email from cyberattacks

Email-based cyberattacks can have disastrous effects on businesses, leading to loss of data, financial damage and a decline in customer trust. Small businesses especially are vulnerable to attacks on email because they often lack the necessary security, and small-business owners may believe their companies are too small to be a target.

A phishing email is an email sent to a recipient with the objective of making the recipient perform a specific task, such as clicking a link or opening an attachment, which can give the attacker access to information. Cofense, an email security provider based in Leesburg, Va., offers the following common characteristics of phishing emails that should raise suspicions.

- *Emails demanding urgent action.* Phishing emails threaten a negative consequence unless urgent action is taken. Attackers use this approach to rush recipients to act

before they study the email for potential risks.

- *Emails with bad grammar and spelling mistakes.* Many companies apply spell-checking tools to outgoing emails by default to ensure their emails are grammatically correct.
- *Emails with an unfamiliar greeting.* Emails sent between co-workers typically have informal greetings. Those that start with "Dear" or contain phrases not usually used in informal conversation are from sources unfamiliar with your company's style of office interaction.
- *Inconsistencies in email addresses, links and domain names.* Does the email originate from an organization you correspond with often? If so, check the sender's address against previous emails from the same organization. Determine whether a link is legitimate by hovering over the link to see whether the domain name matches the company sending the email.

- *Suspicious attachments.* Workplaces often use collaboration tools such as SharePoint, OneDrive or Dropbox to share files. Therefore, internal emails with attachments always should be treated as suspicious.
- *Emails requesting login credentials, payment information or sensitive data.* Spear phishers can forge login pages to look like the real thing and send an email containing a link that directs the recipient to the fake page. Do not input any information unless you are 100% certain the email is legitimate.
- *Emails that are too good to be true.* These emails incentivize you to click on a link or an attachment by stating there will be a reward. If the sender of the email is unfamiliar or you did not initiate the contact, this likely is a phishing email.

NRCA offers guidance and a cyber liability insurance program. To learn more, visit [nrca.net/cyberpolicy](http://nrca.net/cyberpolicy).

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## Three cheers!

Industry professionals lead another successful Roofing Day in D.C. 2024

by Deborah Mazol

On April 16-17, roofing professionals gathered in Washington, D.C., for the sixth annual Roofing Day in D.C. 2024, the premier industry advocacy event of the year that allows lawmakers to hear the roofing industry's voice regarding key government policy issues.

Roofing Day in D.C. continues to be one of the largest advocacy events in Washington, D.C. This year, nearly 250 registered participants from 39 states engaged with more than 225 congressional offices to advocate on behalf of solutions to workforce challenges and pro-growth tax legislation.

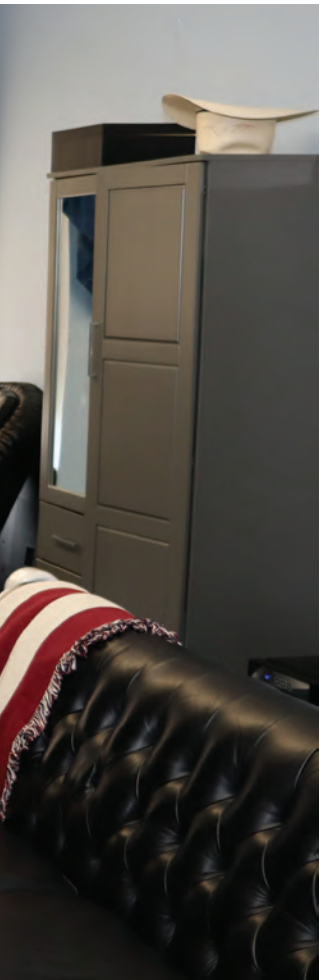
A collaboration between NRCA members, industry stakeholders, and regional, state and local associations, the event unites the roofing industry to advocate for matters critical to its continued success.

### Training and education

Roofing Day in D.C. provides participants with specialized advocacy training, in-depth issues briefings, and educational and networking experiences.

On Tuesday, April 16, at the Grand Hyatt Washington, NRCA CEO McKay Daniels kicked off the program with a speech in which he





asked: “If not us, then who? If not now, then when?”

Then, NRCA staff provided advocacy training and briefed participants regarding key advocacy issues with guidance about how to tailor messages to individual members of Congress.

Kent Gardner, president of building products for SRS Distribution Inc., McKinney, Texas, announced the winners of the first Roofing Day in D.C. participant awards. Florida and Ohio won for states with the most attendees, and the International Institute of Building Enclosure Consultants and the Tile Roofing Industry Alliance tied for larg-

est organization representation. This year, more than 75 pieces of Congressional memorabilia were awarded to winners. Thank you to the sponsors of these events: the Chemical Film and Fabrics Association and ABC Supply Co. Inc., Beloit, Wis.

On Wednesday, April 17, participants enjoyed breakfast sponsored by Beacon Building Products, Herndon, Va., where Roofing Alliance President Greg Bloom explained the significance of the red and white socks each participant received. In 2017, the Roofing Alliance forged a long-term partnership with Ronald McDonald House Charities, marking a pivotal commitment to proactive social responsibility. Since its inception, all 167 of the standalone Ronald McDonald houses in the U.S. have received invaluable support from Roofing Alliance and NRCA members. From

roof system inspections to vital maintenance, repairs and full roof system replacements, the roofing industry has contributed labor and materials valued at more than \$3 million. Highlighting the industry’s ongoing community involvement throughout the U.S. set a positive tone for Congressional meetings early on.

Congressional keynote speaker Rep. Lisa McClain (R-Mich.) discussed the importance of promoting policy to allow the roofing industry to thrive and grow. Following the keynote address, Dave Wasserman, senior election analyst for The Cook Political Report and contributor to NBC News, provided an analysis of the current political environment. Thank you to SPRI and the Polyisocyanurate Insulation Manufacturers Association for sponsoring these speakers.

Participants also received tips for Congressional meetings from current Capitol Hill staff and met with senators, representatives and congressional staff to convey the roofing industry’s message. To enhance attendees’ experience, all meetings were scheduled by NRCA and its partner Advocacy Associates, a Washington, D.C.-based consulting firm specializing in managing large advocacy events. All participants had access to the company’s online platform, which ensured last-minute scheduling changes were seen by participants in real time. Thank you to the Asphalt Roofing Manufacturers Association for sponsoring this highly sought-after panel.

After an afternoon of Congressional meetings, attendees returned to the Grand Hyatt for a closing reception sponsored by SRS Distribution.

This year, many optional opportunities also were provided to participants. In addition to restaurant recommendations and historical tours, Julie Butler, preservation director for the Durable Restoration Co., Columbus, Ohio, led about two dozen attendees on an architectural tour of Capitol Hill Thursday morning.

### Key issues

Each year, the Roofing Day Advisory Committee prioritizes a few issues that unite all segments of the roofing industry. For the 2024

event, the committee focused on two advocacy pillars: solutions to workforce challenges and supporting pro-growth tax legislation.

Workforce challenge solutions included increased funding for Perkins Career and Technical Education State Grants, reform of the Workforce Innovation and Opportunity Act to allow more employers access to training resources, and immigration reform to meet workforce needs.

NRCA advocated for a new market-orientated visa category under the Essential Workers for Economic Advancement Act and a permanent solution for qualified individuals currently working under Temporary Protected Status of the Deferred Action for Childhood Arrivals program.

To support legislation promoting pro-growth tax policy, the industry advocated for the bipartisan Main Street Tax Certainty Act (H.R. 4721/S.1706) and the American Innovation and R&D Competitiveness Act (H.R. 2673/S. 866). The Main Street Tax Certainty Act makes permanent the 199A Qualified Business Income Deduction for pass-through entities. This deduction is set to expire at the end of 2025 if Congress does not act, disadvantaging many roofing industry employers. The American Innovation and R&D Competitiveness Act restores the ability for businesses to immediately deduct research and development expenses that currently must be amortized over five years for domestic companies.

Thanks to past participants and sponsors of Roofing Day in D.C. events, much progress and success has been realized regarding most issues presented to Congress, but continued industry engagement is key to maintaining the momentum.

Since Roofing Day in D.C. began in 2018, Congress has increased funding for Perkins Career and Technical Education State Grants each year by nearly \$200 million, bringing the total to an estimated \$1.4 billion. This funding is critical to helping employers meet workforce development needs.

To view a photo gallery and advocacy issues discussed at Roofing Day in D.C. 2024, go to [professionalroofing.net](https://professionalroofing.net).



Participants also helped secure passage of the bipartisan Infrastructure Investment and Jobs Act, which included a strong buildings component, into law. Recently, the House of Representatives also passed A Stronger Workforce for America Act, which included reforms to the Workforce Innovation and Opportunity Act, a long-standing Roofing Day in D.C. top issue.

In addition, since 2018, Roofing Day in D.C. attendees have supported passage into law the Strengthening Career and Technical Education for the 21st Century Act to ensure workforce development programs work well for the roofing industry and helped pass important provisions of the Energy Savings and Industrial Competitiveness Act, legislation to promote energy efficiency in residential, commercial and industrial buildings.

Progress also continues regarding workforce visas through the Essential Workers for an Expanding Economy, immigration reform that has been a long-standing priority for the roofing industry. On the tax reform side, Roofing Day in D.C. advocacy has been successful with adding more than 180 members as co-sponsors of the Main Street Tax Certainty Act.

The primary goal of Roofing Day in D.C. is to establish long-term relationships with lawmakers in Congress that ultimately will help achieve important policy goals for the roofing industry's future.

On behalf of NRCA's leadership and staff, we look forward to seeing you at Roofing Day in D.C. 2025—April 8-9 in Washington, D.C. 🇺🇸🌟

**DEBORAH MAZOL** is NRCA's director of federal affairs in Washington, D.C.

## DOL plans to restructure regional operations

The Department of Labor has announced changes to the structure of its Occupational Safety and Health Administration's regional operations.

The changes include the creation of a new OSHA regional office in Birmingham, Ala., which will oversee agency operations in Alabama, Arkansas, Kentucky, Louisiana, Mississippi and Tennessee, as well as the Florida Panhandle. It also will address the Birmingham area's growing worker population and the hazardous work done by employees in food processing, construction, heavy manufacturing and chemical processing.

Additionally, OSHA is planning to merge Regions 9 and 10 into a new San Francisco Region to improve operations and reduce operating costs.

As part of the changes, OSHA also will rename its regions to associate them by geography, rather than its current practice of assigning numbers to regions. Region 4

will be renamed the Atlanta Region with jurisdiction over Florida (excluding the Panhandle), Georgia, North Carolina and South Carolina. The current Region 6 will be renamed the Dallas Region and have jurisdiction over New Mexico, Oklahoma and Texas.

The compositions of OSHA's other regions will remain the same. When changes are completed, the agency's regions will be renamed as follows:

- Region 1 will be renamed the Boston Region.
- Region 2 will be renamed the New York City Region.
- Region 3 will be renamed the Philadelphia Region.
- Region 4 will be renamed the Atlanta Region.
- Region 5 will be renamed the Chicago Region.
- Region 6 will be renamed the Dallas Region.
- Region 7 will be renamed the Kansas City Region.
- Region 8 will be renamed the Denver Region.
- Regions 9 and 10 will be renamed the San Francisco Region.

OSHA plans to transition to its new regional structure later in fiscal year 2024. Once implemented, the agency's regional maps and contact information will be updated publicly at [osha.gov](https://www.osha.gov).



To view a map of the new OSHA regions, go to [professionalroofing.net](https://www.professionalroofing.net).



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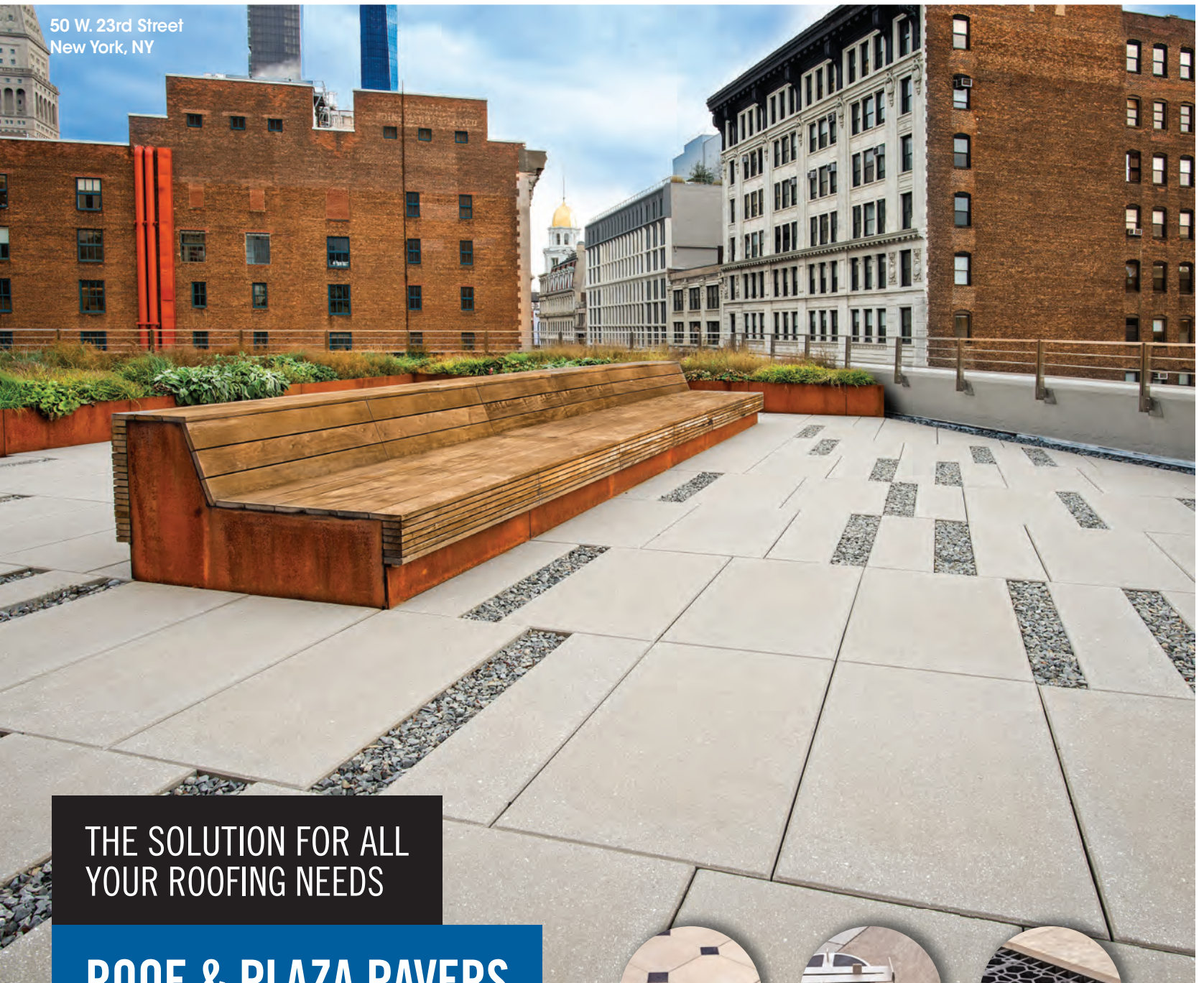
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Photo courtesy of Power Home Remodeling Group LLC, Chester, Pa.



# giving every day

Roofing professionals donate time, skills and resources to help their communities  
by Chrystine Elle Hanus

For more than a decade, Giving Tuesday has encouraged people and organizations to donate to charitable causes on the Tuesday following Thanksgiving in the U.S. It is meant to promote altruism and generosity following Black Friday consumerism.

More than 2,500 nonprofit organizations participated in Giving Tuesday the first year, raising \$12 million. Since its creation in 2012, the movement has dramatically expanded. On Giving Tuesday 2023, donations totaled \$3.1 billion in the U.S.

In the roofing industry, giving happens every day. Roofing professionals share their talents and skills, volunteer, fundraise and participate in activities to support and strengthen their communities daily. Without the support of roofing volunteers, many people would be left without adequate shelter, and most nonprofits would be unable to do their important work.

The power of roofing industry volunteers cannot be over-emphasized. This summer, *Professional Roofing* salutes a few of the individuals and companies that have recently made a difference in others' lives, demonstrating the compassionate, generous nature of our industry.

## ForKids

In 2012, Dan Beck, president of Beck Roofing Co. Inc., Hayward, Calif., was invited to join the board of directors of Chesapeake, Va.-based ForKids Inc., an organization providing emergency shelter to families experiencing homelessness in Virginia. ForKids' in-depth programs assist more than 250 families, including 500 children throughout the region.

While Beck served on the board, Beck Roofing performed repairs on numerous properties at no cost to ForKids. Most recently, in 2022, the company removed the existing asphalt shingles from a leaking roof on a ForKids residential housing facility and installed a new asphalt shingle roof system. During 2023, the company conducted repairs on two of the organization's properties.

*"We make a living by what we get, but we make a life by what we give."*

—Winston Churchill

"ForKids is incredibly grateful to Beck Roofing for its support over many years," says Bill Young, chief innovation officer for ForKids. "They provided a full roof system replacement on one of the homes we own that had a failing roof. Thanks to their quick, professional and free services, ForKids has been able to reinvest funds that would have been used for the replacement. Beck Roofing treats us like their best customer."

During the holidays, Beck Roofing staff members also collect toys and gift cards from employees and business partners to deliver to ForKids. Although Beck no longer serves on the board, ForKids remains near and dear to the company, and its charitable work with the organization continues.

## Beldon Family Foundation

In 2018, Beldon Roofing Co., San Antonio, formed the Beldon Family Foundation with the specific purpose of making a direct impact on the educational, religious and healthcare needs of the San Antonio community.

To that end, in 2022, the foundation partnered with the Alamo Colleges District and The University of Texas Health Science Center at San Antonio to pilot a new mental health initiative to serve underprivileged students in San Antonio community colleges.

Thanks to a generous donation of \$277,440 from the Beldon Family Foundation, the Alamo Colleges District is expanding services at student advocacy centers to include a psychiatric nurse practitioner to meet immediate needs and pursue new opportunities to further enhance students' educational experiences.



Bliss Roofing partnered with Home Builders Foundation and National Women in Roofing Oregon Council to provide a new roof for Project Homeless Connect.

## Project Homeless Connect

To reach more people in need and bolster philanthropic efforts, Bliss Roofing Inc., Clackamas, Ore., has partnered with Home Builders Foundation, a charitable division of National Association of Home Builders, and the National Women in Roofing Oregon Council on several projects.

During National Roofing Week June 4-10, 2023, the groups kicked off the summer with a Project Homeless Connect of Washington County, Ore., initiative, where volunteers helped tear off roofing materials, make roof deck repairs and install a new roof system on a homeless shelter.

Stephanie Baird, general manager for Bliss Roofing, is community outreach chair for the NWiR Oregon Council and was the main contact for the project. In recognition of her outstanding and ongoing extraordinary contributions to the organization, in 2022, Baird was awarded the Home Builders Foundation Volunteer of the Year.

"What an amazing way to spend National Roofing Week by partnering with the Home Builders Foundation to gift a new roof system to Project Homeless Connect of Washington County," Baird said during the event. "Our roofing gift is valued at \$35,000 and was only possible because of the contributions and collaboration of many!"

The Cool Roof Rating Council; Malarkey Roofing Products, Portland; Owens Corning, Toledo, Ohio; and SA Roofing, Aloha, Ore., also helped make the project possible.

"Home Builders Foundation—HomeAid® Portland is thrilled to work with National Women in Roofing on another shelter project," added Brenda Ketah, executive director of Home Builders Foundation. "The volunteers are fantastic to work with and every detail is planned and organized. We are so appreciative of this partnership and can't wait for the next project!"

## Bone Dry Loves Pink

For the team at Bone Dry Roofing Inc., Indianapolis, giving back to their community is as important as delivering successful roofing projects. Six years ago, the company

team created an annual Bone Dry Loves Pink campaign to help breast cancer patients and survivors and fund ongoing research.



The Bone Dry Roofing team created an annual campaign to help breast cancer patients and survivors.

The campaign runs Oct. 1 through Dec. 31 each year.

During this time, a percentage of the profits received from total roof system replacements is donated to the Bone Dry Loves Pink campaign. To promote efforts, employees wear pink shirts and distribute pink swag, such as pens, clips and notepads, to clients, and Owens Corning generously matches donations up to \$5,000 per year.

Since the campaign's inception in 2017, the Bone Dry Roofing and Owens Corning teams have collectively donated more than \$39,000 to the Susan G. Komen® non-profit organization dedicated to ending breast cancer.

In addition to the donation component of Bone Dry Loves Pink, Bone Dry Roofing is a gold sponsor of the annual Komen Indianapolis More Than Pink Walk, where staff members set up a tent and offer goodie bags and prizes for breast cancer survivors and walk participants.

"I express my sincerest gratitude to Bone Dry Roofing for their continued support of our foundation," says Stephen Hunt, development director, Indiana and Kentucky, for the Susan G. Komen Foundation. "The research we are doing has the potential to save lives, and it's because of donor partners like Bone Dry Roofing that we are able to continue expanding into new research studies and clinical trials every year and provide financial assistance for patients in dire need."

## Bay Cliff Health Camp

Helping those in urgent need of a roof over their head is what the team at Dan Perkins Construction



Every year, Dan Perkins Construction donates a \$10,000 roof system to an organization.

Inc., Ishpeming, Mich., is committed to providing. Every year, the company donates a roof system worth \$10,000 to a nonprofit organization, school or municipality.

In previous years, the company donated and installed three roofs for an AMVET (American veterans) camping park and recently donated half the materials and provided the labor to install a 24-gauge mechanically locked Kynar-coated (Galvalume®) roof system on the arts and crafts building of Bay Cliff Health Camp, Big Bay, Mich., a place where handicapped children learn to become more independent and overcome disabilities.

Dan Perkins, president of Dan Perkins Construction, is a district governor for Lions Clubs International, the first organization to donate to Bay Cliff Health Camp when two women from Drummond Island, Mich., opened the camp to help feed starving children during the Great Depression.

“I would like to take this opportunity to express my gratitude for Dan Perkins Construction and their contributions to Bay Cliff Health Camp’s mission of service to children living with disabilities,” says Clare Lutgen, executive director of Bay Cliff Health Camp.

This month, the company is donating the materials and labor to install a pavilion roof on a city bandstand at Al Quaal Recreation Area, Ishpeming.

“When we do these volunteer jobs, we do them with everyone on the crew,” Perkins says. “It is a crew-building event, and it is a show of force when 15 people show up to do a job in one to two days. We provide people with roofs that keep water out.”

## Relay for Life

Team members at Four Seasons Kanga Roof, Clinton Township, Mich., are walking their way to finding a cure for cancer.



Four Seasons Kanga Roof staff formed a Relay for Life team to support the American Cancer Society.

In June 2022, staff formed a team to sponsor a Relay for Life event for the American Cancer Society. To reach a goal of raising \$15,000, Four Seasons Kanga Roof donated all patient diagnostic fees for two months, matched contributions up to \$5,000, staffed a table at the Relay for Life event and sponsored a par three “shout out” at Cedar Glenn Golf Club, Baltimore, Mich.

The Relay for Life event was so successful, the Four Seasons Kanga Roof team participated the following year at the 2023 Relay for Life event, where the company now has donated more than \$25,000 toward the cause, and has plans to participate again this summer.

“Partnering with Relay for Life allows our team to come together and make a meaningful impact on the community,” says Bill Burkhardt Jr., vice president of sales and marketing for Four Seasons Kanga Roof. “Since 2022, our team has raised more than \$200,000 for a great cause and ended up growing closer together. We are a better team now for participating and helping the community.”

Thanks to the dedicated team of walkers, Four Seasons Kanga Roof’s donation helped fund \$14 million for research and a 24/7 American Cancer Society helpline to help patients.

In addition to helping the American Cancer Society, Four Seasons Kanga Roof helps ensure every child in metro Detroit has a happy Christmas. In 2023, the company team donated two truckloads worth \$4,400 in toys to the Marine Corps Reserve’s Toys for Tots, an organization with a mission of providing toys, books and emotional support to disadvantaged children.

This year, the company is stepping up efforts to spread hope to children by creating a perpetually funded Evan Vaillancourt Legacy Scholarship Fund for students who have lost a parent while serving active duty in the military. The funds are awarded to help cover the cost of tuition at De La Salle Collegiate High School, Warren, Mich. Four Seasons Kanga Roof made an initial \$50,000 donation and has a goal to raise more than \$250,000 by the end of 2024, eventually covering 80% of a student’s annual tuition.

“Evan was the brother of a team member who passed away suddenly while on active duty at the age of 22,” Burkhardt explains. “He was a graduate of De La Salle Collegiate High School. The scholarship allows us to leave a legacy for him because he was not able to do so while on Earth.”



The Four Seasons Kanga Roof team donated two truckloads of toys to the Marine Corps Reserve’s Toys for Tots.

## American Red Cross

The team at IB Roof Systems, Grapevine, Texas, is proving it only takes one person to help save hundreds of lives.

The company has been leading an industrywide blood drive for the American Red Cross with the support of the International Institute of Building Enclosure Consultants’ North Texas Chapter; North Texas Roofing Contractors Association; NWiR Dallas-Fort Worth Council; and National Roofing Partners LLC, Coppell, Texas.



Left to right: Following an IB Roof Systems blood drive to support the American Red Cross, Chad Ellis, inside technical representative, learned his blood saved more than one life; CEO Jason Stanley and his son, a first-time blood donor

Every quarter, IB Roof Systems CEO Jason Stanley and Executive Assistant/Office Manager Debbie Sargo organize a blood drive at the company's headquarters in Grapevine, where a training room is transformed into a public donation center for six hours. Stanley's sons, Cayden and Preston, were first-time donors in 2022, and his wife, Teresa, donates blood faithfully.

During 2023, the company collected 74 units of blood from 85 donors, of which 24 were first-time donors. Chad Ellis, inside technical representative for IB Roof Systems, discovered he has sickle cell antigens in his blood, which means his blood may be more compatible with individuals who have sickle cell disease or other conditions requiring frequent blood transfusions. The American Red Cross contacted Ellis via an app to inform him his blood helped save more than one life at Barnes-Jewish Hospital in St. Louis.

"IB Roof Systems should be commended for such amazing work," says Deneisha Nelson, account manager, donor recruitment, for the American Red Cross. "I am grateful for the relationship with Debbie Sargo, our direct point of contact who is exceptional in her role and work. Thank you all."

## Habitat for Humanity®

When Industrial Roofing Co., Lewiston, Maine, and Beacon Building Products, Herndon, Va., partnered with Habitat for Humanity of Greater Portland to install a new roof system on a local house, it was a perfect collaboration of exceptional installation, materials and organization.

Beacon Building Products donated the materials, and six employees from Industrial Roofing volunteered their skills and labor to install a new asphalt shingle roof system on a Habitat for Humanity project in Portland. The crew completed the project in one day and was happy to have a day away from a typical job site to help get the building weathertight for the new homeowners.

"We are thankful for the time and effort [Industrial Roofing] donated to us on behalf of [the new homeowners]," says Chad Mullin, director of construction and housing programs for Habitat for Humanity of Greater Portland. "It is because of partnerships with companies and organizations such as Industrial Roofing that we can help struggling families find a decent and affordable home to call their own, which many would be unable to attain apart from this program."



Industrial Roofing partnered with Beacon Building Products to install a new roof system on a house for Habitat for Humanity.

## Alex's Lemonade Stand

The crew at Power Home Remodeling Group LLC, Chester, Pa., continues to make a difference in others' lives every day through its partnership with Alex's Lemonade Stand Foundation, a national nonprofit dedicated to finding cures for various forms of childhood cancer.

Since 2011, the Power Home Remodeling Group designates a giving period during the year, creating an environment focused on education, engaging events, healthy competition, compassion and teamwork that unifies employees around a purpose-driven initiative.



Power Home Remodeling Group designates a giving period every year to help find cures for childhood cancer.

In addition to payroll donations, employees host family events, volunteer at hospitals, staff lemonade stands, host auctions and kickball events, and organize a variety of other opportunities to generate awareness and funds for Alex's Lemonade Stand Foundation.

During 2023, the Power Home Remodeling Group team raised a record \$1.6 million in donations. All donations go toward the company's "Power the Cure" fund that supports various Alex's Lemonade Stand Foundation innovative therapy grants.

"Power Home Remodeling Group is a dedicated and committed partner of Alex's Lemonade Stand Foundation," says Sarah McIntosh, senior manager of partnerships at Alex's Lemonade Stand Foundation. "Since we partnered with them in 2011, they have gone above and beyond to truly move the needle for pediatric cancer research and families fighting this disease. We would not be able to do the work we do without stellar partners like Power Home Remodeling Group."

## She Builds

The powerhouse women of Guardian Roofing, Moses Lake, Wash., helped install a new roof system in partnership with the Seattle Chapter of NWIR and Rebuilding Together® of South Sound, Tacoma, Wash., as part of She Builds, a collaboration of neighbors and partners dedicated to advancing housing and community issues affecting women.

Women-led and women-focused, She Builds provides critical repairs for women-headed households and



women-focused community spaces to empower women to maintain safe, healthy homes, make a difference in their communities and build a supportive community network. Participants come to the builds with experiences and skills to share and learn from each other.

The overall scope of a recent She Builds project included removing the old roof system, repairing the roof deck, upgrading ventilation and installing a new asphalt shingle roof system.

In support of the project and as part of their commitment to empowering women in the construction industry, Guardian Roofing launched a safety and installation training program before the event so volunteers could use their newly learned skills on the project.

Beacon Building Products donated and delivered the materials, and a team of Guardian Roofing technicians volunteered the labor to make the project possible.

“We are committed to helping other women in need,” says Lori Swanson, CEO of Guardian Roofing. “This is more than just construction; it’s a statement that we build stronger together. As an Owens Corning Roofing Platinum Preferred Contractor, we were able to tap their charitable giving program, Platinum Gives Back, to solicit donated shingle products for the new roof.”

## St. Jude Dream Home® Giveaway

When you have the ability to build a roof, you can make a dream come true. That’s what GAF, Parsippany, N.J., in partnership with Mulberry Builders, Lexington, Ky., accomplished when they recently donated a new roof system to the St. Jude Dream Home Giveaway. The giveaway is a nationwide program run by St. Jude Children’s Research Hospital, Memphis, Tenn., to raise funds for their mission of treating and defeating childhood cancer and other life-threatening diseases.

Mulberry Builders donated building materials and installation labor, and GAF donated the roofing materials. The collaboration is part of GAF’s social impact initiative, GAF Community Matters, which

is focused on making a positive difference as neighbors and partners in the community by leveraging roofing



GAF donated materials to support St. Jude Children’s Research Hospital’s St. Jude Dream Home Giveaway.

## NRCA and the Roofing Alliance give back

NRCA and Roofing Alliance members and staff look forward to serving their communities whenever possible. At press time, to celebrate National Roofing Week, NRCA staff were planning a donation drive to benefit the Self-Help Closet and Pantry of Des Plaines, Ill., to help serve more than 900 local households.

During the holidays, the NRCA team volunteered at a Feed My Starving Children event, where volunteers packed 117 boxes that provided 25,272 meals for the community and malnourished children around the world.

In addition, Roofing Alliance and NRCA members have been busy making repairs on Ronald McDonald House® Charities buildings. In 2016, the Roofing Alliance forged a partnership with RMHC, where all 167 standalone Ronald McDonald Houses were adopted by roofing professionals. During the past year, volunteers worked on three RMHC projects:

Great Lakes Roofing Corp., Germantown, Wis., generously donated time and materials to

install a new roof for RMHC of Marshfield, Wis. GAF, Parsippany, N.J., and ABC Supply Co. Inc., Beloit, Wis., also donated materials to the project.

Thanks to committed partners American Hydrotech Inc., Chicago; IB Roof Systems, Grapevine, Texas; Kalkreuth Roofing and Sheet Metal Inc., Wheeling, W.Va.; and Hunter Panels LLC, Portland, Maine, who all donated materials and labor, RMHC in central Ohio made history when it was newly renovated and expanded to become the largest Ronald McDonald House in the world to serve 2,000 more families each year.

And thanks to generous material donations from Holcim Solutions and Products LLC, Nashville, Tenn., and Georgia-Pacific Gypsum, Atlanta, a new Ronald McDonald House was built in St. Louis to serve more members of the community in their times of need. The material donations helped make the \$34 million project possible.



NRCA staff volunteered at a Feed My Starving Children event to pack meals for the community.

expertise, resources and products to help build resilient communities.

The St. Jude Dream Home Giveaway hosts more than 40 home giveaways across the U.S. The program gives people the chance to buy a \$100 ticket to be entered into a raffle to win a fully furnished dream home in various cities across the country. The goal of the St. Jude Dream Home Giveaway is to raise funds to ensure families never receive a bill from St. Jude Children’s Hospital for treatment, travel, housing or food, so they can focus on helping their child.

“Thanks to our project partners and sponsors who generously donate their time, materials and expertise to make dreams come true for our winners and St. Jude families, we are able to continue to make great strides raising funds to help end childhood cancers,” shares Katy O’Toole, area executive director at St. Jude Children’s Research Hospital.

## Always giving

From roof system giveaways that make homeowners’ dreams come true to blood donation events that save lives, roofing professionals support and advocate for their communities and neighbors in need every day. When a community calls out for help, the roofing industry answers.

What is your company doing to help your community? Tell us your story at [professionalroofing@professionalroofing.net](mailto:professionalroofing@professionalroofing.net). 🌟🌟🌟

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

# HARD HATS? OR HELMETS!



## Choosing the proper head protection is vital to worker safety

by Rich Trewyn

**R**oofing is a dangerous job that requires proper safety equipment to protect workers from potential hazards. One essential piece of safety gear for all roofing workers is head protection.

According to CPWR—The Center for Construction Research and Training, in 2018, nearly 8,000 construction workers suffered head injuries, and 230 died from their injuries. These types of injuries can be reduced with the use of appropriate head protection.

Although there are many types of head protection, there has been a new focus in the safety industry toward the use of ANSI-rated Type II helmets as an alternative to traditional hard hats.

## What is a Type II helmet?

ANSI Z89.1-2014, “American National Standard for Industrial Head Protection,” created standards for protective headwear that assess the impact properties of helmets. ANSI-rated Type I hard hats meet standards for impacts to the top of the head. However, Type II helmets must meet standards for impacts to the top, front, back and sides of the head.

Although roofing workers frequently encounter overhead hazards, they also face substantial risks from impacts on the sides, rear and front of the head. In the roofing industry, most traditional forms of head protection used by workers only hold a Type I ANSI rating, potentially leaving workers exposed to other impacts, such as flying debris from mechanical roofing equipment.

Although Type II helmets were designed to provide superior protection and comfort for workers in high-risk environments, such as construction sites and roofing projects, there have been some studies that have shown this may not always be the case.

A study by the Legacy Research Institute’s Legacy Biomechanics Laboratory, Portland, Ore., identified not all safety helmets are created equally and protect workers from side impacts. Researchers concluded workers seeking the best head protection should look to select Type II helmets with chin straps. Researchers also suggest switching workers to Type I safety helmets instead of Type II hard hats or helmets with chin straps will likely expose them to a higher risk of head injury from lateral impacts. Be careful when selecting any piece of personal protective equipment and conduct a comprehensive, analytical process when choosing what is right for your workers.

Is the Occupational Safety and Health Administration saying hard hats no longer are acceptable? The short answer is: “No.” Traditional Type I hard hats have been a long-standing staple in the roofing industry, serving as the standard for head protection for many years. Although these hard hats offer practical utility, OSHA recently determined the advantages of modern safety helmets offer an alternative to elevate the overall safety of employees.

In a December 2023 press release, OSHA recommends safety helmets be used by workers in construction

industries, the oil and gas industry, in high-temperature specialized work and some low-risk environments. OSHA also recommends safety helmets be used when performing electrical work (which would require a helmet that is rated specifically for working around electricity), working from heights and when required by regulations or industry standards.

Although there is no formal regulatory requirement, the alarming head-injury statistics in the construction industry serve as a compelling argument for wider adoption of helmets. Based on data from the Bureau of Labor Statistics, OSHA reports nearly 6% of all nonfatal injuries are a result of head injuries, a majority of which were caused by slips, trips and falls.

## How do I choose the right one?

Before selecting a headwear type, you should evaluate potential exposures a worker may face. OSHA regulations state an employer must:

- Perform a “hazard assessment” of the workplace to identify and control physical and health hazards
- Identify and provide appropriate PPE based on the assessment
- Train regarding the use and care of PPE
- Maintain PPE in a usable condition, including replacing worn or damaged PPE and understanding the equipment’s useful life
- Periodically review the program for effectiveness of the overall PPE program

As with any piece of PPE, users must be trained regarding how the equipment works. Because of the nature of roofing work, Type II helmets can be used as an alternative to traditional Type II hard hats, which are equivalent to Type I hard hats but with added chin straps.

A Type II helmet with a secure chin strap and adjustable suspension system can offer protection if a worker’s personal fall-protection system arrests a fall during which his or her head may not be protected.

Additionally, most Type II helmets are designed to provide better ventilation and airflow, which is essential for roofing workers who work in hot, humid conditions. Proper ventilation helps prevent discomfort and heat-related illness such as heat exhaustion or heat stroke. A feature of both Type I hard hats and Type II helmets is their compatibility with additional safety accessories,

such as face shields, ear protectors and communication devices. Roofing workers often need to communicate with their team members or use specific tools while working on a roof, and either a Type I hard hat or a Type II helmet with the ability to add accessories can enhance safety and efficiency on the job.

Type II safety helmets are designed to provide protection against impacts, penetrations and, often, electrical hazards, but there is not a one-size-fits-all mentality. It is a piece of equipment that should and must be tailored to each worker's task. To select the proper Type II safety helmet, you should consider material selection, design features, fit and adjustability.

### Material selection

The materials used in the construction of a Type II safety helmet play a critical role in its protective capabilities. The outer shell of the helmet typically is made of high-impact-resistant materials such as acrylonitrile butadiene styrene or polycarbonate. These materials are lightweight yet durable, providing excellent protection against impacts.

For the inner lining of the helmet, shock-absorbing materials such as foam or padding are commonly used. These materials help absorb and distribute the force of an impact, reducing the risk of head injuries, and are something not typically found in Type I hard hats.

In addition, Type II safety helmets designed to protect against electrical hazards are made from nonconductive materials such as fiberglass or plastic. These materials prevent electric shock by insulating the wearer from live wires or electrical equipment.

### Design features

The design of a Type II safety helmet also plays a crucial role in its protective capabilities. Helmets should have a secure chin strap to ensure a snug fit and prevent the helmet from coming off during an impact when worn properly. Ventilation slots are essential to prevent overheating and discomfort for the wearer, especially in hot and humid work environments.

Some Type II safety helmets come with additional features such as a visor or earmuffs for added protection against flying debris, dust or loud noises. These features can enhance the overall safety and comfort of the wearer in hazardous work environments.

### Fit and adjustability

A properly fitting Type II safety helmet is essential for maximum protection. Helmets that are too loose or tight can compromise their effectiveness when preventing head injuries. It is important to choose a helmet size that fits snugly on the head without causing discomfort or restricting movement.

Many Type II safety helmets come with adjustable straps or ratchet systems to allow for a customized fit. It is crucial to adjust the helmet properly to ensure it sits securely on the head and does not shift during work activities.

### What about cost?

One of the biggest drawbacks of modern safety helmets is cost. Although costs vary among manufacturers, safety helmets often come with heftier price tags than traditional Type I hard hats.

However, this price difference should be viewed as an investment in worker safety and well-being. Type II safety helmets not only offer more protection but they also have the life spans of modern safety helmets that may help justify their cost. Most modern helmets have a life span that is two to three times longer than traditional hard hats when cared for appropriately and properly.

### Which is right for you?

Head protection is an essential piece of safety gear for roofing workers and should include superior impact protection, ventilation and compatibility with additional safety accessories. Investing in high-quality head protection, whether a hard hat or helmet, can help roofing workers stay safe and comfortable while working at heights and reduce the risk of head injuries on job sites.

It is important to prioritize employee safety and choose the right head protection that meets their needs and requirements. Ultimately, until regulatory changes are introduced, the choice is yours to make. 🧠🔧

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**RICH TREWYN** is NRCA's director of risk education and training.



Whether your organization is in the process of evaluating head protection practices or looking to start, NRCA can help. If you have questions regarding this topic or other safety topics, please contact Rich Trewyn, NRCA's director of risk education and training, at [rtrewyn@nrca.net](mailto:rtrewyn@nrca.net).



**T**he Kankakee Welcome Center off Interstate I-65 Southbound in Roselawn, Ind., is the first of a 10-year, \$276 million plan to replace the rest stops at all entry points to Indiana, each representing unique features of the region in which they are located.

The \$35 million state-of-the-art facility spans 11,304 square feet and features interactive tourism displays, walking trails and a large monarch butterfly exhibit. Situated around natural wetlands, the center includes a large retention pond with a walkway, playground, a dog walking area and 150 parking spots for semi-trucks.

Designed by Fosse and Associates, Evansville, Ind.,

the welcome center's most notable feature is a curvy roof meant to represent the many dunes in the area. Korellis, Hammond, Ind., was selected as the roofing contractor to install the facility's unique standing-seam metal roof system.

### All the details

The Korellis team began work on the Kankakee Welcome Center in December 2022. The project consisted of the main welcome center, shelter areas and outbuildings. Korellis' scope of work included installing roof systems

# Roofing a welcome center

Korellis helps build Indiana's largest rest stop

by Chrystine Elle Hanus

**Project name:** Kankakee Welcome Center  
**Project location:** Roselawn, Ind.  
**Project duration:** Dec. 15, 2022-Jan. 10, 2023  
**Roofing contractor:** Korellis, Hammond, Ind.  
**Roof system type:** Standing-seam aluminum  
**Roofing manufacturers:** DuPont,™ Wilmington, Del.; Petersen Aluminum Corp., Elk Grove Village, Ill., a brand of Carlisle Construction Materials, Carlisle, Pa.

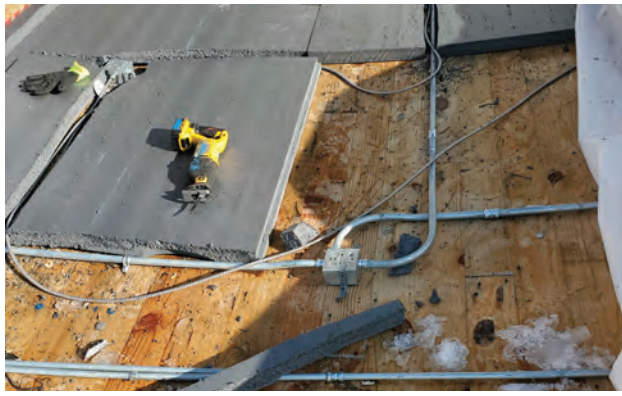
on multiple slopes and shapes, flashings, inlaid gutters, custom fascia, trim and soffit over a 16,700-square-foot roof area.

To build the roof, the team installed two layers of plywood for the deck and mechanically attached two layers of 2-inch Dupont Styrofoam™ Brand Extruded Polystyrene Foam Insulation followed by Carlisle WIP® 300HT self-adhering underlayment and .040-inch-thick PAC-CLAD® Tite-Loc Plus aluminum standing-seam panels.

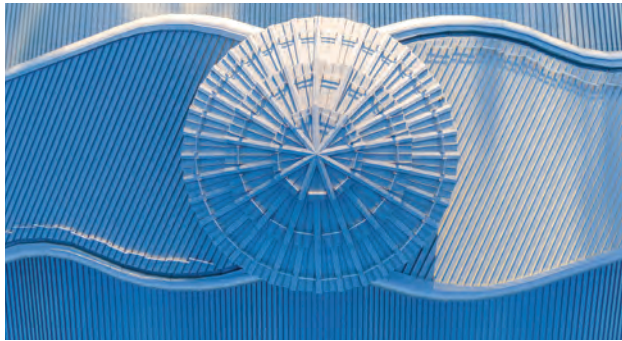
The roof panels were fabricated by Petersen Aluminum Corp., Elk Grove Village, Ill., and curved in the field to match roof profiles.

“Each roof line differed from convex to concave shapes,” says Larry Millefogle, estimator and project manager for Korellis. “Each step of construction and verification of each trade’s completion was essential before we were able to start the next section of roofing.”

Because of the roof’s unusual shape, many of the flashings, fascia, trim and closures were custom-fabricated by Korellis craftsmen in the company’s sheet-metal shop or on-site to ensure proper fitting and alignment. Measuring and fabricating the custom pieces took as much time as installation.



Workers cut insulation around exposed conduit.



Aerial view of the new roof system



Korellis craftsmen custom-bent fascia metal pieces to accommodate radius, concave and convex perimeters.

“It took more than 6,500 man-hours just to fabricate the fascia as each area was more challenging than the previous,” Millefogle says. “The fascia metal pieces were custom-bent in-house to accommodate radius, concave and convex perimeters that began the basis of our starting points for all combined roof areas.”

Korellis craftsmen trimmed the metal for the fascia on-site to accommodate the curved wood substrate while remaining watertight and aesthetically pleasing.

In addition, the Korellis team installed wall cladding and snow guards made from aluminum composite materials.

“The wall panels along with inset gutters were installed in a way so the roofing materials are able to function together, ensuring watertightness throughout the entire roof system,” Millefogle says. “Our team not only displayed extraordinary professionalism and safety, but we also exhibited remarkable craftsmanship.”

## Challenges

The Kankakee Welcome Center roofing project was filled with details and challenges.

“The roof system consisted of exposed conduit, so we had to cut the insulation to ensure the wood did not penetrate the conduit,” Millefogle says. “The aluminum composite material changed direction and size, and we had to modify it to ensure proper fitting. The wood required being cut specifically for the installed dome section. The upper roof panels had to be set to 20-degree angles versus 90-degree. And the lower panels rolled left to right as well as at a 3:12 slope.”

In addition, safety measures changed multiple times as the project progressed to ensure safety precautions and the well-being of the crew. To remain 100% tied off while installing the panels on the convex roof, team members used vertical and horizontal lifelines with standing-seam clamps.

“That ensured 100% safety among multiple crews and trades,” Millefogle says.

Boom lifts ranging from 40 feet to 85 feet were used for portions of construction along with ladders and safety lifelines for full-restraint tie-off during installation.

Long lead times also posed some difficulty.

“Planning started during the material shortage and pricing escalations resulting from the COVID-19 pandemic,” Millefogle says. “Korellis has always looked ahead and planned to provide great customer service. These challenges caused by the pandemic just meant we had to try harder and work together in the office and the field, which made us stronger as a team.”

## Hoosier hospitality

In January 2023, the Korellis team completed work on the Kankakee Welcome Center. Although material delays and poor weather caused the project to be delayed a few weeks, Indiana’s landmark Welcome Center successfully opened to the public in October 2023 thanks to the Korellis team’s diligent attention to detail.

“The Kankakee Welcome Center is a show piece from the ground up,” Millefogle says. “Being part of the project from start to finish as well as being part of the roofing team has been extremely rewarding.” 🇺🇸🌟

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



To watch drone footage of the construction of Kankakee Welcome Center, go to [professionalroofing.net](http://professionalroofing.net)





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# GO Green

(but carefully)

## Greenwashing is becoming more prevalent and leading to lawsuits

by Trent Cotney

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

**D**uring the past several years, the construction industry has experienced a significant shift toward sustainability driven by consumer demands related to environmentalism and resource conservation. This shift especially is evident in the roofing industry where innovative materials and practices are being adopted to meet demand. However, unsubstantiated claims about sustainability can harm companies' reputations and, ultimately, lead to costly lawsuits; this practice is known as greenwashing and should be avoided.



## Eco-friendly roofing

The roofing industry has long relied on traditional materials, such as asphalt shingles, that have not historically been considered environmentally friendly. However, the industry has begun embracing sustainability and been motivated by a growing awareness of the environmental effects of traditional roofing materials, including their effects on increased temperatures, energy consumption and waste.

Regulations and cultural pressure also have precipitated this shift. For example, New York City has set new emissions standards for buildings larger than 25,000 square feet. Property owners must meet those requirements in the coming years or face fines. In addition, California has enacted emissions standards for buildings that are 50,000 to 100,000 square feet. California also requires the benchmark of zero net energy for all new commercial construction projects by 2030. Zero net energy means a building must consume energy that is less than or equal to the amount of renewable energy generated on-site.

To accommodate these changes, manufacturers have designed environmentally friendly construction materials to minimize

environmental effects while still offering energy efficiency, durability and appealing aesthetics. Some of the most prevalent roofing examples include the following:

- **Solar roofing** integrates photovoltaic cells into roofing materials, enabling buildings to generate electricity from sunlight. Solar roofing materials reduce the need to use nonrenewable sources and lower greenhouse gas emissions.
- **Vegetative roofs** are popular in urban areas. Covered in vegetation, the roofs absorb rainwater, reduce runoff and provide insulation, which can result in energy savings.
- **Cool roofs** are specifically designed to reflect sunlight and absorb less heat than those made from traditional materials. They can decrease the need for air conditioning, leading to lower carbon emissions and energy use.
- **Recycled roofing materials** are made from materials such as recycled rubber, metal and plastic. This option diverts waste from landfills and reduces the need to produce new material, which aids in waste reduction and resource conservation.



## Greenwashing

As the demand for sustainability grows, so does the risk of greenwashing, which occurs when businesses make exaggerated or misleading claims about the environmental advantages of their products and services. Environmentalist Jay Westerveld first used the term in the mid-1980s when referencing hotels' "save a towel" campaigns, which urged customers to use fewer towels to help protect the environment. It was revealed the only tangible result of the effort was lower laundry costs.

In the years since, automakers, clothing manufacturers, oil companies and others have inadvertently or purposefully engaged in greenwashing. Consumers in nearly every industry are demanding more sustainably produced offerings, and big businesses are responding. But instead of adopting climate-friendly practices, they might merely be using messaging that implies their products are sustainable to appease their customers. Terms such as "natural" or "earth-friendly" may seem innocent enough, but if there is no data to support those labels, customers can lose trust in the companies that tout them.

As environmental regulations become stricter, the roofing industry is feeling the pressure to meet aggressive benchmarks. As such, architects, owners and contractors often make material and design choices based on environmental factors. In turn, manufacturers and contractors may advertise their offerings with vague terms such as "green," "carbon friendly," "carbon neutral" or "environmentally friendly."

Most greenwashing lawsuits involve companies using these terms with minimal meaningful data to back them up. Litigation also may focus on companies falsely certifying their products or failing to be transparent in communicating the environmental impacts of their products.

When the term greenwashing was first coined, most lawsuits were spearheaded by government regulators or environmentalists focusing on oil and gas companies. Now, consumers are filing claims alleging items they are buying are not as eco-friendly as the companies claimed. In addition, state governments are getting involved. For example, New York Attorney General Letitia James

recently announced her office would be suing JBS, the world's biggest meat company, for misleading its customers about its environmental commitments.

## How to prevent greenwashing

Nearly every industry has been affected by greenwashing claims; however, to date, construction and roofing have not been targeted. Nevertheless, you would be wise to take steps to avoid future lawsuits. Consider these guidelines:

- **Use data:** Steer clear of using vague and unsubstantiated claims that your materials are "green" or "earth-friendly." Instead, explain how your materials measure up based on an industry-relevant baseline. Present verifiable, measurable terms.
- **Be wary of carbon offsets:** Many companies meet environmental goals by purchasing carbon offsets. However, there have been claims of poor accounting and other suspicious practices that have led to greenwashing lawsuits. Carefully consider whether this approach could be detrimental to your company.
- **Explain scope:** If you claim a product has low or zero emissions, consider the full life cycle of its manufacturing. This includes who provided component parts, how the product was produced and how it is disposed. You can be accused of greenwashing if you imply the full life cycle when you intend only one part of it. Be specific when you make such claims.
- **Be honest:** Avoid the temptation to say anything to keep customers happy. If a clever label implies materials are sustainable but they actually are not, you may be setting your company up for failure. Your customers will come to distrust you, and your reputation will suffer. Although manufacturers provide statements and representations regarding sustainability and green initiatives, if you actively make similar statements during the sales process, especially related to performance, you and the manufacturer may be liable for misrepresentation.

To ensure your company is protected, evaluate the materials you install and be upfront about their benefits. 🌱🔍

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



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# TLC for MSDs

Learn how to safeguard roofing workers from musculoskeletal disorders

by Johny J. Hayden III, CSP, ARM

**Roofing** workers routinely are exposed to strenuous tasks, heavy lifting, repetitive motions and awkward postures, so it's hardly a revelation the roofing industry is physically demanding.

And though these occupational challenges can affect workers of all ages, older individuals often face heightened risks of developing musculoskeletal disorders. As we age, our bodies undergo a natural process of degeneration. Over time, bones tend to decrease in size and density, rendering them weaker and more susceptible to fractures. Concurrently, muscles undergo a decline in strength and flexibility, significantly affecting overall mobility. As the median age of roofing workers increases, the need to prevent workplace MSDs emerges as a critical priority for promoting occupational health and longevity among roofing workers.



## SOME DATA

The National Institute for Occupational Safety and Health characterizes MSDs as soft-tissue injuries resulting from prolonged or sudden exposure to repetitive motion, force, vibration or awkward positions. These conditions affect muscles, nerves, tendons, joints and cartilage and traditionally stem from tasks such as lifting, pulling, pushing, maintaining posture, enduring hot temperatures, and coping with torque reactions and machinery vibrations.

Over time, these injuries tend to lead to chronic, debilitating pain that can significantly impair an individual's ability to work safely and efficiently, especially if left untreated. As roofing workers progress through their careers, they can become more susceptible to these types of injuries and the risk of MSDs may be heightened.

Recent figures from the Bureau of Labor Statistics highlight a growing pattern regarding the aging workforce, specifically within the construction industry. The proportion of workers aged 55 and older has risen from 11.5% in 2003 to 22.7% in 2020. It's imperative for roofing contractors to acknowledge the importance of this demographic shift and understand how it can affect maintaining an effective, forward-looking safety program that tackles issues such as MSDs.

## THE COST OF MSDS

MSDs have significant repercussions for roofing workers and contractors. Workers affected by MSDs may become absent from work and personal activities; face escalating healthcare expenses related to medical treatment and rehabilitation; and possibly end up in long-term care. Furthermore, these disorders can diminish productivity as workers grapple with pain, discomfort or limited mobility, hindering their ability to efficiently perform tasks.

For roofing contractors, the financial strain of MSDs is considerable, encompassing worker absenteeism, increased workers' compensation costs, elevated healthcare insurance premiums and potential legal expenses. Moreover, MSDs can disrupt project schedules and contribute to higher labor turnover rates, further undermining productivity and profitability.

According to CNA Insurance Cos., Chicago, in 2018, musculoskeletal-related injuries were the most frequently reported injury in the roofing segment with more than 900 claims in excess of \$20 million during that year alone.

In 2021, the Centers for Disease Control released findings from a third-party study examining workers' compensation claims and costs associated with MSDs. The study focused on overexertion among construction workers in Ohio from 2007-17. One of the most significant takeaways from this study showed workers aged 35 to 44 years experienced the highest claim rate (63 per 10,000 full-time employees). However, claims by workers aged 45 to 54 years and 55 to 64 years were more costly on average and resulted in more lost workdays. Injuries and lost workdays can substantially raise a roofing contractor's workers' compensation expenses and experience modification ratings, presenting significant operational challenges.

## PREVENTION

For roofing contractors, integrating job hazard analyses into every project is imperative. Regrettably, these assessments are frequently underutilized, and attention usually is solely focused on immediate safety hazards such as falls from heights. Comprehensive evaluations enable contractors to mitigate short-term risk and appropriately account for seemingly minor safety issues that may lead to significant long-term health problems, such as chronic MSDs.

Keep in mind, each person's body responds differently to physical demands and is influenced by factors such as overall health, genetics and personal biomechanics. What may pose a significant strain on one worker's body may have minimal effect on another. Accounting for individual variations can be challenging because there is no one-size-fits-all solution. Recognizing the variability in how these factors affect workers underscores the importance of proactive and personalized approaches to musculoskeletal injury prevention.

You should tailor your strategies for injury prevention and ergonomic interventions according to your specific exposures and circumstances. Although each employer faces unique challenges, there are

several proactive measures any roofing contractor can adopt to help mitigate and prevent the onset or exacerbation of MSDs while promoting the overall well-being of employees, fostering a culture of safety awareness, and encouraging open communication regarding discomfort or injury symptoms to further enhance prevention efforts.

### SAFE LIFTING

Lifting with the knees, not the back, is crucial for preventing injuries and maintaining musculoskeletal health. Bending at the knees while keeping the back straight balances weight distribution, reducing strain and minimizing injury risk. Incorrect lifting techniques can strain the spine and surrounding muscles, leading to injuries such as herniated discs. Employers must prioritize implementing a comprehensive policy for safe lifting practices, including clear guidelines and training programs emphasizing proper lifting techniques, particularly using the knees instead of the back when lifting heavy objects. However, it's important to acknowledge individuals can have differing lifting experiences, so exercise caution when defining maximum lift weights in policies.

### TECHNOLOGY

Technological advancements have enabled contractors to better manage the amount of stress placed on workers during material lifting and movement. Lifting aids, such as wearable exoskeleton devices, have revolutionized workplace safety by significantly reducing the risk of MSDs among employees. NRCA, in collaboration with CPWR—The Center for Construction Research and Training, supports research led by Maury Nussbaum, Ph.D., CPE, assistant department head and graduate program director for the Department of Industrial & Systems Engineering at Virginia Tech in Blacksburg, Va., aimed at developing and evaluating training in the use of exoskeletons for the construction field and assessing the longer-term effects of exoskeleton use.

Other studies, including one published by the National Safety Council, have demonstrated passive shoulder exoskeleton devices can reduce muscle activity by up to 40% using surface electromyography studies. These devices not only offer mechanical support during lifting and repetitive activities but also promote proper body mechanics, thereby reducing the likelihood of injuries.

Artificial intelligence, specifically computer vision

systems, is gaining prominence. According to an NSC publication, these systems extract meaningful information from digital images and videos, allowing for recommendations or actions based on that data. Human motion capture systems, including mobile phone applications, record workers' tasks. Computer vision systems analyze these recordings to identify ergonomic risk factors, highlight MSD risks and suggest safety modifications. This streamlined approach enables quick, cost-effective deployment of safety measures, prioritizing roles and tasks for redesign to ensure a safer, more efficient work environment.

### TRAINING

The success of any safety program depends on effective training. Tailoring training programs to meet the distinct needs and capabilities of younger and older workers is essential for minimizing the risks associated with MSDs. By offering ongoing education and support, you can ensure all employees, regardless of age, possess the necessary skills and knowledge to maintain safety and wellness on the job. Incorporating hands-on, practical examples specific to the roofing industry into training sessions has consistently proved to be an effective method for engaging workers and reinforcing essential safety practices.

### STRETCH AND FLEX

Each morning, cats and dogs instinctively perform a similar ritual: They stand up and stretch. Unfortunately, many humans lack this instinctual behavior. Stretching, according to Mayo Clinic studies, enhances flexibility and improves joint range of motion. Implementing a stretch and flex program is one strategy you can embrace to emphasize the importance of musculoskeletal health.

Targeted stretching exercises that alleviate muscle tension and enhance flexibility in areas prone to strain during roofing tasks, such as the back, shoulders, knees and legs, can help. By incorporating stretching and flexing regimens, you can proactively reduce the risk of musculoskeletal disorders, enhance physical endurance and foster a safer work environment.

Additionally, these programs can enhance mental well-being by providing workers with a break and foster camaraderie among crews. Prioritizing physical and mental health through such initiatives cultivates a work culture that values employee well-being.



## HEAT STRESS

Exposure to excessive heat can play a significant role in the development of MSDs. Prolonged exposure to heat combined with poor heat stress management increases the likelihood of muscle injuries. Dehydration exacerbates MSD risks by increasing muscle fatigue and reducing muscle function.

A comprehensive heat illness prevention program can educate workers to recognize heat-related illness signs, establish hydration and rest breaks practices, and implement engineering controls such as shade and ventilation.

The American National Standards Institute and American Society of Safety Professionals recently published a new voluntary consensus standard, ANSI/ASSP A10.50, “Standard for Heat Stress Management In Construction And Demolition Operations,” which is a great resource for those developing or expanding a heat stress management program. Prioritizing worker health and safety by addressing heat stress boosts productivity and morale and cultivates a strong safety culture, reducing the risk of MSDs.

## EMPLOYEE WELLNESS PROGRAM

Wellness programs encompass a range of initiatives targeting physical and mental health improvement and provide a comprehensive strategy to address common risk factors associated with MSDs. By offering workers knowledge, tools and resources for optimal health, these programs empower them to prevent injuries and maintain productivity. Tailored interventions, including flexibility exercises and joint health education, help older workers preserve physical capabilities and reduce susceptibility to MSDs.

Additionally, wellness programs often include elements focusing on mental health and offer counseling services, stress management techniques and suicide-prevention resources to support workers’ mental resilience. Prioritizing employee health and safety fosters a positive safety culture, increases engagement, reduces absenteeism and enhances overall job satisfaction. For additional suicide prevention resources in the construction industry, visit [preventconstructionsuicide.com](http://preventconstructionsuicide.com).

## MANAGEMENT COMMITMENT

To mitigate the risk of musculoskeletal injuries among employees, roofing contractors must prioritize management commitment. This is particularly crucial given the

## WHY ROOFING WORKERS ARE AT RISK OF MSDs

**Repetitive motions:** Tasks such as hammering, material lifting and bending to install roofing materials often require repetitive movements, which can strain muscles and joints over time.

**Awkward postures and positions:** Crouching, kneeling or bending can put excessive stress on the musculoskeletal system. Nailing shingles, stretching to install flashings, stooping to remove debris from a roof’s surface, or twisting to reach and secure roofing materials in tight or unusual spaces can stress or strain the shoulders, arms, neck, back and knees and increase the risk of musculoskeletal injuries.

**Heavy lifting:** Carrying heavy roofing materials and equipment can lead to strain injuries in the back, shoulders and arms, particularly if proper lifting techniques are not used.

**Prolonged standing:** Long hours standing on hard surfaces can lead to foot, leg and lower back discomfort or pain.

**Vibration and excessive torque exposure:** The use of power tools such as nail guns, drills or saws can expose roofing workers to hand-arm vibrations or sudden shocks, which may contribute to conditions such as carpal tunnel syndrome or hand-arm vibration syndrome.

**Environmental factors:** Working outdoors in various weather conditions, such as extreme heat or cold, can exacerbate musculoskeletal strain and fatigue.

ongoing workforce challenges in the roofing industry. Proactive management commitment ensures safety measures are enforced and tailored to meet the diverse needs of all employees.

This involves providing comprehensive training, allocating sufficient resources and offering tailored support systems, especially for combating MSDs. By fostering a culture of safety, contractors can effectively safeguard the health and well-being of all employees, leading to a workplace environment where everyone feels valued and supported. Ultimately, this approach enhances productivity and morale across the board. 🧰🔩

**JOHNNY J. HAYDEN III, CSP, ARM,** is NRCA’s director of enterprise risk management.

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**RRO EXAM:** ? 75 QUESTIONS ⌚ 3 HOURS



[iibec.org/credentials](https://iibec.org/credentials)

MANUFACTURER NEWS

GAF opens new facility

**GAF**, Parsippany, N.J., has opened its new Timberline Solar™ manufacturing facility in Georgetown, Texas. The facility was built to meet growing demand for the company’s solar roof, Timberline Solar, and will increase its capacity by 500% and bring total production of its solar shingle to 300 megawatts annually.



Additionally, GAF recently partnered with Roofs from the Heart, Wilmington, Del., to install a new roof system on the home of a retired military teacher in Newark, Del. GAF donated roofing materials and Roofs from the Heart covered costs of labor and installation.

The collaboration was part of GAF’s social impact initiative, GAF Community Matters. To read more about philanthropy in the roofing industry, see “Giving every day,” page 28.



Elevate™ opens new facility

Nashville, Tenn.-based **Holcim Building Envelope’s** Elevate brand has announced the grand opening of its new production and distribution facility in Salt Lake City. The facility has the potential to triple the production capacity of Elevate ISOGARD™ polyisocyanurate insulation in the region and adds a production line for Elevate UNA-CLAD™ metal products to better serve customers in the West.

Owens Corning announces award winners

**Owens Corning**, Toledo, Ohio, announced the recipients of its Top Performer, Pinnacle and Excellence awards during the 2024 Platinum Conference in San Diego. The awards recognize contractors’ business growth, product and service performance, as well as their success in achieving a safety culture, advancing environmental stewardship, supporting community and innovation.



“Owens Corning Roofing Platinum Preferred Contractors are renowned for driving improvements across the industry and in their communities,” says Mike Schneider, contractor program director at Owens Corning. “A can-do spirit and enduring commitment to customer success and community service are hallmarks of Platinum Preferred Contractors’ businesses.”

A full list of the 2024 Owens Corning Top Performer and Pinnacle award recipients is available at owenscorning.com.

Carlisle SynTec Systems’ PVC

The Long-Term Solution For...

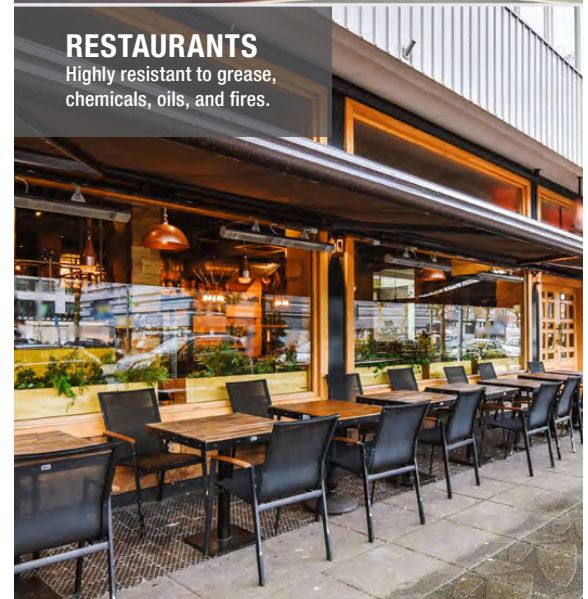
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J. Waibel, T.T.&L. Sheet Metal



## CONTRACTOR NEWS

### Highland Commercial Roofing acquires Fidelity Roof

**Highland Commercial Roofing**, Baldwin Park, Calif., has acquired NRCA member **Fidelity Roof Co.**, Oakland, Calif. The acquisition is Highland Commercial Roofing's second since its initial platform investment.

"Fidelity Roof has a strong reputation in the industry for its commitment to craftsmanship, customer service and innovative roofing solutions," says Rob Keen, president of Highland Commercial Roofing. "The combination of Fidelity Roof and Highland Commercial Roofing will enable us to bring new and expanded resources and capabilities to better serve our employees and customers."



## DISTRIBUTOR NEWS

### ABC Supply presents Ken Hendricks awards

**ABC Supply Co. Inc.**, Beloit, Wis., presented Ken Hendricks Awards to Leon Clark, Mountain West District manager, and Kurt Smith, managing partner of ABC Supply's Louisville, Ky., location. The award is presented annually to associates who demonstrate commitment to ABC Supply's character and seven core values in honor of the company's late co-founder.

Clark joined ABC Supply in 2002 as a branch manager and has since held the positions of managing partner and business manager for the West Region. He was inducted into the President's Club in 2007 and was awarded Manager of the Year in 2009.

Smith joined the company in 1998 as branch manager at its Louisville, Ky., location. In 2006, he was inducted into the President's Club. Two years later, he was made a managing partner and honored as Manager of the Year. Clark and Smith will be recognized at ABC Supply's annual Founders' Celebration picnic in September.

Additionally, ABC Supply has opened new branches in Ames, Iowa; Alvin, Texas; Georgetown, Texas; Dover, Del.; Avon Park, Fla.; and Delray Beach, Fla.



Clark



Smith

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## Beacon appoints chief financial officer

**Beacon**, Herndon, Va., has appointed Prithvi Gandhi executive vice president and chief financial officer.

Before joining Beacon, Gandhi served in various senior finance roles at Owens Corning, Toledo, Ohio, and held the position of CFO at Fast Radius. Most recently, he served as vice president of finance and CFO at TAMKO Building Products, Joplin, Mo.

“I am pleased to welcome Gandhi to the Beacon executive leadership team,” says Julian Francis, president and CEO of Beacon. “Gandhi’s strong growth orientation, extensive mergers and acquisitions experience, and capital markets expertise will strengthen Beacon. His proven track record in financial leadership will be invaluable.”

Additionally, Beacon has announced it has entered into an accelerated share repurchase agreement with Citibank N.A. to repurchase \$225 million of Beacon’s common stock. Under the agreement, Beacon will make a pre-payment of \$225 million to Citibank N.A. and will initially receive a prorated quantity of Beacon’s common stock. The final number of shares to be repurchased will be based on the daily volume-weighted average price of Beacon’s common stock during the term of the agreement. The final settlement is expected to be completed in the fourth quarter of 2024.



Gandhi

## NRCA NEWS

### NRCA CFO Harry Ryder retires

**NRCA** has announced Harry Ryder, NRCA’s chief financial officer, retired in July after 37 years of service to the association. During his tenure with NRCA, Ryder managed all finances for NRCA and the Roofing Alliance and presented a clean audit at the end of every fiscal year for both organizations.

During retirement, Ryder plans to travel, including going on an Alaskan cruise, with his wife, Caryn; enjoy fishing and boating; and spending time with Caryn and their three sons, Chris, Jason and Nick.

NRCA congratulates Ryder on his retirement and thanks him for his years of service and dedication to NRCA, the Roofing Alliance and the roofing industry.



Ryder

## UP THE LADDER

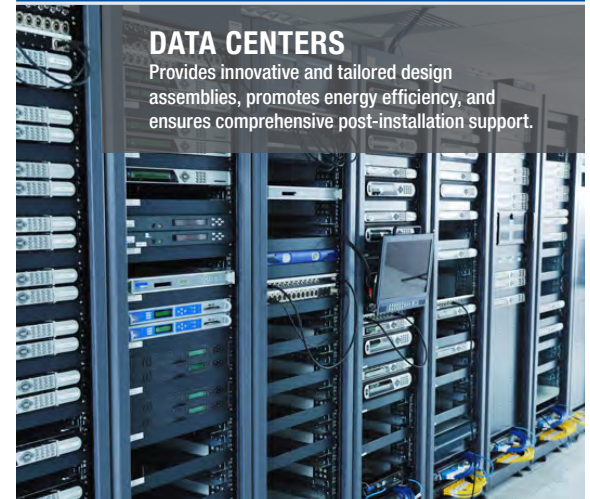
ABC Supply Co. Inc. has promoted **Joe Cox** to South Jersey/Delaware district manager.

John J. Campbell Co. Inc. has promoted **Tim Williams** to president.

Simpson Gumpertz & Heger Inc. has made **Colleen Stuber-Zukanovic** project director.

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DesignGroup, Columbus, Ohio  
Exterior Performance Consulting, Las Vegas  
J.S. Held LLC, Waleska, Ga.  
Reeves Young, Sugar Hill, Ga.  
Roofing Technical Services, Stanwood, Wash.

### CONTRACTORS

A Grade Construction Inc., Chicago  
ACN Roofing and Services LLC, Doral, Fla.  
ALCO Roofing, Georgetown, Texas  
Allied Xteriors LLC, Slidell, La.  
America's Best Roofing Co., Tucson, Ariz.  
Apex Roofing Solutions, Dallas, Ga.  
Ariana Roofing, Watsonville, Calif.  
Arrowhead Roofing, Tulsa, Okla.  
Collins Roofing & Sheet Metal, Hermantown, Minn.  
Commercial Roofing Contractor, Denver  
Compass Builders, Moline, Ill.  
Complete Construction of Mpls Inc., Medina, Minn.  
Cuff Roofing, Sarasota, Fla.  
Cupcake Home Improvements Inc., Austin, Texas  
Edesa Inc., Detroit  
Florida Elite Roofing & Home Improvement LLC, Saint Johns, Fla.  
Fontenot & Sons Roofers Inc., Marksville, La.  
Gomez Roofing LLC, Springfield, Ohio  
GoodHands Construction Inc., Clayton, N.C.  
Green Home Roofing Inc., Coral Gables, Fla.  
Highland Roofing and Construction, Jamestown, Ohio  
Hodges Brothers Roofing LLC, New Smyrna Beach, Fla.  
Jag Roofing, Corpus Christi, Texas  
Julio & Family Roofing Inc., San Jose, Calif.  
Kyrgyz Construction, Mason, Ohio  
Leo Contractor LLC, New Milford, Conn.  
Liqui-Pro Industries Inc., League City, Texas

Local Roofing, Houston  
Majestic Roofing and Restoration, Little Rock, Ariz.  
McClung Roofing, Everman, Texas  
Mountain Roofing Systems, Diamond Springs, Calif.  
MRE Sheet Metal Inc. d.b.a. Metal Roofing Experts Inc., Bellmead, Texas  
Olympic Roofing LLC, Federal Way, Wash.  
Pinnacle Construction, Omaha, Neb.  
Premier Roofing and Drywall, Helotes, Texas  
Pressure Point Roofing, Central Point, Ore.  
Prime Commercial Roofing, Akron, Ohio  
Riley's Roofing, Lakewood, Colo.  
S&S Construction Services LLC, Aurora, Colo.  
Sequoia Roofing Inc., Escondido, Calif.  
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## EVENTS

## JULY

16-19

**NRCA's Midyear Committee Meetings**

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

1

**CERTA Train-the-trainer**

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## SEPTEMBER

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29-Oct. 1

**Western Roofing Expo**

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

## OCTOBER

9-11

**LEGALCon Live 2024**

NRCA  
Online  
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nrca.net

21-23

**2024 MRCA Conference & Expo**

Midwest Roofing Contractors Association  
St. Paul, Minn.  
Contact: MRCA  
(800) 497-6722 or mrca@mrca.org  
mrca.org

## NOVEMBER

7

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12-15

**NRCA's Fall Committee Meetings and Roofing Alliance Member Meetings**

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

12-15

**2024 Greenbuild International Conference and Expo**

U.S. Green Building Council  
Philadelphia  
Contact: info@greenbuildexpo.com  
informaconnect.com/greenbuild

13-15

**IFD's World Championship of Young Roofers**

International Federation of the Roofing Trade  
Innsbruck, Austria  
Contact: IFD  
info@ifd-roof.com  
ifd-roof.com

## DECEMBER

4

**NRCA Foreman Leadership Training, Level 1**

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Rosemont, Ill.  
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jdavis@nrca.net  
nrca.net

18

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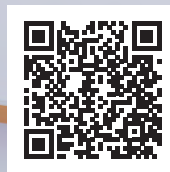
**2025**

**CALL FOR NOMINATIONS**

The Gold Circle Awards program recognizes NRCA members for outstanding roofing-related projects and services completed between June 1, 2022, and May 31, 2024.

Members must be nominated by their peers and communities (self-nominations are not accepted) in one of two categories:

- Outstanding Workmanship (low- and steep-slope)
- Innovative Solutions



Honor an exceptional project or service today!

DEADLINE FOR ENTRIES: Friday, Sept. 13 | [nrca.net/goldcircle](https://nrca.net/goldcircle)

## You need to know Dave Peterson

Forty-four years of experience. A lifetime of partnerships and ethical business practices.

If you want to know your options for buying or selling your business, finding talent or moving up the ladder in your career, you need to call Dave at (772) 778-4343, Ext. 2, for a frank, honest conversation about the pulse of the industry and your situation. All information is kept in the strictest of confidentiality.

Email [dave@onlinepcg.com](mailto:dave@onlinepcg.com) or visit [onlinepcg.com](http://onlinepcg.com). Better call Dave!



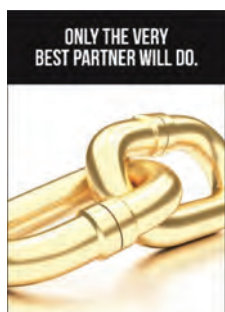
## The Guardrail Anywhere by WorkSafe Company

Do you own two extension ladders? With WorkSafe Company's Guardrail Anywhere Kit, you can turn them into an OSHA-compliant, safe guardrail system for any residential or commercial structure. Just attach the kit's guardrail brackets to the desired rung and slide our guardrail through the bracket. Then, any leading edge is protected. This simple, affordable system sets up in less than 10 minutes and is perfect for quick projects on low-slope roofs. It includes two 21-inch guardrail assemblies made of three 7-inch sections. For more information, visit [worksafecompany.com/guardrail-safety-system](http://worksafecompany.com/guardrail-safety-system).



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

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



## The NRCA Roofing Manual: Metal Panel and SPF Roof Systems 2024

The latest volume of The NRCA Roofing Manual provides you with comprehensive information about the design, materials and installation techniques applicable to metal panel and spray polyurethane foam roof systems used in low- and steep-slope applications.

With two complete sections, Metal Panel Roof Systems and SPF Roof Systems, this manual is a welcome addition to your technical library.

Buy it today at [nrca.net/shop/technical](http://nrca.net/shop/technical).



## Modifleece: the ultimate solution for low-slope roofing

Modifleece, the first fleece-backed polymer-modified bitumen roof membrane in the industry, is designed for use in multi-ply low-slope roof systems.



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Join Beacon Exit Planning for an **NRCA-sponsored seminar** at the Arizona Biltmore in Phoenix, Dec. 11-13, to learn how to secure your company's financial future.

- Explore the exit planning process
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- Analyze risks, challenges and stakes

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Member: \$1,195 | Nonmember: \$1,395

Learn more and register at [nrca.net/beaconexit](http://nrca.net/beaconexit) to reserve your spot!

**UNDERSTANDING YOUR EXIT OPTIONS**

**HOW ARE YOU GOING TO CASH OUT AND RETIRE COMFORTABLY?**



# PATRICK COCHRAN



WHAT IS YOUR POSITION WITHIN YOUR COMPANY? I am founder and CEO of Red Dog's Roofing, Fitchburg, Mass.

WHY DID YOU BECOME INVOLVED IN THE ROOFING INDUSTRY? I grew up around the roofing industry. My family worked in the industry for decades and so did many people I knew growing up. After receiving my bachelor's degree in business administration, I decided to start a company doing roof system repairs and maintenance and eventually got into residential and commercial roof system replacements.



WHAT WAS YOUR FIRST ROOFING EXPERIENCE? Being born into the industry, I do not remember my first experience, but something that sticks out to me was smelling tar coming from the kettles when I was a kid.

WHAT IS YOUR ROOFING INDUSTRY INVOLVEMENT? I currently serve on NRCA's Residential Roofing Committee and CTE/Workforce Development Committee. I also volunteer locally in north central Massachusetts for the Workforce Redevelopment Board, where I represent the construction industry. Another passion of mine is working with new business owners—I am currently mentoring a few contractors and enjoy working with them and reflecting on my journey.

WHAT SONG ARE YOU LISTENING TO OVER AND OVER? I missed the International Roofing Expo® in Las Vegas this year, so I listened to "Big in Vegas" by Buck Owens that week and have been listening to it during the past few months.

WHAT WAS YOUR FIRST JOB? I grew up cleaning job sites, but my first and only nonroofing job was working at Consumer Auto Parts as a teenager, picking orders in the warehouse.



WHAT'S THE MOST EXCITING/ADVENTUROUS THING YOU'VE DONE? My son and I camped in northern Colorado and enjoyed a lot of outdoor activities together.

IF YOU COULD TRAVEL ANYWHERE IN THE WORLD, WHERE WOULD YOU GO? WHY? Patagonia—I would like to hike that part of the world.

WHAT DO YOU CONSIDER YOUR MOST REWARDING EXPERIENCE? Becoming a father and raising my son to become a respectful young man

WHAT'S YOUR FAVORITE ROOFING MATERIAL TO WORK WITH? WHY? EPDM. I have always enjoyed repairing and installing rubber roofs. I also enjoy working on low-slope roofs, so that probably plays a part in liking rubber the most.

MY FAVORITE PART ABOUT WORKING IN THE ROOFING INDUSTRY IS ... The people. They are always willing to help and support each other. I love to introduce new people to the industry and watch them enjoy it as much as I do.

WHAT QUALITY DO YOU MOST ADMIRE IN A PERSON? Loyalty



WHAT IS YOUR FAVORITE STRESS RELIEVER? Meditating and writing  
PEOPLE WOULD BE SURPRISED TO KNOW... How much I enjoy reading and writing

WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BE  
WHEN YOU GREW UP? I always saw myself as a business owner and leader.

WHAT IS THE MOST HIGH-TECH ITEM IN YOUR HOUSE? My phone. I am not a technology guy and only use it in a basic way.

IF YOU COULD MEET ANY HISTORICAL FIGURE, WHOM WOULD YOU MEET? WHY? Mahatma Gandhi. I would like to discuss his life and mission. I also would like to know how he stayed motivated when he was met with controversy and resistance. I admire how he had to remain resilient under pressure and backlash.



# FALL PROTECTION SYSTEMS



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- Uninterrupted Connection
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  - Robust Anchor Point
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