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PROFESSIONAL ROOFING

# CHAMPIONS AT WORK

SkillsUSA® bolsters interest  
in the roofing trade



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WHEN IT MATTERS®

# All work and no play

Change your workaholic tendencies and improve your quality of life

by Ambika Puniani Reid



It's Monday evening, and you are settling in to watch Monday Night Football after a long day at work. But are you checking emails while the game is on? Maybe reviewing an estimate? Then, at halftime, your child asks you to help with homework. You happily oblige but are disengaged thinking about the estimate. Guess what? You have all the classic signs of a workaholic.

Malissa Clark, an associate professor of industrial and organizational psychology at the University of Georgia, Athens, writes in *Harvard Business Review*: "A workaholic is not someone who simply works a lot of hours . . . When work dominates your thoughts and your activities, to the detriment of other aspects of your life, relationships and health, you are displaying workaholic tendencies."

Workaholics often suffer mental and physical anguish, but they can make changes that will help realign their lives to be more mentally healthy. Clark suggests those with workaholic tendencies do the following:

- **Redefine urgent.** Not everything is an emergency. Questioning whether a task is a priority may allow you to push it down your to-do list and enables your to-do lists to become roadmaps of what needs to be done immediately.
- **Set boundaries.** Deciding when and how to help others at work can free up some time to allow for things workaholics often miss such as a full lunch hour. Saying "no" to things "... is a reminder that your time is yours," Clark explains.
- **Reset your clock.** Clark says workaholics tend to underestimate how long tasks will take. She suggests writing down the estimated time for completing each task and comparing that with how long tasks actually take. This exercise will prevent you from overscheduling your day.
- **Rest and recover.** Allow yourself time to recover from a workday. Exercise and meditation are examples of ways to accomplish this.

"This stuff takes work," Clark notes. "But that work, I promise, pays off and can get you to a healthier and happier place."

*Ambika*

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

## CLOSE-UP

The eighth annual Lehigh Valley Let's Build Construction Camp for Girls was held in Bethlehem, Pa. The free week-long camp is designed for middle and high school girls to explore the construction trades, architecture, engineering and construction materials manufacturing through hands-on experiences and field trips.

As part of this year's curriculum, students learned how to install standing-seam metal roofing and metal wall cladding. New this year, participants also made a metal bird feeder and learned how to operate a metal brake. The feeders were made from aluminum donated by ATAS International Inc., Allentown, Pa.

ATAS International has supported the camp since the camp's inception, providing monetary and material donations along with support from staff who help with planning and execution and serve as camp instructors.

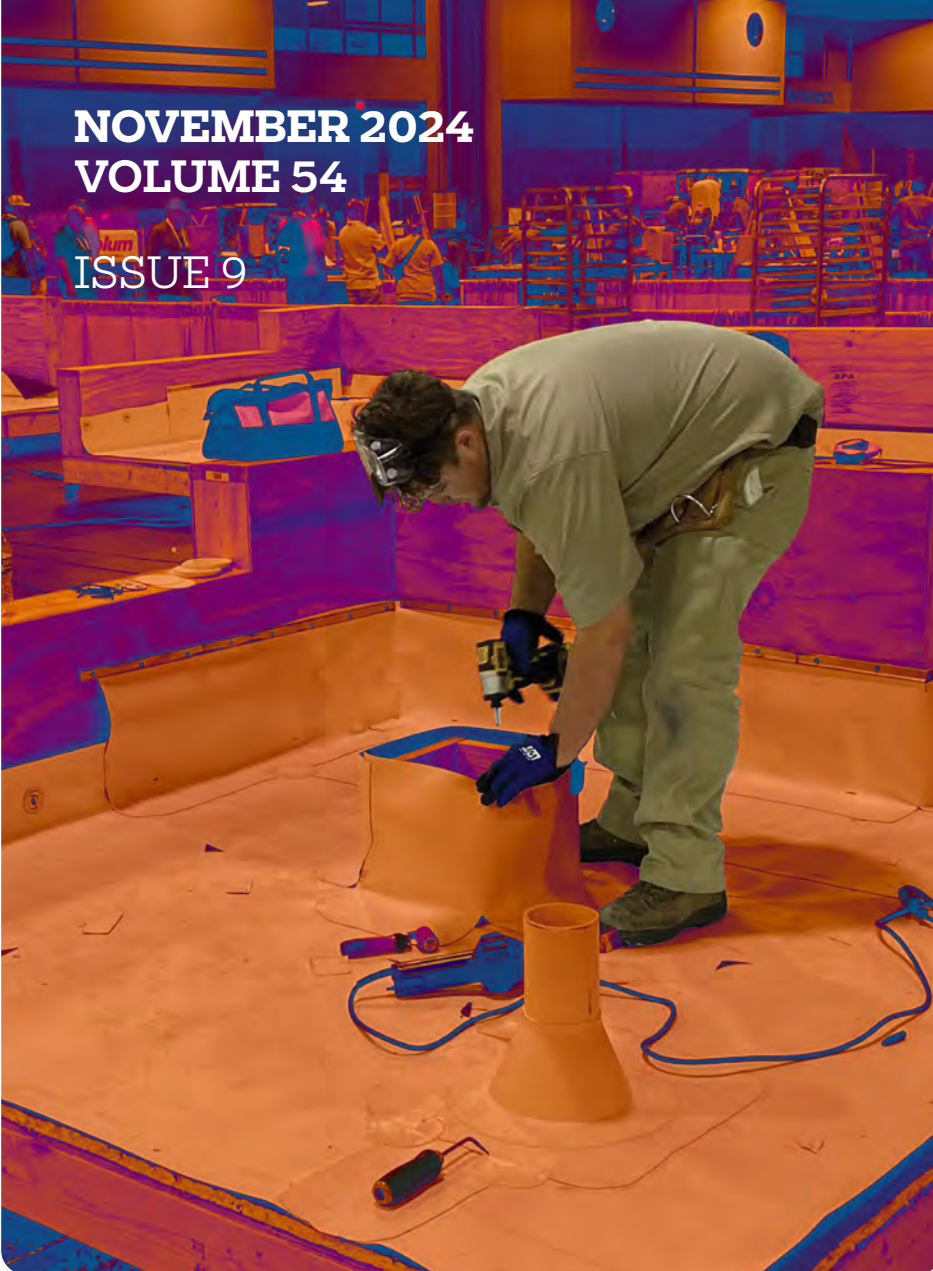
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**NOVEMBER 2024  
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**ISSUE 9**



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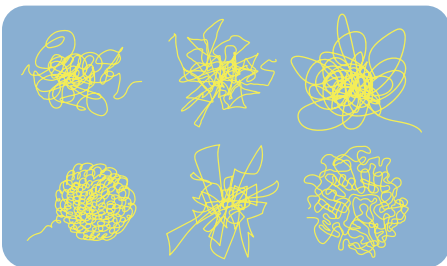
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When making an exit plan, consider all aspects of your business and life.

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**THE GARLAND COMPANY CONTINUES TO LEAD THE CHARGE IN THE DEVELOPMENT OF SUSTAINABLE COMMERCIAL ROOFING PRODUCTS.**

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Scan to learn more!

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**Digital editions:** You can find additional editorial and images for this issue and past issues at [professionalroofing.net](http://professionalroofing.net).

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**Mission:** *Professional Roofing* provides cutting-edge content, valuable insight and innovative ideas to help roofing professionals succeed.

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(ISSN 0896-5552)

is published 10 times per year by the National Roofing Contractors Association, 10255 W. Higgins Road, Suite 600, Rosemont, IL 60018. Periodicals postage paid at Des Plaines, Ill., and additional mailing offices. Postmaster: Send address changes to *Professional Roofing*, 10255 W. Higgins Road, Suite 600, Rosemont, IL 60018. Statements of fact and opinion are made on the responsibility of author alone and do not imply an opinion on the part of the officers or the membership of NRCA. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.



NRCA

The official publication of the National Roofing Contractors Association  
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# JOIN THE BUILDING ELITE.

Answering the need to establish a standard of qualifications and practice in the building enclosure industry, IIBEC offers several robust credential programs. IIBEC credential holders have demonstrated extensive knowledge and proved their expertise through examination, character reference, and professional experience. Credential holders are required to complete annual continuing education requirements and follow a code of ethics for the objectivity of service.



André Coppin, RRC, RRO  
Seattle, WA



Registered Roof Consultants (RRCs) are independent roofing experts with industry-wide knowledge of materials performance and design requirements. An RRC is knowledgeable of every facet of the roof construction process and serves as the building owner's councilor for matters on both existing and new construction. The demand for the RRC credential continues to grow as the industry recognizes the value of the RRC's quantified skill set.

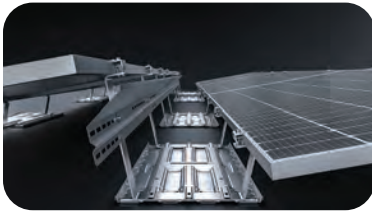
**GCK EXAM:**\* 90 QUESTIONS 4 HOURS

**RRC EXAM:** 60 QUESTIONS 4 HOURS

Registered Roof Observers (RROs) are roofing quality assurance observers who monitor the construction process and report roofing project compliance with approved construction specifications and best-practice installation procedures. An RRO is an on-site monitor for the design team. The RRO's vigilance helps keep construction on track with milestone tasks, deadlines, and budget. The RRO credential is the preferred standard of practice for quality assurance professionals.

**RRO EXAM:** 75 QUESTIONS 3 HOURS





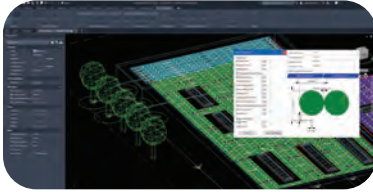
## Clamping system integrates ballast platform

**AEROCOMPACT®** has launched COMPACTFLAT S\_BASE, a clamping system for low-slope roof systems that clamps longitudinally.

Made of high-grade aluminum and stainless steel, the clamping system's base plates are lightweight and feature an integrated ballast platform with wind deflectors to reduce point loading and ballast quantity.

Additionally, AEROCOMPACT has launched AEROTOOL.CAD, an AutoCAD plugin that allows users to design full projects and automate racking designs within AutoCAD. The software uses ASCE design criteria and code standards.

**aerocompact.com**



## Storage system is versatile

**DEWALT®** has made available the TOUGHSYSTEM® 2.0 DXL,™ a 30-inch modular storage system with a transportable workstation that is built to withstand tough job-site conditions.

The TOUGHSYSTEM 2.0 DXL lineup includes 30-inch products: the deep drawer unit, dolly, two-drawer unit and worktop. All pieces are compatible with existing TOUGHSYSTEM 2.0 products and fit under most truck covers.

The deep drawer unit provides a storage volume of 44 liters and a total load capacity of 55 pounds. It features removable dividers and side metal racks for hanging power tools and accessories.

The dolly has an impact-resistant body structure and 6-inch, heavy-duty caster wheels designed to maneuver over rough terrain and withstand harsh environments. It can carry loads up to 440 pounds.

The two-drawer unit features the same design and functionality as its deep drawer counterpart with a total load capacity of 55 pounds and storage volume of 34.3 liters.

The worktop is said to provide a durable, multipurpose work surface. With five slots for hanging tools and two cup holders, width also can be added using integrated screw holes to mount 2- by 4-inch beams or plywood.

**dewalt.com**



## Underlayment is compatible

**Innovative Metals Co. Inc.** has introduced IntelliWrap™ PR, a permeable, self-adhering roof underlayment that reportedly provides a watertight and airtight vapor-permeable barrier for a variety of roof systems, including cedar shingle, clay tile, slate tile and standing-seam metal. Designed for steep-slope roof systems, IntelliWrap also can be used with low-slope roof systems.

Additionally, the underlayment meets ASTM E2178 air-barrier resistance and is formulated to withstand temperatures up to 250 F. It is compatible with a range of substrates, including aluminum, concrete, fiberglass-reinforced gypsum sheathing board, galvanized metal, oriented strand board, plywood, rigid insulation and steel.

**imetco.com**



## Rendering service details measurements

**GAF** has launched GAF Take-off.™ The service turns 2D building plans into 3D renderings with detailed roof measurements, a product list with approximate quantities and a bill of materials.

With a turnaround within two hours for single-family homes, GAF Takeoff comes with a PDF report and a DXF file for importing in CAD programs.

**gaf.com**





## One small step for a team ...

One giant step for the industry as the U.S. competes in the World Championship of Young Roofers

by McKay Daniels

**G**oing first is hard. First drafts, first estimates, first time in a market, first time with a new system or material ... going first is risky, dangerous and scary.

Lewis and Clark, Columbus and Magellan were all pioneers plowing new ground and charting courses through the unknown with the spirit of discovery and the desire to gather information and create a path for those who followed.

The book and movie titled “The Right Stuff” chronicled the brave individuals who were the first in the U.S.’ journey into space. Inspiring and daring, John Glenn, Alan Shepard, Chuck Yeager and others paved the way for future first-timers like Buzz Aldrin and Neil Armstrong.

People who go first show leadership or vulnerability when they are not 100% certain how things will turn out but step forward because it’s the right thing to do. Those who go first



The first U.S. team will compete in the World Championship of Young Roofers in Innsbruck, Austria, against professionals from all over the world



provide a map or example to refer to and information to rely upon so subsequent journeys are a little easier.

That's why it is exciting six brave, young roofing workers have stepped forward and collectively said: "We'll go first."

They will be the first U.S. team competing in the World Championship of Young Roofers in Innsbruck, Austria, against professionals from all over the world.

Every two years for the past 37 years, nations have been sending their best young roofing workers to compete in the "Olympics" of roofing. The competition consists of steep-slope, metal, low-slope and façade events. For a variety of reasons, the U.S. has never sent a delegation to compete until now.

This year's Team USA roster includes:

- Luke Freudiger and Adam Wilcher from The Durable Slate Company, Columbus, Ohio, who are competing in the steep-slope competition and being coached by John Chan.

- Kasey Green and Doug Rojas from Global Roofing Group, Phoenix, who are competing in the metal competition and being coached by Shawn Wood.
- Marco Espinoza and Alexander Gutierrez from KPost Company, Dallas, who are competing in the low-slope competition and being coached by Glauco Gutierrez.

Getting to this point has not been easy, and the competition they are facing is fierce.

The U.S. team will be installing roof systems while competing against 20 other nation teams. They will be using tools and materials that are foreign to them and an installation method not used by U.S. contractors.

So stepping forward and going first and being willing to compete in unknown territory is significant. But they are doing it to learn and plow a path for those who follow so it will be a little bit easier in two years for the next Team USA.

Thank you to these six competitors, their coaches and the NRCA member companies for stepping up, going first and being willing to chart the course.

That's the right stuff. 🌍🇺🇸

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

## Kingspan acquires IB Roof Systems

Kingspan, Kingscourt, Ireland, an organization focused on advanced insulation and building envelope solutions, has announced the acquisition of NRCA member IB Roof Systems, Grapevine, Texas.



IB Roof Systems offers PVC membrane solutions for low-slope roof systems, working with roof consultants and building designers to directly supply complete roof systems, including insulation and accessories, to contractors.

This acquisition is Kingspan's first in the U.S. single-ply roofing space. It coincides with Kingspan's investments in Oklahoma and Maryland to manufacture TPO membrane and polyisocyanurate insulation board, enabling the broadening of IB Roof System's offerings and supporting its future growth.

Jason Stanley, CEO of IB Roof Systems, will continue to lead the business and retains a 10% shareholding.

"I am proud of the legacy our family has built at IB Roof Systems and am truly excited about the next chapter," Stanley says. "Kingspan's culture and customer focus strongly aligns with IB Roof Systems' values. The coming together of the two businesses opens up considerable opportunities to grow our PVC systems market share and to broaden our solutions offering."

## Benefits of expanding professional development opportunities

A recent survey from the National Fire Protection Association shows professional development is trending up with more than half of workers planning to participate in more training than in 2023 and 42% planning to increase the number of certifications they earn this year, according to *Construction Executive*. Additionally, 24% of respondents expect to see employers allocate more of their budgets to training.

Because many tradespeople already see the value in credentials and on-the-job learning, it is crucial construction employers increase access to these opportunities. *Construction Executive* shares the following benefits of doing so.

- **Prepare for a digital future.** Deloitte®'s 2024 Engineering and Construction Industry Outlook shows sustainable practices and technology advancements are the factors most likely to shape the construction industry. However, as the industry boosts its digitalization, workers will need training regarding how to best leverage these tools in their daily work and the role technology plays in improving outcomes. The NFPA survey found 70% of workers expressed interest in trying new and diverse tools on job sites.
- **Gain a competitive edge.** Training and certifications are crucial in shaping workers' career paths and setting them up for long-term success. The hands-on nature of the skilled trades and the speed at which techniques and tools are changing makes ongoing reskilling and upskilling a must. Training and upskilling will always benefit workers as they aim for high-demand jobs and a competitive edge. Ongoing training and career opportunities also can be a factor in enticing the next generation of workers to the skilled trades.
- **Improve work and work environments.** Quality of work is a priority in construction. The NFPA survey found by reskilling or upskilling, 52% of workers increased their confidence and 32% also felt safer with the tools and processes being used on job sites. Additionally, 28% of respondents expect digital technologies to boost the overall quality of work by increasing collaboration and communication and improving the accuracy and safety of daily operations. Digital training can help ensure employees are competent in managing construction projects safely and in compliance. Additionally, digital training for workers can improve safety and performance and make professional development more accessible because workers can train anytime, anywhere and at their own pace.



**42%**  
of workers plan to increase the number of certifications they earn this year



**70%**  
of workers expressed interest in trying new and diverse tools on job sites

## Survey shows workers and CEOs face mental health challenges

A recent Businessolver survey shows half of workers have experienced a mental health issue during the past year, according to *Safety+Health magazine*. Additionally, 55% of CEOs reported having a mental health issue during the past 12 months, which is up from 31% the previous year.

On behalf of Businessolver, a benefits and human resources technology company, researchers surveyed more than 3,000 workers, CEOs and human resources personnel.

The survey also found 60% of female respondents said they experienced a mental health issue compared with 40% of male respondents. In addition, nearly twice as many Generation Z respondents (65%) reported a mental health issue compared with baby boomers (38%).

Ninety percent of all respondents agreed it is important for senior leadership to openly discuss mental health issues. However, 81% of CEOs, 72% of human resources workers and 67% of employees agreed or strongly agreed that organizations “view someone with mental health issues as weak or a burden.”

“We commend the CEOs who took part in this study for approaching it with honesty and openness, particularly given the persistent stigma that surrounds mental health,” said Businessolver President and CEO Jon Shanahan. “The more leaders are in touch with and willing to share their own struggles, the greater opportunity for empathy across the organization.”

NRCA's mental health resources are available at [nrca.net/resources/safety/mentalhealth](https://nrca.net/resources/safety/mentalhealth).

## How to introduce students to a career in the trades

A 2024 study conducted by Associated Builders and Contractors reports the construction industry needs an additional 501,000 workers to meet market demand, and an Associated General Contractors of America survey reports 85% of construction firms say they have open positions they are actively trying to fill, according to *Construction Executive*.

Various factors have contributed to the labor shortage as projects of a larger scale continue to increase, skilled workers are retiring and interest rates for projects and supplies remain high. As a result, companies are looking to students to help address the issue.

Although young people are becoming more interested in the construction industry, companies are trying to find ways to introduce students to construction careers and educate them regarding the benefits of working in the industry.

In a *Construction Executive* article, Skanska USA Building, New York, suggests construction companies implement the following initiatives:

- **Discovery days.** These designated days give students the opportunity to experience real-world applications of construction skills. Hosting students from nearby school districts, neighboring colleges and trade schools can help companies find local talent. You also can take students to active job sites and provide safety orientations.

To connect with a career and technical education school in your area, go to [professionalroofing.net](http://professionalroofing.net).

- **Start speaking.** During student-focused events, host a panel for students to engage with industry experts via an interactive question-and-answer session. Include leaders and employees from different segments of the company so you can demonstrate the numerous career paths construction offers. You also can share success stories, getting students' attention by showcasing employees with unique career trajectories and highlighting the potential for success. Be sure to introduce employees from various backgrounds who have excelled in the industry.
- **Career fairs.** Connect with schools to host trade-focused career fairs where students can interact with industry professionals. Set up a booth and provide information about internship or apprenticeship programs, job opportunities and potential career paths. Develop networking sessions that allow students to speak one-on-one with industry professionals so they can ask questions, exchange contact information and seek advice.
- **Job shadowing.** Allow students to shadow on a job site for a day, observe daily tasks and ask questions so they can see the realities of the industry.

## Virginia Tech launches construction safety major

The Myers-Lawson School of Construction, Blacksburg, Va., part of Virginia Tech's College of Engineering, has introduced its construction safety leadership program, according to Construction Dive.

The new major came out of rising industry demand for construction engineers with a safety-focused mindset, says Brian M. Kleiner, professor and director for the Center of Innovation Safety, Health and Well-being at the Myers-Lawson School of Construction.

Made up of five core courses, the program focuses on leadership skills and knowledge and highlights topics such as Occupational Safety and Health Administration regulations, safety hazards, safety culture and the future of the construction industry.

"The major focuses on creating a culture where safety is not seen as a cost-prohibitive negative but a productivity-promoting element that brings workers home safe each night," Kleiner says.

More information about the program is available at [mlsoc.vt.edu](http://mlsoc.vt.edu).



Photo courtesy of Peter Means, Virginia Tech College of Engineering.



## FM Approvals offers steep-slope guidance

Did you know comprehensive testing is available for shingles and tile?

by Mark S. Graham

Roofing professionals look to and rely on FM Approvals for guidance, testing and certification approvals for fire- and wind-resistances of low-slope membrane roof systems. However, some are not aware of or overlook FM Approvals' similar testing and certification approvals of steep-slope roof systems.

### FM 4475

FM 4475, "Steep Slope Roof Covers," provides testing and certification requirements for shingles or tiles. The standard defines steep-slope roofing as a roof with a slope of 2:12 or greater. Testing includes criteria for evaluating resistances to wind, exterior and interior fires, and impact (simulated hail).

Simulated wind-resistance testing is conducted using ASTM D3161, "Standard Test Method for Wind Resistance of Steep Slope Roofing Products (Fan-Induced Method)." A minimum of two test panels are required to resist a minimum wind speed of 110 mph. Then, test speed velocities can be



increased in 10-mph increments, each for a duration of 10 minutes, up to 150 mph. FM 4475’s test capacity is higher than the maximum 110 mph prescribed in ASTM D3161.

For new construction applications, FM 4475 also requires testing according to ANSI/FM 4474, “Evaluating the Simulated Wind Uplift Resistance of Roof Assemblies Using Static Positive and/or Negative Differential Pressures.” This is the same test method FM Approvals uses for its approvals of low-slope membrane roof systems. The minimum tested resistance for approval of steep-slope roof coverings is Class 60. Test pressures can be increased by 15-pounds-per-square-foot increments to achieve higher classifications.

Simulated exterior fire spread testing is conducted using ASTM E108, “Standard Test Methods for Fire Tests of Roof Coverings.” This test includes spread of flame, intermittent flame spread and burning brand tests and results in Class A, B or C ratings. Two spread of flame, two intermittent flame spread and four burning brand tests are required. However, for noncombustible steep-slope roof decks, the intermittent flame spread and burning brand tests are not required.

Simulated interior (below the roof deck) fire spread testing is conducted using NFPA 276, “Standard Method of Fire Test for Determining the Heat Release Rate of Roofing Assemblies with Combustible Above-Deck Roofing Components.” Maximum fuel contribution rate measured in the test should not exceed 410 Btu/ft<sup>2</sup>/minute at three minutes, 390 Btu/ft<sup>2</sup>/minute at five minutes, 360 Btu/ft<sup>2</sup>/minute at 10 minutes and 285 Btu/ft<sup>2</sup>/minute at 30 minutes.

Simulated hail testing is conducted using ANSI/FM 4473, “American National Standard for Impact Resistance Testing of Rigid Roofing Materials by Impacting with Freezer Ice Balls.” ANSI/FM 4473’s Classes 2, 3 and 4 or VSH (very severe hail) classification apply. Nominal ice ball sizes and kinetic energies for each of these classifications are shown in the figure.

For FM 4475, ANSI/FM 4473’s Class 2 is the minimum requirement. Classes 3 and 4 are available as higher resistances. A minimum of two successful tests are required to qualify for a given classification.

Testing for the VSH classification is conducted using ANSI/FM 4473 with 2-inch-diameter ice balls and artificially weathering test specimens before testing. A minimum of three successful tests are required for the VSH classification.

FM 4475 also has specific labeling, a quality-assurance program and surveillance audit requirements. The purpose of the quality-assurance program and surveillance audit requirements are to ensure manufacturers’ equipment, procedures and product designs are consistent with what was tested and certified.

### Using FM 4475

The advantage of using FM 4475 versus other single-attribute test methods is it addresses multiple attribute resistances for approval.

Steep-slope roof systems complying with FM 4475 are listed in FM Approval’s RoofNav application (roofnav.com). Currently, only four shingle roof systems from three manufacturers comply with FM 4475. The wind and impact resistances of each differ.

| Class | Nominal ice ball diameter | Kinetic energy |
|-------|---------------------------|----------------|
| 2     | 1½ inches                 | 7.77 ft·lb     |
| 3     | 1¾ inches                 | 14.95 ft·lb    |
| 4     | 2 inches                  | 26.81 ft·lb    |
| VSH   | 2 inches                  | 53 ft·lb       |

ANSI/FM 4473’s classifications used in FM 4475

I expect roof system manufacturers will continue to add steep-slope roof systems to the FM 4475 listing in RoofNav.

Some steep-slope roof system manufacturers have tested their products using the ANSI/FM 4473 impact resistance test method and promote their products’ impact resistances based on that testing. In most instances, these products have been tested at test laboratories other than FM Approvals. This should not be confused with or interpreted as complying with FM Approvals’ FM 4475 approval classification. 🌱🌿🍀

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

## Is your company cyber resilient?

When it comes to cybersecurity, companies often focus solely on preventing potential cyberattacks. However, it is impossible to be completely protected from every threat.

In *Harvard Business Review*, Keri Pearlson, executive director of the research consortium Cybersecurity at MIT Sloan, Cambridge, Mass., says it is crucial companies move from a prevention mindset to a resilience mindset. Although focusing on prevention means doing all you can to keep cybercriminals out, focusing on resilience adds an additional layer as you work with the expectation that a cyberattack still can happen and invest in preparing to respond and recover when it does.

Pearlson shares the following things leaders of cyber resilient companies do differently.

- **They build a culture of cybersecurity.** These leaders have ensured everyone in the company—no matter their positions—play a role in helping the company be secure and resilient. They build values, attitudes and beliefs about the importance of keeping the company resilient rather than simply relying on technology-based barriers.
- **They prepare responses to a cyberattack—and practice.** These companies conduct exercises and drills so everyone knows what to do if an incident occurs. Leaders can stress-test processes, structures and technology so they respond more quickly. Pearlson says the most common way to test

To view the Association of Certified Fraud Examiners' report, "Occupational Fraud 2024: A Report to the Nations," go to [professionalroofing.net](https://professionalroofing.net).

business recover plans and incident response plans is to design an exercise that simulates a cyberattack and then employ the response plan. You even could include third parties, such as suppliers, customers or consultants.

- **They are "secure by design."** The concept of secure by design typically refers to the practice of thinking about security of a digital system or application at the earliest stages of the design process; however, leaders can apply the practice to their entire companies. Leaders can look for ways to design their organizations, processes and technology with consideration for security and resilience from the beginning.
- **They have the right communications processes in place.** When considering crisis communications, it is important to have a backup plan. For example, a company's crisis communications plan may involve communicating via email, but if a breach occurs, email communication may be compromised and unavailable. Delays caused by an unclear or ineffective communications plan can harm the recovery process. It is important to have a crisis communications plan in place that considers various types of communication. To help contractors address cyber liability risk, NRCA has partnered with BPM Insurance Services and Acrisure to create NRCA's Cyber Liability Insurance Program, available at [nrca.net/cyberpolicy](https://nrca.net/cyberpolicy).



## SPRI to canvass TDP-1 test standard

SPRI has announced it is partnering with FM Approvals to create a new standard, "Test Standard for Comparative Adhesion Strengths of Waterproofing Membranes, Membrane Adhesives and Board Stock Materials or Other Suitable Substrates Used with Low-Slope Roofing Systems."

The proposed standard will be canvassed for approval as an American National Standard and is based on FM Approvals' existing small-scale test procedure for membrane adhesive and board stock or other suitable substrate evaluation. The test procedure is used to determine the maximum failure load of waterproofing membranes and board stock materials or other suitable substrates when secured with a membrane adhesive and exposed to a linear load perpendicular to the plane in which the waterproofing membrane is installed on the board stock material or other suitable substrate.

For more information, visit [spri.org](https://spri.org).

## Generative AI can help prevent fraud

The construction industry is plagued by fraud and ranks in the top five median losses by industry, according to a report by the Association of Certified Fraud Examiners. The report also indicates the median loss for the construction industry is \$250,000 and the median duration of a fraudulent scheme is 12 months.

*Construction Executive* shares the following benefits of using generative artificial intelligence to detect and prevent fraud.

**Improve fraud detection and prevention accuracy and efficiency.** Generative AI can generate realistic and diverse fraud-detection and -prevention scenarios based on inputs such as contracts, invoices, project specifications, receipts and reports. This can help identify and quantify potential fraud risks and indicators, as well as their patterns and anomalies. Generative AI can generate solutions such as fraud-prevention strategies, fraud-detection thresholds and fraud-response actions. This can help reduce the likelihood and effect of fraud, as well as the time and cost of fraud detection and prevention.

**Enhance fraud-detection and prevention learning and innovation.** Generative AI can generate novel and unexpected outputs, such as new fraud schemes, fraud-detection methods and fraud-prevention

measures based on existing data. This can help expand the construction industry's fraud-detection and -prevention knowledge base and facilitate the discovery of new opportunities.

**Increase fraud-detection and prevention communication and collaboration.** Generative AI can generate visualizations

and narratives based on fraud data and insights. This can help stakeholders, such as project owners, contractors, suppliers, regulators and insurers, communicate and share fraud information and knowledge to facilitate better decision making and coordination.

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## Expanding the workforce

Hiring refugees can help the roofing industry meet its workforce needs

by Duane L. Musser

**A**s workforce development continues to be a prime focus for roofing industry employers, NRCA pursues innovative options to help members address their labor needs, such as providing employment opportunities to individuals who come to the U.S. as refugees; recent programs are specifically designed to assist employers in the process of hiring refugees and providing them with rewarding careers in roofing.

The U.S. has a long history of welcoming refugees, and the need to expand efforts has only grown in recent years. The Department of State partners with private organizations to resettle tens of thousands of refugees every year. Under U.S. law, a refugee is defined as an individual who is “unable to return to his or her home country due to a well-founded fear of persecution based on race, religion, nationality, political opinion or social group.” Refugees are required to undergo strict security checks and extensive vetting before they can



There is a long track record of refugees becoming highly motivated and dependable employees in a variety of industries if they are provided with sufficient support in their resettlement



be admitted to the U.S. According to the United Nations High Commissioner for Refugees, there are an estimated 2.4 million individuals in need of protection through third-country resettlement.

Beyond humanitarian reasons for welcoming refugees, there is a long track record of refugees becoming highly motivated and dependable employees in a variety of industries if they are provided with sufficient support in their resettlement.

The process of admitting refugees is managed by the U.S. Refugee Admissions Program, an agency established in 1980 within the State Department. Another key agency is the Office of Refugee Resettlement, which works with private resettlement agencies to help refugees find jobs and integrate into their communities. These organizations have staff dedicated to assisting employers in the hiring process as they work to

To view the U.S. Employers' Guide to Hiring Refugees, go to [professionalroofing.net](http://professionalroofing.net).

match the skills of refugees with suitable employment.

A long-standing source of information for employers interested in providing refugees with roofing careers is the U.S. Employers' Guide to Hiring Refugees, published by Global Refuge and the Tent Partnership for Refugees. The guide provides information about how employers can hire refugees through the resettlement process, including how refugees are vetted before they enter the U.S. and assigned to one of nine private resettlement agencies that partner with the federal government to provide resettlement services. It also discusses how employers that hire refugees may qualify for significant tax relief through the Work Opportunity Tax Credit.

A new program established for the purpose of increasing the level of assistance to employers interested in providing employment opportunities for newly settled refugees is Welcome Corps at Work, which was launched this year by the State Department, the International Rescue Committee and Talent Beyond Boundaries.

Welcome Corps at Work allows employers to recruit from a diverse, qualified pool of refugee candidates from abroad. The program provides opportunities for employers to review resumes, interview candidates and offer employment. The Welcome Corps at Work team then helps refugees navigate the process of being considered for resettlement in the U.S. through the U.S. Refugee Admissions Program, the legal pathway through which the government admits refugees. Refugees who are approved for resettlement are eligible

for permanent residence and the opportunity to obtain U.S. citizenship.

Once an employer has made an employment offer to a candidate, Welcome Corps at Work will connect the refugee with a sponsor group to assist with resettlement. Participation in Welcome Corps at Work is free to employers though employers hiring refugees are encouraged to

For more information about Talent Beyond Boundaries and to contact Welcome Corps at Work, go to [professionalroofing.net](http://professionalroofing.net).

contribute in various ways, such as covering the cost of flights to the U.S. or contributing to initial start-up costs that go directly to the new employee.

NRCA met with one of the implementing partners, Talent Beyond Boundaries, to further explore this opportunity for roofing industry employers. NRCA believes there is great potential for opportunities within the Welcome Corps at Work program for direct hiring and the development of longer-term talent strategies. NRCA will continue working with these organizations to expand opportunities in the future. 🌟🌟🌟

**DUANE L. MUSSER** is NRCA's vice president of government relations.



## OSHA launches Severe Injury Report dashboard

The Occupational Safety and Health Administration has released the Severe Injury Report dashboard, an online tool that allows users to search its severe injury report database and view trends related to workplace injuries occurring in states covered by federal OSHA.

According to OSHA, users can search and download data by year, industry, state, establishment name and Occupational Injury and Illness Classification System codes. The dashboard includes information about all severe injuries reported by employers covered under federal OSHA since 2015.

OSHA is encouraging workers and employers to use the dashboard to learn how severe injuries happen in their industries and use the agency’s available resources to help prevent workplace injuries. More information about OSHA’s severe injury report data and the severe injury reporting requirement is available at [osha.gov/severeinjury](https://osha.gov/severeinjury).

## Contractor faces proposed \$144,505 in penalties after exposing workers to falls

GL Construction of Madison LLC, Sun Prairie, Wis., was again found exposing workers to fall hazards during a federal safety inspection in February, according to the Occupational Safety and Health Administration. The company has a history of federal safety failures, including violations that led to an employee’s fatal injuries in 2022. The company is not an NRCA member.

OSHA compliance officers opened their inspection after observing six employees of GL Construction of Madison at a Verona, Wis., residential construction site doing framing work up to 12 feet off the ground without required protective equipment.

OSHA issued citations for one willful, two repeat and five serious violations and proposed \$144,505 in penalties.

The willful and repeat violations relate to similar safety failures OSHA found during its investigation of the April 2022 fatality of a GL Construction of Madison employee struck by a more than 1,000-pound wall that tipped over as a work crew tried to use a crane to lift the structure in high winds. OSHA cited the company for nine serious and two other-than-serious violations for that incident.

Falls are the leading cause of death in the construction industry. NRCA’s classes, webinars and products offer information to ensure you properly train your employees and can keep them safe. Visit [shop.nrca.net](https://shop.nrca.net) for more information.

## CPWR offers tips on nanomaterial exposure control

CPWR–The Center for Construction Research and Training has published a fact sheet detailing how to protect workers handling products containing nanomaterials.

Nanomaterials feature at least one dimension that is smaller than 100 nanometers. The center notes nearly 1,000 commercial construction products, including cement, adhesives, paints and coatings, contain engineered nanomaterials.

Although nanomaterials are shown to improve the performance of products, the dust or mist produced when materials are cut, sanded or sprayed may be ingested or enter openings in the skin.

“Workers sometimes worry these small particles will slip through filters or respirator cartridges,” CPWR states in the fact sheet. “That isn’t the case if the filters and respirator cartridges are used correctly.”

The organization also recommends local exhaust ventilation or wet methods, and amending work methods to help control bystander exposures.

CPWR adds that the Occupational Safety and Health Administration’s updated standard for hazard communication “should improve” safety data sheets for nanomaterials “by requiring manufacturers to disclose information about particle characteristics, such as particle size.”



To view CPWR’s safety data sheet on nanomaterials, go to [professionalroofing.net](https://professionalroofing.net)

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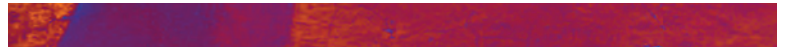
# CHAMPIONS AT WORK





# SKILLSUSA® BOLSTERS INTEREST IN THE ROOFING TRADE

BY JOHN ESBENSHADE



**N**early all NRCA members and an increasing number of roofing industry professionals have heard about SkillsUSA—a national trade student competition offering disciplines in more than 110 contests spanning all aspects of the construction industry.

Two years ago, roofing was added to the disciplines. Since then, participation in SkillsUSA roofing contests and enthusiasm for the industry continues to gain momentum.

## Getting started

SkillsUSA was founded in the 1960s to help develop the next generation of trade professionals with a passion for their crafts. This year, about 17,000 teachers, students and administrators assembled to compete in SkillsUSA's national championships in Atlanta.

Although SkillsUSA has been around for decades, it wasn't until 2022 that NRCA established a formal partnership with the organization. NRCA began engaging with a group of SkillsUSA state directors who are charged with organizing more than 110 contests in their states each year. All states offer secondary-level contests for high school students and postsecondary-level contests for college students.

NRCA successfully persuaded some of these states to begin including a Commercial Roofing contest. The first Commercial Roofing state contest was hosted in Virginia in April 2022. Sherri Miles, president of J.D. Miles & Sons Inc., Chesapeake, Va., had been making inroads with her community's career and technical education construction program for years. With the advice of SkillsUSA's state directors, she helped launch what is now an annual contest in her state. The Virginia Association of Roofing Professionals assists with organizing and running the contest that is heavily based on NRCA PROCertification® standards.

Students who participate in the state competition are trained by a J.D. Miles & Sons team of PROCertified® professionals and enroll in NRCA's Training for Roof Application Careers Thermoplastic Roof Membrane Installation course. The students learn to install single-ply membrane using the same materials and mockup design used for NRCA's PROCertification Thermoplastic Systems Installer certification.

“Our staff love teaching the students,” Miles says. “The first step for contractors wanting to get involved is participating in a CTE school's advisory board. If there's a carpentry or building sciences course, volunteer to be a speaker. Offer to bring in a welder and let the students do some hands-on welding.”



**INTERESTED** in hearing this year's SkillsUSA's roofing contestants talk about their experiences competing? Look for NRCA's podcast series "Growing America's Roofing Workforce" available at [roofingworkforce.podbean.com](http://roofingworkforce.podbean.com) or wherever you listen to podcasts.

## Expanding efforts

Fast-forward two years to 2024. There now is a national Commercial Roofing contest held annually in Atlanta.

This year, there were 11 competitors, including eight in the secondary division. Two of the secondary division competitors competed in 2023 and returned for another shot: Brandon Lopez from Simpsonville, S.C., and Mia Pulido from Hammond, Ind.

Each competitor has a story, and each one wants to win the championship belt for his or her division. The prizes are big, too: \$1,200 for first place, \$1,000 for second place and \$800 for third. Some prepared by doing internet searches and self-instruction, and others completed NRCA's thermo-plastic roof membrane TRAC course (which is free to all CTE schools nationwide).

The 11 low-slope mockups for the contest were made possible thanks to donations from Georgia-Pacific Gypsum, Atlanta; IB Roof Systems, Grapevine, Texas; and Johns Manville Roofing Systems, Denver. The team at Mid-South Roof Systems, Forest Park, Ga., delivered and assembled the mockups, later disassembling them to be stored by the Georgia Roofing Contractors Association.

Each mockup measures 8 by 8 feet, and competitors are judged for their ability to measure and cut insulation board around flashings, measure and cut sheets, weld seams, run a termination bar up the parapet wall, field-fabricate a corner and install T-patches where needed.

"SkillsUSA has the capacity to change the way the roofing workforce looks in the future," says Tim Stephens, vice president of operations at Architectural Sheet Metal Inc., Orlando, Fla. "It's difficult to put into words if you haven't seen it, but roofing is there front and center. It's basically the newest contest in the construction industry, and we're setting new standards of excellence."

Stephens has been a part of this effort since 2022, conducting the first Commercial Roofing mockup demonstration that year.

"The students were excited to be part of the Commercial Roofing competition," Stephens says. "And the industry was excited to welcome them."

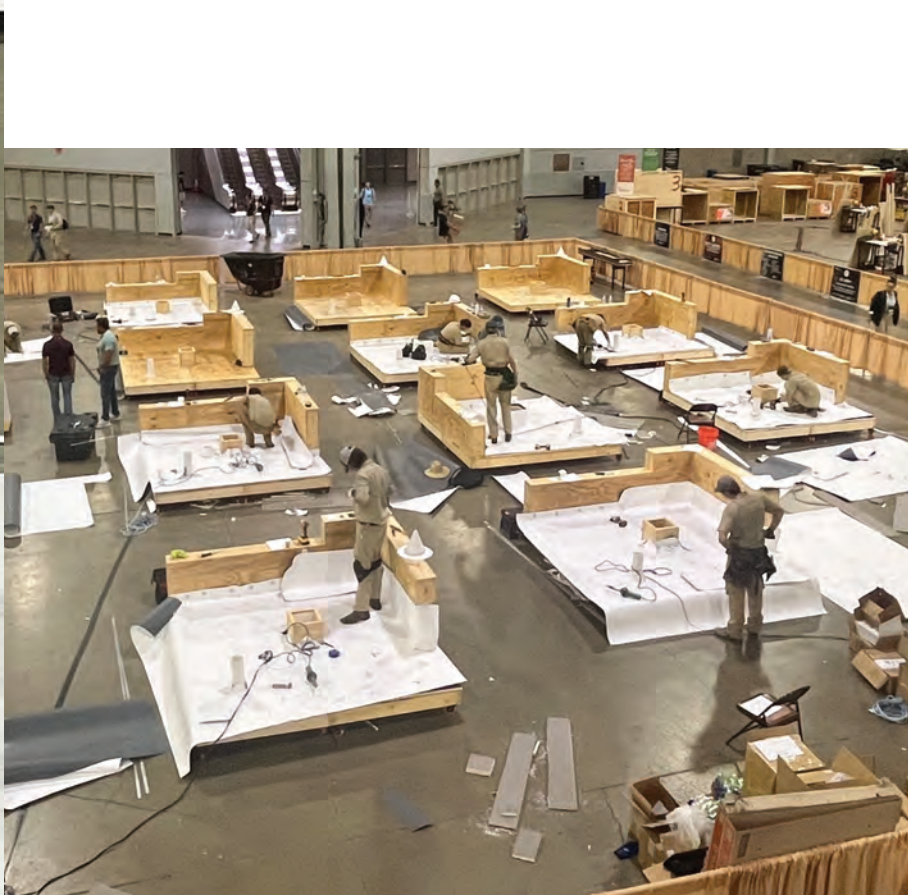


Stephens also holds the distinct honor of being the first sponsor to send students to compete in the 2024 secondary and postsecondary divisions. It speaks volumes to the level of dedication he has volunteered to the effort.

## TeamWorks

In addition to the Commercial Roofing national contest, SkillsUSA holds a national TeamWorks contest where teams from 48 states compete to build a shed that includes carpentry, masonry, electrical, plumbing and roof system components.

The roof eyebrow is designed for asphalt shingles. Every fastener and inch of underlayment was donated by Atlas Roofing Corp., Atlanta; SRS Distribution Inc., McKinney, Texas; and TAMKO Building Products Inc., Joplin, Mo. Teams have two days to build their shed, and few competitors finish. The TeamWorks contest is designed to require foresight and planning. Students don't get the chance to review the plans beforehand; they are expected to prepare the set and create an efficient build process while constructing the shed.



Clockwise from page 26: Students compete in the TeamWorks competition and build a shed that includes a roof eyebrow designed for asphalt shingles; a student installs single-ply roof membrane on a mockup; aerial view of the 11 roofing mockups for the low-slope Commercial Roofing contest; NRCA's roofing pavilion in the Techspo included a scaffolding platform with oriented strand board and welded membrane for attendees to get the feel of walking on a commercial roof system 20 feet in the air; a Johns Manville Roofing Systems expert demonstrates how to weld single-ply membrane.



Top to bottom: Winners Tyler Hutcheson and Brandon Lopez show off their championship belts; contestants in the secondary roofing division



In addition to the SKillsUSA and TeamWorks contests, a SkillsUSA Techspo (similar to a trade show) is held where companies and associations exhibit alongside the contests they help sponsor.

## Roofing pavilion

Within the Techspo is NRCA's roofing pavilion. This is where competitors have the opportunity to mingle with NRCA leaders and staff and ask questions about the industry.

This year, the roofing pavilion included a 20-by-40-foot scaffolding platform to allow participants the sensation of walking on a roof. Johns Manville Roofing Systems representatives volunteered to apply a layer of OSB and single-ply membrane and welded a few seams so people could get the real feel of walking on a commercial roof system.

From this perch about 20 feet in the air, students, teachers and Ty Pennington from "Extreme Makeover: Home Edition" and other HGTV programs learned how to weld single-ply membrane from Johns Manville Roofing Systems experts.

Attendees also had the opportunity to learn what a square is and how to calculate how many squares and penetrations make up a large commercial site; learn about common roof system repair and maintenance work; take a chance on a prize wheel to win prizes; and experience augmented reality courtesy of Division 7 Roofing, Galena, Ohio.

"I recommend people go to SkillsUSA to see what it's all about," says Doug Duncan, NRCA's chairman of the board and president of Nations Roof, Villa Park, Ill. "The NRCA team has done an incredible job organizing the contest and the roofing pavilion. The conversations I had with students absolutely restored my faith in the future of the industry."

## 2024 secondary division

The secondary division featured eight students:

- Seth Anderson sponsored by Sprick Roofing Co. Inc., Corvallis, Ore.
- Dylan King sponsored by J.D. Miles & Sons
- Brandon Lopez sponsored by Baker Roofing, Raleigh, N.C.
- Noemi Marinez sponsored by Architectural Sheet Metal
- Korey Moser sponsored by Dryspace Inc., Cedar Rapids, Iowa
- Mia Pulido sponsored by Bone Dry Roofing Inc., Indianapolis
- Matthew Rodriguez sponsored by Arizona Roofing Contractors Association
- Blake Wornkey sponsored by Wray Roofing Inc., North Newton, Kansas

The sponsors arranged for material donations; sent trainers to conduct hands-on instruction; guided students through NRCA's TRAC course; sponsored a state contest (donating materials, tools, judges, etc.); and paid the costs to send the winner of their state contest to compete in the national contest in Atlanta.

## HOW TO CONNECT WITH CTE SCHOOLS

For generations, career and technical education schools have been preparing students for careers in the trades. CTE schools include every skilled trade there is from cosmetologists to carpenters. Local industries backed by regional and national associations equip these schools and students with equipment, materials and eventually employment.

To start engaging with your local CTE schools, follow these steps:

1. Do an internet search for building sciences or carpentry classes.
2. Call a school and ask to sit on that school's industry advisory board.
3. Read through NRCA's connecting with CTE Recruitment Toolkit available at [nrca.net/workforce-recruitment/recruitment](http://nrca.net/workforce-recruitment/recruitment).
4. Visit the Workforce Development section of [nrca.net](http://nrca.net) for talking points and handouts that will help you start intentional conversations.
5. Ask local distributors and manufacturer representatives to help support the school with materials—consider “adopting” the school.
6. Contact John Esbenshade, NRCA's director of workforce development, at (847) 493-7524 or [jesbenshade@nrca.net](mailto:jesbenshade@nrca.net) with questions.

Many students arrived the day before the Commercial Roofing national contest to practice at the roofing pavilion. All students were required to take a written exam before the hands-on contest. This year, one student received a perfect score; and the winner in each division scored at least 96%.

The hands-on contest started with a tense silence as everyone in the roofing pavilion watched eight high school students go to work. The instructions were to complete the mockup within four hours.

Marinez from Florida and Pulido from Indiana worked next to each other. Marinez just graduated high school, and her father is a commercial roofing contractor. She wants to become a mechanical engineer and got involved with SkillsUSA through her school. Marinez's parents came to cheer her on, and they set up folding chairs to watch their daughter do some quality work.

Lopez is a junior in high school from South Carolina. After being disappointed with placing third the previous year, he returned determined to do better. His girlfriend, who had her own contest to compete in, was there to show support. Later that evening, Lopez learned his hard work paid off: He won his division.

## 2024 postsecondary division

The postsecondary division made its debut this year. SkillsUSA competitors consist of 80% in the secondary division and 20% in the postsecondary division. The benefit of having a postsecondary contest is the students can be hired on to crews immediately as they all are at least 18 years old.

Three states sent their champions to represent in the postsecondary division:

- Matthew Addington sponsored by Architectural Sheet Metal

- Hunter Hamilton (who is already working on a crew) sponsored by Rackley Roofing Co. Inc., Carthage, Tenn.
- Tyler Hutcheson sponsored by Upstate Roofing and Painting Inc., Rochester, N.Y.

Hutcheson scored 971 out of a possible 1,000 points on the hands-on test and received a perfect score on the written test. His quality of work was on par with the best installers, and he won the post-secondary division.

## Awards night

During the awards ceremony, 48 contestants were called on stage one at a time in State Farm Arena to receive their medals and have their moment at the podium. It was an energetic and massive event to cap off an already intense and exciting week.

When the finalists were announced for both roofing divisions, the competitors from those states cheered with pride. When Lopez's name was announced as the winner of the secondary division, he was visibly emotional. Later backstage, the winners received their championship belts.

## What's next

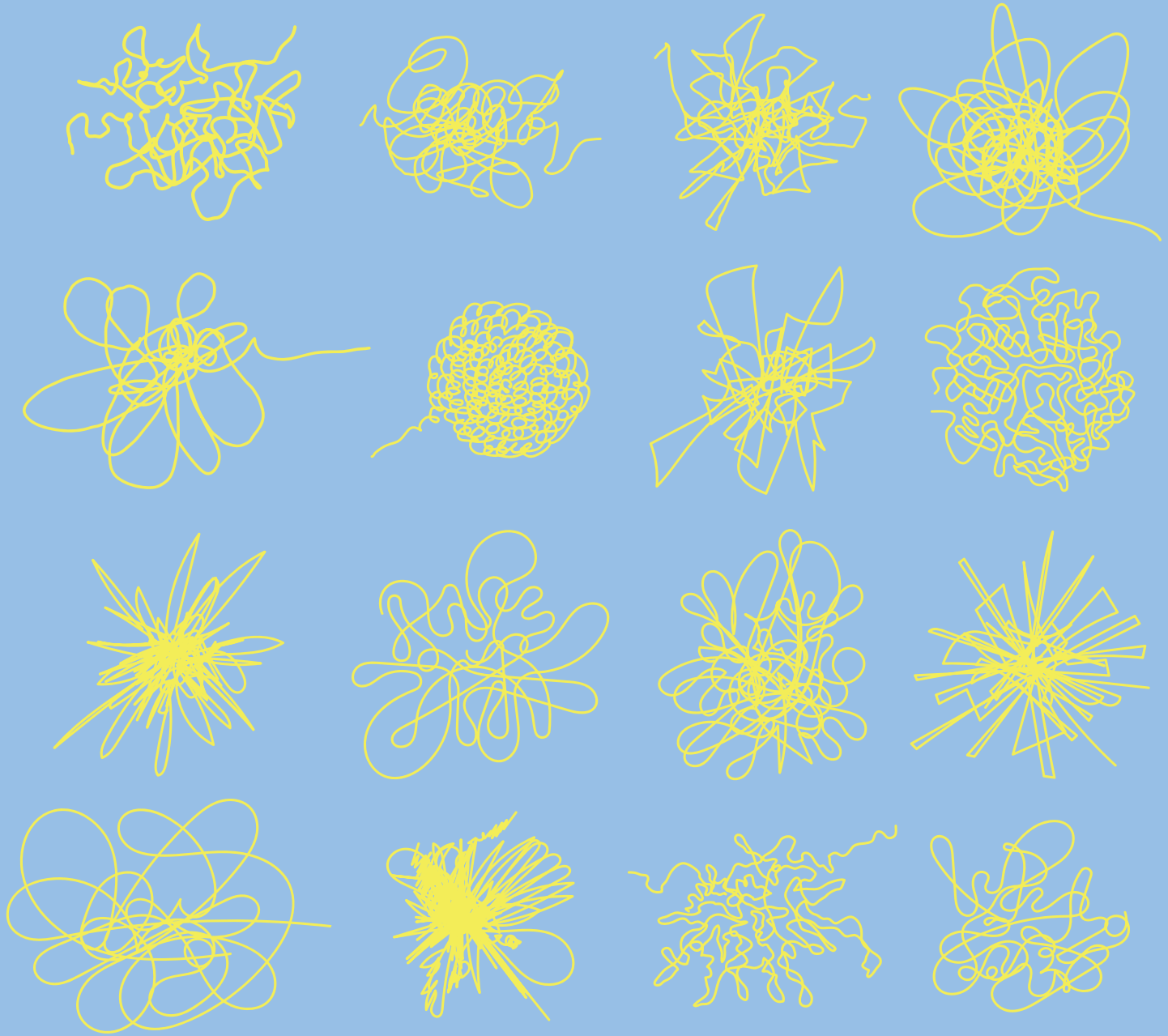
By next year, SkillsUSA will be significantly more successful. If you're not yet part of it, I encourage you to help form the future of the roofing industry's workforce.

“I highly recommend you come to SkillsUSA and see what's happening,” says NRCA CEO McKay Daniels. “We need our industry to get behind this at all levels. It is a big investment, but it is an investment that yields results.” 🤝🌟

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**JOHN ESBENSHADE** is NRCA's director of workforce development.

# IT'S HARD BEING HUMAN



**Mental health challenges confront all of us; learn how to train your team to handle them**

by Amy Staska

**E**veryone was stunned when they heard Samuel died by suicide. Those who worked in the office either sat at their desks staring into space or gathered in small groups in various spaces around the office. Hushed voices could be heard everywhere. “I had no idea.” “Did you know?” “Do you think he seemed a little different lately?” Every statement trailed off as people got lost in the enormity of the event, many second-guessing their recent interactions with Samuel.

Installers learned about Samuel’s passing as they assembled to begin the workday. Foremen were notified via phone calls before they left for work and had the unenviable task of informing their crews about Samuel’s death. Most foremen felt ill-equipped to deliver the news, so they stumbled their way through it and then sent everyone off to work as quickly as possible. Everyone started the workday in a suffocating fog of emotion and swirling thoughts.

## Breaking the news

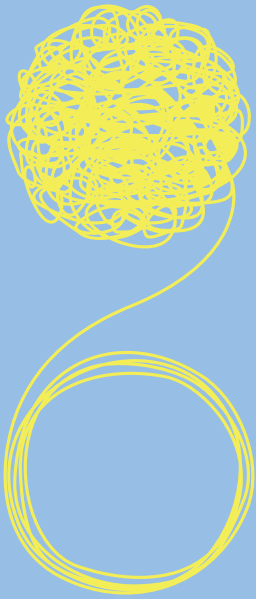
When a co-worker dies, there can be overwhelming feelings of grief, and reactions may be surprising. Some employees who did not know the deceased well may be overcome while others who were close to the employee may appear to be unaffected. Very few foremen are equipped to deliver news of a co-worker’s death regardless of cause and assigning them to communicate difficult news shouldn’t happen without preparing them first.

Delivering news of an employee’s death by suicide is particularly challenging. It can feel vulnerable, and there may be fear of causing more harm than good or saying the wrong thing. The best approach initially is to keep messaging concise and convey support.

Some tips include:

- Planning and rehearsing talking points
- Calling a team meeting to bring employees together in a structured session
- Allocating time for an open, honest approach
- Avoiding speculation and rumors
- Observing confidentiality requests from the employee’s family or authorities
- Conveying compassion and competence

If messaging of a co-worker’s death will be delivered in different locations, you should issue talking points to ensure consistency and provide additional support to those entrusted—and burdened—with the responsibility of delivering the news.



## MENTAL HEALTH RESOURCES

Perspectives, an EAP provider, is one of NRCA's business resource partners. NRCA members should visit [allonehealth.com/nrca](http://allonehealth.com/nrca) to learn more.

The Construction Industry Alliance for Suicide Prevention offers several toolbox talks at [preventconstruction.com/toolbox-talks](http://preventconstruction.com/toolbox-talks). The Center for Construction Research and Training also offers toolbox talks and other resources at [cpwr.com](http://cpwr.com).

Mental Health First Aid, an early-intervention, evidence-based course, teaches participants about mental health and substance use challenges at [mentalhealthfirstaid.org](http://mentalhealthfirstaid.org).

Several organizations, including EAP providers, offer virtual and in-person training. Level-Up Consultants offers full-day training as well as its ACE (Advocate, Communicate, Educate) program aimed at field workers ([levelup-consultants.com](http://levelup-consultants.com)).

Consider inviting a therapist or other mental health professional into your company to conduct training or offer one-on-one services as needed.

Visit NRCA's website at [nrca.net/mental-health](http://nrca.net/mental-health) to access various resources, including an online program you can use as a training tool.

Other than foremen, the burden often falls to whomever in the office holds the human resources title. But that person often only maintains employee files and is not trained in employee development or engagement. Staff who are unprepared to have such conversations, though well-intentioned, may end up making hollow efforts.

## How to prepare

Although we all want to believe suicide would never happen in our organizations, it is important to be prepared for the possibility. Some practical steps are:

- Drafting a response plan and bereavement policy so no one needs to figure out what to do while also being consumed by grief and uncertainty.
- Identifying those in your organization best equipped to handle and deliver information. Also, identify a second person to support the first and handle the responsibility if he or she is not available when needed. In this scenario, it would be ideal for foremen to be trained in this role in addition to company management training.
- Having resources available for support and services.

Aside from procedures and policies, it also is important to offer everybody, especially your point people, training that addresses mental health and suicide prevention.

Discussions about suicide should include prevention, intervention and post-trauma outreach.

## Prevention

Top leaders create cultures that encourage psychological safety, evidenced when employees feel safe to take interpersonal risks, speak up, disagree openly, or discuss

concerns without fear of negative repercussions or receiving sugarcoated bad news.

Being able to speak freely about feelings or concerns will help alleviate workplace stress, which is believed to be the leading factor in suicides when employees have little or no control over intense job demands. Excessive workloads and interpersonal issues can become "a final straw" on top of pre-existing stressors and mental health issues such as anxiety, depression or drug use.

Everyone moves along the mental health spectrum over time though male employees are 15 times more likely than females to die by suicide because of workplace issues.

According to the National Alliance on Mental Illness, less than 3% of the U.S. population will struggle with severe disorders such as schizophrenia or disorders such as obsessive compulsive, borderline, bipolar or post-traumatic stress; however, more than 8% will have a major depressive episode in a given year and almost 20% struggle with anxiety disorders.

Two things, specifically, would make a dramatic difference: creating a safe culture and training.

Consider the psychological safety of your company culture from a work perspective. Can people make suggestions without ridicule? Do new employees experience hazing? Do people know those who work for them well enough to discern when something seems off? Do managers react to employee concerns with curiosity or hostility?

## Intervention

Although training is important, it is useless if leaders are afraid to use and elicit the vulnerability required to have difficult conversations.



The roofing industry trains workers about physical safety concerns, but it is time to add mental health to the list. If 8-20% of employees were falling prey to any physical hazard, companies would do what they could to mitigate it right away.

The first response to hazards on roofing jobs is to eliminate them. When a hazard cannot be eliminated, the next response is to use mitigation techniques such as personal fall-arrest systems or personal protective equipment. Mental health safety is challenging because neither of those strategies are options, but others exist.

An EAP, or employee assistance program, provides assessments, short-term counseling, referrals, management consultation and coaching services. Companies can contract with an EAP provider that offers services 24 hours per day, 365 days per year. EAPs are completely confidential, and some services also may be available to employees' families.

Toolbox talks also can be a comfortable method to discuss a challenging topic. To be effective, those who deliver them need to be willing to have wide-ranging discussions with people. Ideally, a company would have several people who feel comfortable and prepared to have these conversations.

## Post-trauma outreach

Following a suicide, one thing to absolutely avoid is returning to "business as usual" too soon. Obviously, the death of an employee most likely will force you to hire someone else. And on top of that, if the employee interfaced with customers, they, too, will have to be notified and projects may be delayed. But consider focusing on employees during this time. Communicating that work is more important than people will show employees the culture of the workplace is not one in which honest conversations take place.

Best practices include early direction and clear communication from trusted leaders. A workplace is a community, and leaders set the tone. If information about the death of an employee is poorly communicated, speculation and rumors may take over. Additionally, employees will feel alone in their responses and you will miss an opportunity to build trust.

The effects of knowing someone who died by suicide may include trauma, depression, complicated grief and substance misuse. These can last for weeks, months or years.

Initially, it can be helpful to invite a mental health professional or grief counselor to speak to your whole team. It can be valuable to hear reactions are unpredictable and complex, and there is no one right way to feel or respond.

As time passes, encourage supervisors to bring up the incident from time to time, normalizing ongoing feelings about the incident and the person who passed away. Engaging in conversation may encourage employees to tap into the company's EAP or seek individual therapy.

On or near the anniversary of the death, acknowledge the loss. Some people will not be thinking much about it at that time, but others, for whom it still feels heavy, may be relieved to have it acknowledged.

Keeping open dialogue will also help to reduce some of the shame and fear people experience if and when they think about suicide. Ideally, this will encourage people to engage in conversation and seek help when they need it.

## A fight worth fighting

Addressing mental health in the roofing industry has its hurdles; however, the reality of mental health challenges is significant. Every person in the roofing industry wants people to go home safely to their families. To do so, we need to broaden our mindset about what can affect employee safety and be willing to address mental health issues. 🌀🌟

**AMY STASKA** is vice president of NRCA University.



### MENTAL HEALTH FACTS

According to the Construction Industry Alliance for Suicide Prevention, a recent Centers for Disease Control study ranked construction as one of the top industries for deaths by suicide with a rate four times greater than the national average.

There are some other staggering statistics, according to Mandy McIntyre, owner and president of Level-Up Consultants, Cleveland:

- More construction workers die from suicide and overdose each year than every other workplace-related fatality combined.
- Employees in the construction industry have nearly twice the rate of substance abuse as the national average.
- 12% of construction workers have an alcohol use disorder, compared with 7.5% nationally.



# Gardenesque roofing



Tower Grove Park West Gatehouse's new roof system

Renaissance Historic Exteriors restores the roof on a gatehouse in the largest 19th century park in the U.S.

by **Christine Elle Hanus**

**T**ower Grove Park in St. Louis was founded in 1868 as a gift from a retired merchant philanthropist, Henry Shaw. The only conditions Shaw imposed on his gift were that it be used as a park forever and an annual appropriation be made by the city for its maintenance. Today, Tower Grove Park is the only U.S. public city park managed by an independent board of commissioners and staff. In 1972, it was listed on the National Register of Historic Places.

In April 2022, Renaissance Historic Exteriors, Belvidere, Ill., replaced the slate and sheet metal on the park's West Gatehouse roof.

### **Preparations**

Standing at the west entrance along Kingshighway, Tower Grove Park's West Gatehouse is one of four primary entrances to the park. It was built in 1870 and expanded in 1880. The 950-square-foot building was designed by Francis Tunica, a supervisory architect at Tower Grove Park, in Gothic Revival style.

To reroof the structure, the Renaissance Historic Exteriors team conducted significant research to match the original slate material and colors. Once appropriate slate was identified and selected, the team adapted historical details to accommodate modern local code requirements.

"As a National Historic Landmark, the project had to adhere to the Secretary of the Interior's Standards for Rehabilitation, and Renaissance Historic Exteriors rose to the challenge," says William Rein, director of operations and special projects for Tower Grove Park.

From the steep-slope roof areas, the team removed the existing slate tiles, some of which were original from 1860, underlayment and flashings down to the wood plank roof deck and salvaged the existing copper louvered gable vent for reinstallation.

From the low-slope roof area on the east elevation, the crew removed the multilayered built-up roofing material down to the concrete deck and inspected the roof decks for deficiencies.

## Time to cultivate

Following tear-off, the team applied GRACE ICE & WATER SHIELD® self-adhering underlayment along all valleys, eaves, roof penetrations, pockets and parapet walls and then covered the remaining exposed roof deck surface.

Next, Renaissance Historic Exteriors craftsmen installed new 20-ounce copper chimney flashings, counterflashings and chimney caps to match the existing shapes, sizes and configurations. Original specifications called for installing closed valleys with new 20-ounce copper flashings under each course of all valley slates in accordance with National Slate Association guidelines. The team recommended installing 20-ounce copper open valley diverter metal in lieu of interwoven closed valley flashings and furnished this at no additional cost.

“We don’t recommend walking on a completed slate roof at any time,” says Robert Raleigh, president of Renaissance Historic Exteriors. “Open slate valleys provide better access to any persons accessing the roof area in the future.”

New 20-ounce copper step flashings were installed at each slate course along the wall-to-roof transitions. For the flashings along parapet walls, the team recommended dead soft copper.

“It is malleable enough to shape to the contours of the existing stone parapet walls,” Raleigh explains.

Craftsmen also installed 20-ounce copper pocket flashing along the northwest valley-to-parapet transition and a 20-ounce copper gutter apron along all eaves to receive new gutters.

“The workmanship really came to life during construction and installation of the new roof systems,” Rein says. “Every member of the team I observed displayed a high level of craftsmanship and took pride in their work.”

For the low-slope area, the team applied AlphaGuard™ Si Roof Restoration, a four-part liquid-applied silicone roof system, over the concrete deck.

**Project name:** Tower Grove Park West Gatehouse

**Project location:** St. Louis

**Project duration:** April-August 2022

**Roofing contractor:** Renaissance Historic Exteriors, Belvidere, Ill.

**Roof system types:** Slate with copper details and liquid-applied silicone roof membrane

**Roofing manufacturers:** GCP, Alpharetta, Ga.; Hilltop Slate, Middle Granville, N.Y.; Revere Copper Products Inc., Rome, N.Y.; TREMCO, Beachwood, Ohio; Vermont Slate Co., Savannah, Ga.



Aerial view of roof areas before renovations



The slate roof area during construction

### TOWER GROVE PARK FACTS:

- Tower Grove Park is the largest 19th century Gardenesque-style city park in the U.S. It covers 289 acres and is the second-largest park in St. Louis.
- The park is home to nearly 400 species of trees, bushes and flowering plants. More than 7,500 trees represent more than 325 varieties, including native specimens, which provide shelter to a diverse wildlife population.
- Located along the Mississippi Flyway, the park is a popular birdwatching site, especially during spring and fall when many migratory birds rest in the park along their journeys.
- Henry Shaw, who gifted the park to the city of St. Louis, had an interest in Victorian architecture that is reflected throughout the park among many buildings, entrances, statues and busts. Several statues from the 1800s, including one of William Shakespeare, line the central corridor.
- Tower Grove Park features 32 pavilions; a lily pond; a bandstand with marble busts of composers such as Mozart; tennis courts; a wading pool for children; and winding roads and trails.

Next, team craftsmen reinstalled the original copper lou-  
vered gable vent and installed new 4-pound lead vent pipe  
flashings at all existing locations.

To complete the slate roof system, the team installed new  
S1 Vermont Slate in Royal and Variegated Purple and used  
Hilltop Slate in Vermont Unfading Green to create the TGP  
lettering.

“The TGP initials for Tower Grove Park that originally  
adorned the roof of the two-story structure along with decora-  
tive horizontal top and bottom borders were recreated and are  
perhaps the most striking features of the building,” Rein says.  
“I remember speaking with the site foreman and production  
manager who was hand-sketching notes for himself to get this  
incredibly important detail just right.”

Renaissance Historic Exteriors’ team of craftsmen also  
fabricated and installed new 20-ounce copper ridge caps  
anchored using anti-corrosive fasteners; fabricated and  
installed a new 6-inch, half-round copper gutter system  
complete with fully soldered copper outlets, endcaps and  
downspouts; and fabricated and installed new 20-ounce cop-  
per flashings around four sides of an octagon-shaped obelisk  
located on the southwest corner of the south hip roof.

### Bountiful craftsmanship

In August 2022, the Renaissance Historic Exteriors team suc-  
cessfully completed work on Tower Grove Park’s West Gate-  
house on time and without incident.

“The roofing team took care to account for overall final  
appearance when selecting and installing individual tiles,  
leaving a uniform and desirable look,” Rein says. “The archi-  
tectural sheet metal workers installed precise flashing details  
and solder joints where required. All flashings, gutters and  
downspouts were replaced with heavy-weight copper created  
and installed to the highest quality.”

For its work on Tower Grove Park West Gatehouse, Renais-  
sance Historic Exteriors received a 2024 NRCA Gold Circle  
Awards honorable mention in the steep-slope category.

“This park is an important part of St. Louis history, and  
we’re proud to have restored this structure to withstand  
another 150 years,” Raleigh says. “Our grandchildren will  
be able to visit Tower Grove and say: ‘My grandpa did  
that!’” 🌿🌳

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


# COVERING THE BASES



# When making an exit plan, consider all aspects of your business and life

by Kevin Kennedy and Joseph Bazzano

*Editor's note: The information provided is not intended to be legal, accounting, insurance or tax advice.*



**IF** you own a roofing company, exiting it will be complex, emotional and potentially costly.

Before making exit plans, you should address misconceptions; visualize the moving parts of the exit planning process; and align your business, personal and financial goals to ensure you are making the best decisions for yourself, your family and the business.

## MYTHS AND MISCONCEPTIONS

Business owners often have several misconceptions about exiting their businesses and harvesting the wealth trapped in their illiquid business.

### "I WILL SELL MY BUSINESS AND RETIRE"

According to the U.S. Chamber of Commerce, less than 20% of all businesses taken to market for sale close. Because of the construction industry's market variability and high risks, the closing rate to an outside seller is lower at about 10%, according to FMI Corp., Raleigh, N.C., a consulting and investment banking firm for the construction and engineering industries. Owners who sell to an outside party are successful because their companies may be larger, operate in a unique niche or location, and continue to perform well after retirement.

According to Deloitte,<sup>®</sup> London, 71% of small- and medium-sized business owners plan to exit their businesses within the next 10 years, and more

than 90% of these owners will not be able to sell their businesses and meet their retirement cash requirements. Roofing contracting companies with cash flow under \$500,000 are more challenging to sell than larger, more profitable companies with a permanent management team and systems.

### "I WILL DEAL WITH MY EXIT PLAN IN FIVE YEARS"

When business owners are asked when they intend to retire, the answer is often predictable: "In five years." When asked the same question three years later, the answer remains "In five years." In these cases, the owner has no plan and is not mentally prepared for the complex exit process.

For an exit plan to work, the company and owner must be sale-ready. This means the company must have predictable cash flow and a strong management team prepared to perform without the owner. Time is helpful when creating a long-term strategic financial plan and training the next generation of management.

### "I CAN DO THIS MYSELF"

You know how to run your business, but have you ever exited a business? As a business owner, you regularly speak with your accountant, lawyer, insurance agent, financial planner and other professionals. The problem is the advisers can be good at talking to you but poor at talking to each other, and information can be scattered and isolated.

You might be able to juggle advice from disparate advisers and successfully exit your business. However, the odds of success will vastly improve with a comprehensive written exit plan and the guidance of an exit planning professional.

#### **"MY BUSINESS IS WORTH ..."**

Most owners overvalue their businesses and falsely assume their actual worth. Simply because an owner has spent 30 years working 60 hours per week does not mean that value has been created in the company.

The actual value of a business is what someone is willing to pay for it, but a business has different values depending on who is buying it, which is called a range of values. Business owners should base the value of their businesses on the exit strategy they are trying to employ and learn what makes their businesses more valuable to an acquiring party.

Advisers accredited in business appraisals are trained in these situations and should be engaged to guide you with increasing business value.

#### **"THAT WILL NEVER HAPPEN TO ME"**

Many business owners fail to plan for unexpected hardships, such as death, divorce or disability. Those who do prepare are protecting their business for the long term.

Oftentimes, buy-sell agreements are not aligned with the business owner's motives or goals. They can be unfunded or established in a manner that creates more ambiguity than clarity.

For example, in one case, an owner was in court for several years, costing both parties hundreds of thousands of dollars in legal fees without a clear end in sight. In another case, the widow of an owner demanded her husband's office, position and salary even though she had never worked with the business.

In another example, a company's existing buy-sell agreement would unintentionally create an income tax liability on the insurance for the owner's widow in the event of the owner's death.

These situations are examples of unintended consequences that result from an outdated or poorly drafted agreement contingency plan. Creating or updating contingency plan documents, such as buy-sell agreements, is vital for building a successful exit plan.

#### **"IF I COULD GET \$8 MILLION, I WOULD RETIRE TOMORROW"**

Owners often underestimate the amount of money they will need after they leave a business. The question you should ask is: How much do you need to replace your income and not outlive your money?

Owners must consider their money outside the business, including savings, retirement funds, real estate income and investments. From there, they can develop an estimate of the amount of money needed to replace their income in the long term.

Each exit plan has a different tax implication ranging from 0% to over 55%, depending on the state. It is critical to work with tax professionals who can implement a tax mitigation strategy for the company sale to align with the corporate structure to meet IRS requirements.

#### **"MY ACCOUNTANT DOES EXIT PLANNING"**

You probably have a good accountant and an estimate of your company's value. However, it takes a proactive approach that coordinates ideas and documents to exit a business. What your existing advisers don't know about the exiting process could cost you millions of dollars.

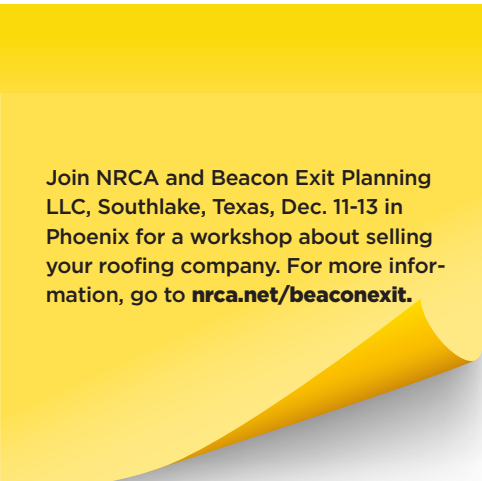
Exit planners can assist owners in navigating this process. They are trained as process consultants to move owners on a path that will meet their goals and financial targets.

Once owners understand the common misconceptions about exiting, they can begin planning their exits. The plan should focus on three areas: business, personal and financial.

## **BUSINESS PLANNING**

Business planning involves preparing the business for a sale transaction. There are multiple tasks to consider.





Join NRCA and Beacon Exit Planning LLC, Southlake, Texas, Dec. 11-13 in Phoenix for a workshop about selling your roofing company. For more information, go to [nrca.net/beaconexit](https://nrca.net/beaconexit).

**Business valuation.** Understanding a company's value is paramount to alleviating any unrealistic expectations. Every owner should have his or her business appraised and work with the appraiser to better understand what creates and detracts from value. This will help align expectations with reality and implement strategies to increase the company's value.

**Succession planning.** To retire, an owner must grow and train a management team to take over the business. This is true whether the owner sells to an outside buyer or an internal buyer, such as an employee or family member. The succession process takes time, as managers must learn the business and make decisions.

**Tax planning.** Understanding a business exit's tax exposure and ramifications will be critical in achieving financial goals. Some transactions are exposed to more than a 55% effective tax rate. It is crucial to understand these consequences and the available alternatives that can reduce financial risk and obligation.

**Transfer options.** Each transfer option has nuances that can substantially affect the business owner's outcome. Valuation and taxation vary most prominently between internal and external types of transfers.

**Payment.** The company will pay for everything during the exit transaction and becomes the proverbial goose that lays the golden egg. The owner won't get paid if a company doesn't perform well.

Therefore, protecting and supporting the company during the exit becomes even more critical.

This concept holds true for internal and external exits. In an external exit, the buyer counts on the future company profits for a multiyear payback. Additionally, an owner should implement sound asset protection techniques that will help minimize predatory litigation and lawsuits.

## PERSONAL PLANNING

Personal planning encompasses the more personal aspects of running a business, including the owner's emotional attachment to the company, legacy goals and family relationships.

**Emotional ties.** An owner who has been associated with his or her business for decades will undoubtedly have an emotional response, whether positive or negative, when exiting the company.

**Legacy.** Legacy addresses how the owner's exit will affect everyone who depends on the business and the company culture: the owner and his or her family members, employees and their families, and potentially the community.

Legacy issues are real and run deep into numerous lives. It is incumbent to determine what an owner's legacy will be and to what extent it will become a deciding factor in the exit strategy selected.

**Family members.** Having a family member in the business can create additional drama in the exiting process. A critical issue often arising is the adequacy of the family member's talent over a key manager. Another factor is entitlement syndrome, in which a family member may feel entitled to certain rights and benefits that have not been earned.

Owners should confront any potential issues head-on to avoid creating a negative business environment and, perhaps just as important, maintain harmony at the Thanksgiving Day table.

## FINANCIAL PLANNING

The financial planning piece of exit planning establishes the steps an owner must take to achieve his or her financial goals.

**Retirement planning.** A reason business owners postpone their exit planning process is the recognition that they don't know how much money they will need in retirement. The uncertainty is compounded by the fact most of their wealth is trapped inside their illiquid business.

We are living longer as a society, and costs continue to skyrocket. Business owners must learn and understand their income needs in post-exit life. Once the owner can visualize their financial future, exiting and succession can become more apparent and definitive.

**Planning for family members.** The process of transitioning a construction company will usually occur over time. Business owners should employ tactics to protect their families in the event of death or disability.

Life insurance, disability insurance, asset protection and comprehensive estate planning should always be considered to not create additional undue hardships for the family and company beyond the untimely event.

**Tax planning.** Taxes are a top consideration in financial planning just as they are in business planning. The lack of planning for corporate, income, capital gain and estate taxes can significantly erode the owner's estate. An exit plan must consider these taxes and plan to minimize this burden on the family.

## DAD: DISCOVERY, ANALYSIS AND DESIGN

Once an owner has considered all the elements of planning, he or she is ready to begin creating the exit plan. The process can take six to nine months to complete and several years to execute.

There is a process we use to help owners understand the planning sequence and develop an exit plan that addresses the primary considerations of each area of planning.

**Discovery.** During the first part of the exit planning process, an exit planning consultant should interview the business owner and spouse to identify the owner's goals and allow them to envision life outside the business. How does the owner

envision the future ownership of the company to look? How does the owner envision life outside the business for themselves?

**Analysis.** During the analysis process, the consultant will examine the in-place personal and corporate legal and financial documents, such as wills, trusts, buy-sell agreements, compensation agreements and life insurance policies. The key is determining whether these documents support the goals identified in the discovery phase.

In many cases, modifications are warranted because of outdated documents or because cookie-cutter strategies are insufficient to alleviate the ambiguity that might arise if the documents need to be executed.

**Design.** The end product in exit planning is a comprehensive, fully customized report that outlines the goals established by the owner and solutions for the owner to consider.

This is not the end but the beginning of the process. Learning and coaching can take multiple years to unfold into the final blueprint. After finalizing the exit plan, the owner moves to executing their chosen path.

During the selling phase, an exit planning consultant can be the owner's voice to coordinate the different disciplines and professional advisers, including attorneys, accountants, estate planners, insurance advisers, financial planners and business consultants.

## A WORTHWHILE PROCESS

Exit planning is a long and challenging process. It begins with a customized plan that develops multiple paths, strategies and options to meet the owner's goals, minimize risk and mitigate excessive exit taxes. But with plenty of time and help from professionals, you can ensure you successfully walk away from your business. 🌀🌟

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**KEVIN KENNEDY** is co-owner and CEO of Beacon Exit Planning LLC, Southlake, Texas, and **JOE BAZZANO** is co-owner and chief operating officer of Beacon Exit Planning.

# TURN YOUR AMBITION INTO ACHIEVEMENT



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To learn more about all Roofing Alliance efforts, visit [roofingalliance.net](https://roofingalliance.net)



## MANUFACTURER NEWS

### ATAS International announces award winner

**ATAS International Inc.**, Allentown, Pa., has announced Phoenix West in Orange Beach, Ala., received first place in the commercial roofs category for its 2023 Project of the Year awards. John M. Senkarik & Associates, Pensacola, Fla., was the project architect; Roofing Plus Inc., Auburn, Ga., was the installer; and NRCA member Commercial Roofing Specialties Inc., Atlanta, was the distributor. ATAS International's Techo Tile was used for the project.

In addition, Kyle Ferenc, CSI, ATAS International's product representative for northern Illinois and Wisconsin, has received the Construction Specifications Institute Chicago Chapter President's Award.

The award is presented to a chapter member who has rendered distinguished service to the chapter and was instrumental in advancement of the chapter's mission, activities and/or administration. Ferenc serves as a CSI Chicago chapter vice president.



### S-5!® and NWIR sponsor scholarship

**S-5!**, Colorado Springs, Colo., has partnered with National Women in Roofing to sponsor a scholarship program for women pursuing educational opportunities in the skilled trades.

The scholarship offers a \$2,500 award from S-5! to be applied toward the recipient's chosen trade school.

NWIR will provide a one-year association membership and personalized career mentorship from an experienced member.

"We are excited to unveil our new program dedicated to supporting women in the trades," says Jessica Haddock, director of marketing for S-5! "The S-5! charity committee invests considerable time and energy into developing initiatives that not only drive the industry forward but also resonate with our core

values. This initiative is a natural extension of our mission, and we are excited to implement it with National Women in Roofing."

Scholarship applications are due Dec. 1 and will be reviewed by the NWIR & S-5! Scholarship Committee. More information is available at [info.s-5.com/nwir-s-5-scholarship](http://info.s-5.com/nwir-s-5-scholarship).



### GAF Roofing Academy reaches milestone

**GAF**, Parsippany, N.J., has announced it has placed 2,000 GAF Roofing Academy graduates in jobs across the U.S.

Through classroom and hands-on training in residential and commercial roofing installation, solar, in-home sales and restoration, the tuition-free program aims to prepare individuals for entry-

level careers in roofing, including underrepresented groups such as women and formerly incarcerated. The job placement milestone was reached five years after the program's launch.

More information about GAF Roofing Academy is available at [gaf.com/roofingacademy](http://gaf.com/roofingacademy).

Additionally, GAF has started production of its thermoplastic polyolefin commercial roofing products at its newest manufacturing plant in Valdosta, Ga.

"We're excited to get to work and start delivering for the industry and Valdosta community," says Daniel Duston, plant manager for GAF's Valdosta branch. "The community has welcomed us with open arms, and we are dedicated to supporting the city and its residents in meaningful ways."



### EagleView® launches EagleView Powered™ solar models

**EagleView**, Bellevue, Wash., and Aurora Solar, San Francisco, have made available EagleView Powered™ models. Combining EagleView's 3D model technology and Aurora Solar's simulations and design platform, the models aim to improve solar professionals' capacity to drive design accuracy, deliver faster project timelines and improve homeowners' experiences using proprietary data and high-resolution imagery.

More information is available at [aurorasolar.com/eagleview-partnership](http://aurorasolar.com/eagleview-partnership).

## DISTRIBUTOR NEWS

### Beacon acquires Chicago Metal Supply & Fabrication

**Beacon**, Herndon, Va., has completed its acquisition of Chicago Metal Supply & Fabrication Inc., Chicago.

Chicago Metal Supply & Fabrication specializes in custom architectural sheet metal fabrication, with expertise spanning commercial, residential and historical restoration.

“We are pleased to be joining forces with the Beacon team in Chicago to support our dedicated employees and long-standing customers. Expanding our catalog and bringing digital platform options will enhance our ability

to deliver top-quality service to customers who have trusted us for over a decade,” says Alina Bosak, president of Chicago Metal Supply & Fabrication.

Additionally, Beacon has launched its digital platform, Beacon PRO+,<sup>®</sup> in Canada. The platform allows customers to find product descriptions and specifications optimized to their areas and order templates for complete and accurate orders.

“I’m thrilled to make Beacon PRO+ available to our Canadian contractors in both English and French,”



says Charles Michaud, regional vice president for Canada at Beacon. “The efficiencies gained will allow them to stand out from competitors with responsiveness and planning.”

More information about Beacon Pro+ is available at [beacon-canada.com/beacon-pro-plus](http://beacon-canada.com/beacon-pro-plus).

## OTHER NEWS

### MCA announces competition winners

The **Metal Construction Association** has announced the 2024 MCA Design Awards winners. The awards recognize MCA member companies involved in the construction of outstanding building projects that use metal in significant and innovative ways.

The full list of award recipients is available at [metalconstruction.org](http://metalconstruction.org).



### MRA announces competition winners

The **Metal Roofing Alliance** has announced Mountaintop Metal Roofing, Vancouver, Wash., is the winner of its Best Residential Metal Roofing Project competition for the second quarter of 2024.

The project features the installation of metal shingles and standing-seam panels on a home in Banks, Ore. The homeowners chose metal to highlight the

home’s architecture and offset a two-toned exterior paint palette. The shingles were made by The Aluminum Shingle Co., Kaysville, Utah, and the standing-seam panels were made by Taylor Metal, Salem, Ore.

“This is a very impressive reroofing job, especially given the size, pitch and number of roof planes on the home. It also demonstrates that by using expert installation methods and top-quality metal products, a home can achieve a customized look and outstanding curb appeal that is designed to look amazing for many decades to come,” says Renee Ramey, MRA’s executive director.

## UP THE LADDER

ATAS International Inc. has promoted **John Fenstermacher** to Northeast district sales manager and **Steven Minunni** to channel manager of fabricator business development.

**Miriam Mata-Vinalet** is now Gulfeagle Supply’s director of operations and training.

Klein & Hoffman has appointed **Allysia Youngquist** as president.

Mule-Hide Products Co. Inc. has made **Terrence Peters** territory manager for Northeast Ohio.

**David Battle** is now sales manager for W.R. Meadows’ Georgia branch.



NATIONAL ROOFING  
CONTRACTORS ASSOCIATION  
**MIEMBRO**

# ¡Miembro NRCA!

NRCA's new **Membresía en Español** provides practical business knowledge and benefits tailored to the unique needs of Spanish-speaking business owners and workers!

This exclusive membership will equip **owners** with critical tools and resources to drive growth and success in their business while providing education, training and certification opportunities for their **roofing workers**.

Elevate your business and enhance worker skills.  
Learn more and join today!

Current NRCA members can access Spanish-only content without any additional purchase. Simply log in to your NRCA account using your member ID.



[spanish.nrca.net](http://spanish.nrca.net)

## BENEFITS:

- **Finance fundamentals**
  - 11-part video series
- **Legal resources**
  - How to read and understand contracts
  - Free one-hour legal assistance advising session
- **Operations and productivity programs**
  - Reading plans and specifications
  - Creating an estimate
- **Safety publications**
  - Toolbox Talks
  - Pocket Guide to Safety
- **Online education**
  - Asphalt Shingle Installation Training Program
- **Professional certifications**
  - NRCA PROCertification®
- **And more**

## THE INDUSTRY ONLINE

Mule-Hide Products Co. Inc. has refreshed its website, **mulehide.com**, by giving it a more streamlined look and adding new tools and resources. Additions include automated translations into French, Polish and Spanish; a section geared toward architects and designers; a section devoted to the company's Roofing Installation and Systems Education Program; the ability for users to view documents without downloading them; "hover" menus; and local territory manager contact information for contractors.

The Metal Building Manufacturers Association has added free, downloadable resources to its online library with its newest publication, "The Milne Center for Ocean Science and Conservation." The 20-page folio explores the design and construction of a unique metal building that serves an integral role with the Mystic Aquarium in Mystic, Conn. The folio and resources are available at **mbmaeducation.org/resources**.



## EVENTS

### NOVEMBER

7

#### **CERTA Train-the-trainer**

NRCA

Elgin, Ill.

Contact: NRCA's Customer

Service Department

(866) ASK-NRCA (275-6722) or

info@nrca.net

nrca.net

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**

NRCA

Rosemont, Ill.

Contact: Janice Davis, director

of NRCA University

jdavis@nrca.net

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### JANUARY

15

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### FEBRUARY

12

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DDA Forensics, Miami  
 Ellis Forensics LLC, St. Petersburg, Fla.  
 Forensix Consulting LLC, Allen, Texas  
 Howard Piper, Tampa, Fla.  
 Interactive Engineering Inc., Palm Coast, Fla.  
 K2M Design Inc., Cleveland  
 Kleinfelder Inc., Mechanicsburg, Pa.  
 Top Notch Renovations Inc., Baltimore  
 TrustPoint Inspections, Zionsville, Ind.

**CONTRACTORS**

10 Men Roofing, Omaha, Neb.  
 1st Class Roofing Inc., Auburndale, Fla.  
 Allegiance Roof Systems, Jacksonville, Fla.  
 Arabie Contracting Co. LLC, Lake Charles, La.  
 ARI Consulting Services Corp., Weston, Fla.  
 Blueprint Roofing Inc., Boston  
 C&K Roofing Inc., Hudson, Mass.  
 Caldwell Roof Restoration Inc., Portland, Ore.  
 Chicago Roofing Services, Chicago  
 Collie Roofing and Siding, Guilderland, N.Y.  
 Commercial Roof Solutions, Nyack, N.Y.  
 Commonwealth Exteriors LLC, Floyd, Va.  
 Freeman Roofing, Pace, Fla.  
 Giampri Corp., Weston, Fla.  
 Grey Solutions LLC, Homewood, Ill.  
 Homerun Roofing and Construction, Tomball, Texas  
 J&N Contracting LLC, Oklahoma City  
 KC Roofing LLC, Twinsburg, Ohio  
 KLG Contracting Inc., Astoria, N.Y.  
 Licea Pro Construction, Ceres, Calif.  
 Lujan & Sons Construction Inc., Albuquerque, N.M.  
 Lyfe Construction LLC, Colleyville, Texas  
 Mighty Dog Roofing of Northwest Arkansas,  
 Bentonville, Ark.  
 Mr. Roofing Inc., San Francisco  
 MyChoice Roofing, Dallas  
 Paul Meissner Roofing, Dubuque, Iowa

PWRMTN LLC, Idaho Falls, Idaho  
 R&R Roofing and Sheet Metal, Foxworth, Miss.  
 Red Wolf Roofing, Plant City, Fla.  
 Rex Roofing & Restoration LLC, Castle Rock, Colo.  
 Ribbit Roofing, Fort Worth, Texas  
 Roof MD Inc., Murfreesboro, Tenn.  
 Roofing Solutions LLC, Lemont, Ill.  
 Serene Construction LLC, Miami  
 Shandong Star Construction Systems, Shandong, China  
 Solid Roofing Inc., Broken Arrow, Okla.  
 Superior Commercial Roofing Inc., Peachtree Corners, Ga.  
 TNT Roofing and Restoration LLC, Fort Thomas, Ky.  
 Trevco Roofing LLC, Olive Branch, Miss.  
 Trhlik Roofing, Saybrook, Ill.  
 Turbo Roofing, Lexington, Ky.  
 US Siding & Roofing Inc., Sudbury, Mass.  
 Vibros Corp., Simpsonville, S.C.  
 XPAN-NZ, Auckland, New Zealand  
 Yazoo Restoration Services LLC, Haltom City, Texas  
 Yellowhammer Roofing Inc., Athens, Ala.

**INDUSTRIAL/INSTITUTIONAL**

U.S. Army Corp. of Engineers Rock Island District,  
 Rock Island, Ill.

**MANUFACTURER/MANUFACTURER REP**

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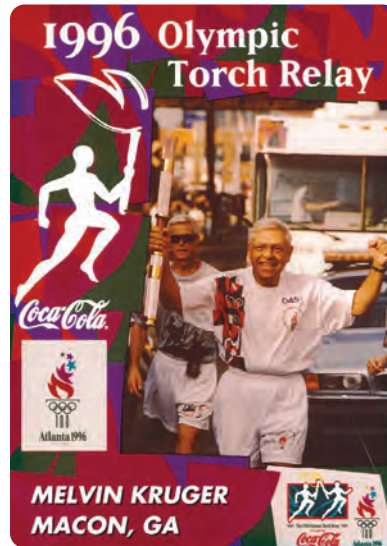
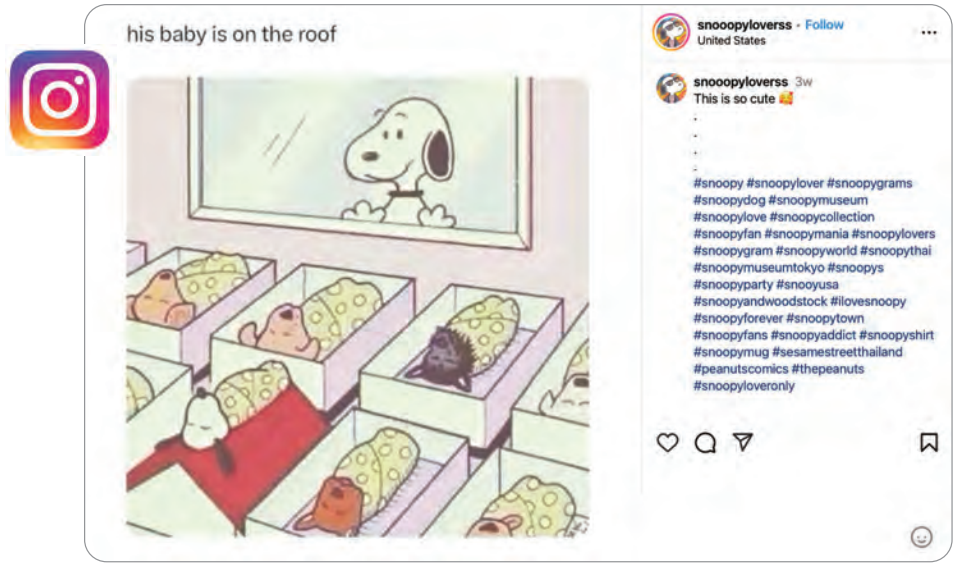
DETAILS

56 per 100,000 workers



The number of deaths by suicide in the construction industry in 2021

To read more, go to page 30.



Did you know former NRCA President Melvin Kruger carried the Olympic torch for the 1996 Olympic Games in Atlanta?



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