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# SETTING SUSTAINABILITY GOALS

How some manufacturers are recycling roofing materials and diverting waste



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# Twinkle, twinkle little star

It's time for roofing professionals to improve their sleep habits

by Ambika Puniani Reid



I used to be a sleep procrastinator. I would stay up several hours after my children went to bed and either watch TV, scroll on my phone or read a book. I would head to bed around 11 p.m., fall asleep close to midnight and wake up at 5:45 a.m. Everyone knows that isn't enough sleep, and I was miserable.

According to "Real men go to sleep," an article by Alan Derickson published in *Harvard Business Review*, about 30% of U.S. workers get less than 6 hours of sleep per day. In the roofing industry, this lack of sleep among your workforce could cost them their lives.

Derickson writes: "Lost sleep impairs decision-making capability, undercuts productivity and contributes to expensive adverse health effects, including elevated risks of cardiovascular and gastrointestinal conditions."

No one wants an overtired torch applicator or safety inspector on job sites, for example. One yawn with closed eyes could result in serious injury or worse.

My guess is you and your workers could benefit from better sleep hygiene, and Harvard Medical School offers the following tips:

- Create a comfortable sleep environment, which includes keeping a room dark and cool, and consider turning on white noise
- Make a sleep schedule that allows seven to nine hours per night of sleep
- Follow a bedtime routine
- Consume your last meal of the day at least three hours before bedtime, and avoid alcohol and nicotine

Once I started improving my sleep hygiene, I realized how much better I felt during the day. I now begin my bedtime routine at 8:45 p.m. and am asleep most nights by 9:45 p.m. And I try to keep that same routine even on weekends whenever possible to make the transition back into the workweek easier.

As Tom Brady said: "Sleep is all about recovering. So if you're not sleeping, you're not recovering. And if you're going to break your body down a lot, you better find ways to build it back up. And the only way to do that is get a lot of sleep."

*Ambika*

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





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## CLOSE-UP

**T**o kick off its inaugural Roofs for the Red, White and Blue program, Burns and Scalo Roofing Co., Pittsburgh, provided a new roof system to a local veteran.

Burns and Scalo staff were inspired by a veteran who enlisted in the U.S. Navy after graduating high school in 1989. The veteran served aboard the USS Saratoga CV-60, an aircraft carrier, and was part of the first Operation Desert Shield mission team. He subsequently served his country for 22 years.

The Burns and Scalo team recognized the urgent state of the veteran's roof and immediately replaced the roof system before impending poor weather.

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



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### Underlayment protects against water

**MFM Building Products** has made available its 48-inch Wind & Water Seal self-adhering roof underlayment. For use under metal roof systems, the underlayment is made of an embedded traction surface adhered to a high-temperature adhesive rated to 250 F.

Acting as an ice-and-water barrier, the 48-inch width reportedly eliminates the need to double layer along roof edges in some applications. Self-adhering and self-sealing around fasteners, the product is said to be ideal for use along roof edges, eaves and valleys as well as a whole roof covering for secondary water protection.

The underlayment is available in a 48-inch by 50-foot roll.  
**mfmmbp.com**

### Base sheet is self-adhering

**BITEC® Inc.** has introduced the Imperflex® SA2 2-square self-adhering base sheet.

Imperflex is designed to be used on residential roof systems where slope prevents the effective use of metal, shingles or tile.

**bitec.com**

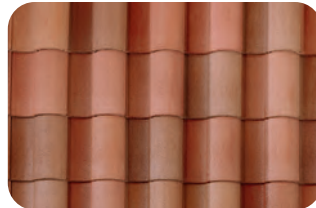


### Color options are expanded

**Westlake Royal Building Products™** has added new colors to its Newpoint Concrete Roof Tile lineup.

Four nature-inspired colors are available to the northern and southern California market: Earthen Shadow, Platinum Peak, Tree Bark Blend and Urban Driftwood. Arizona and Nevada markets now have Auburn Ridge, Ashen Cove and Olive Bark. Additionally, the Apple Bark and Cherrywood colors now have expanded profile offerings in the Arizona and Nevada markets.

**westlakeroyalbuildingproducts.com**



### Ladders are telescopic

**W.steps** has made available its COMBI Line of three-in-one telescopic ladders.

Available in heights of 7.5 and 9.5 feet, COMBI Line ladders reportedly can be used as A-frame, leaning or standalone ladders. They feature rungs with grooved channels to disperse dirt and moisture; contoured rubber feet to prevent slipping; top rails capped with durable rubber to prevent sliding; and Red Safe-Lock tabs for secure locking.

For transport and storage, the 7.5-foot COMBI Line ladder collapses to 28 inches and the 9.5-foot ladder collapses to 30 inches.

W.steps also has made available its telescopic PRIME Line ladders in three heights: 9.5 feet, 11.5 feet and 13.5 feet. In addition to the features of the COMBI Line ladders, the 11.5- and 13.5-foot PRIME Line ladders feature adjustable stabilizer bars that reportedly provide two additional points of contact for stability.

The 9.5-foot ladder collapses to 2.5 feet; the 11.5-foot ladder collapses to 33 inches; and the 13.5-foot ladder collapses to 37 inches.

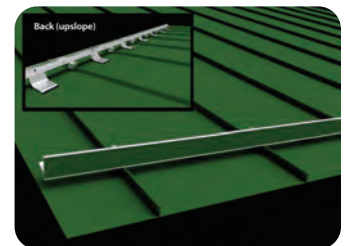
**wsteps.us**



### Snow guard eliminates field cutting

**S-5!** has introduced its ColorGard® 2.0 snow guard system, designed for standing seam and exposed fastened metal roofs. With no preassembly required, the system features an internal splice that can be made directly over S-5! clamps and brackets, reportedly eliminating the need for field cutting.

**s-5.com**





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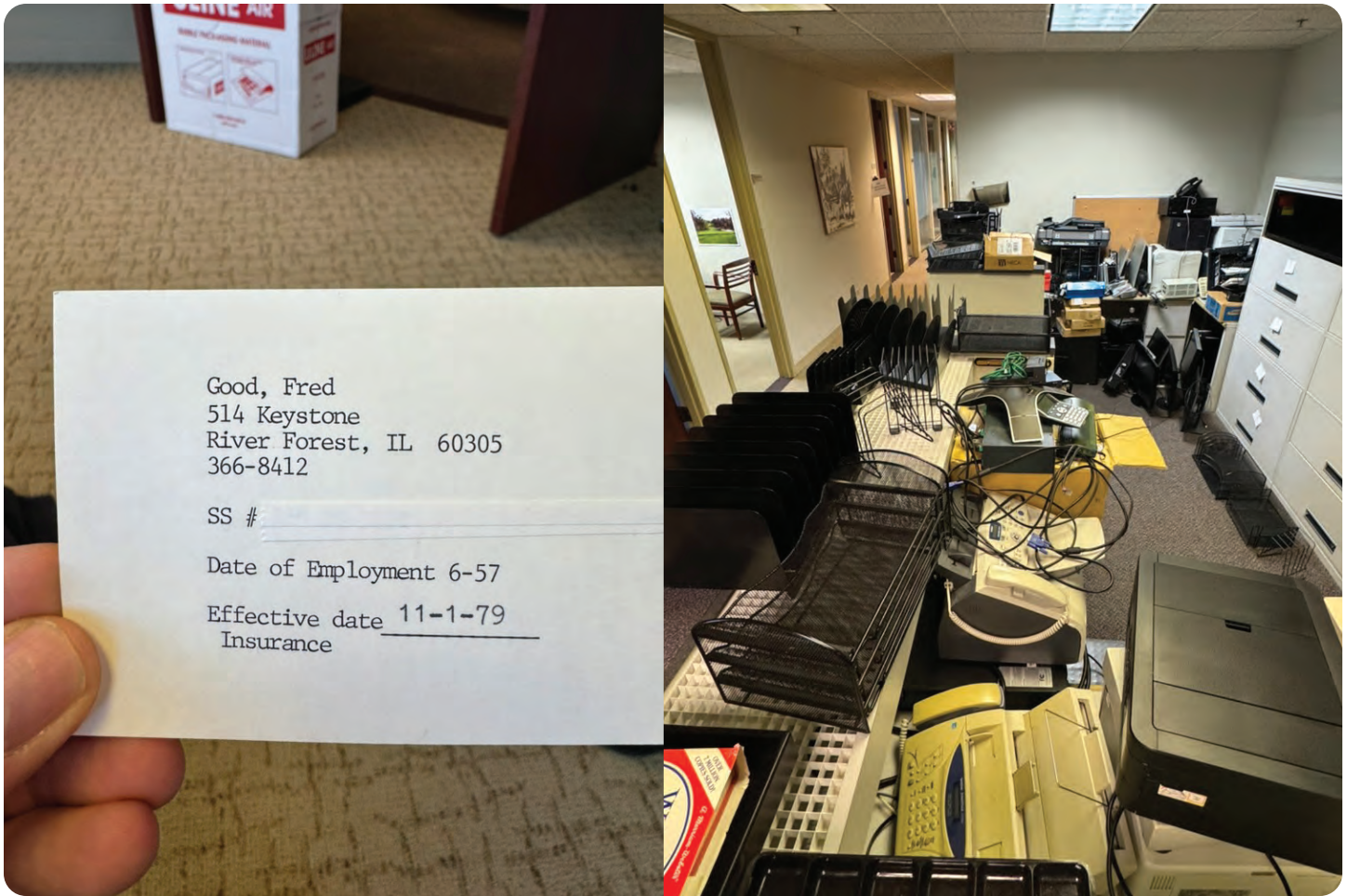


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## So long, old friend

After more than 30 years, NRCA moves its headquarters

by McKay Daniels

**B**y the time you're reading this, NRCA will have moved from its longtime headquarters in Rosemont, Ill., to a new office in Itasca, Ill.

NRCA had been in Rosemont for 36 years. Many reading this (and several NRCA staff members) weren't even born when the association previously relocated. NRCA moved to Rosemont soon after the association's 100-year anniversary, and the office served witness to a significant number of changes and transitions for the industry and the association.

When NRCA moved to Rosemont in 1989, Cher's song "If I Could Turn Back Time" was playing on Top 40 radio stations and cassettes across the U.S. And turning back time is what this moving experience has been for NRCA staff.

Our old space was built for the needs and operations of the association during the 1990s. The world ran on paper back then. And NRCA was equipped for it. We had paper, files, physical records and storage. So much storage:



Eighty five-drawer filing cabinets spread across nearly 23,000 square feet. And that's not counting the two-drawer mini filing cabinets that lived under each desk and cube. Now, many of our systems are in the cloud accessible by staff anywhere.

We also had more than 100 bookcases measuring 6 feet high with five or more shelves. These held everything from old educational class materials to staff memos and records. Vital information and trivial items alike, NRCA kept its stuff.

I'm guessing there are many contractor warehouses in similar shape. If you have the space, things just accumulate. A tool, machinery or item that was put there at some point and forgotten. If something is not on anyone's radar, nobody wants to get rid of the item because "It was put there by someone for a purpose, but I know it's not mine and I'm not going to risk getting rid of it!"

But about a year or so ago, each NRCA department began asking: "Who does this belong to, and do we need it?" They went through every shelf, file drawer and cabinet with a lens of whether something was physically important and needed to be kept, digitized or thrown away.

Much was out of date, irrelevant or trivial like a fax confirmation of an office party pizza order from more than a decade ago. We found Betamax players, slide projectors, a few typewriters, a dictaphone, microcassette recorders, cameras, laptops that weighed several pounds and reels of 16-mm film that held the footage for "Right on Roofing." We found a CPR mannequin on the top back corner of a shelf in our storage area. We found boxes labeled "Education materials. Do not touch!" But the team would look through the boxes briefly and toss all of them in the trash bin.

Many other items were relevant and

historically significant. For example, it was fascinating looking through records of NRCA's effort to successfully donate the roof to the Pentagon following the 9/11 attacks. Having and preserving that history is important.

Two of the more amazing discoveries during this relocation project were:

- A time capsule nobody remembered or knew about. We haven't opened it as of this writing, but the curiosity of what is in it is palpable.
- The personnel record of my predecessor's predecessor's predecessor. When the record was written, Fred Good had recently retired from full-time work with the association but still was engaged with the organization and industry. Our staff found his record typed on a notecard, possibly using one of the found typewriters.

Our technical staff scanned pallets and pallets of articles, books, installation guidelines, etc., that had lived in our technical library for years. The materials have been helpful for our staff, but in the coming months those resources will be added to NRCA's online technical library so the entire industry can access them.

We had space for call centers in our office because the phone and physical mail were the primary means of communication. Members needed to call or write us for virtually all their needs. In 1990, there were 5 million fax machines in the U.S. We unplugged our fax machine a few months ago.


Because the way we do business has changed, our new space is about 10,000 square feet smaller than our old office. But leaving the old space was physically and emotionally demanding on staff. Many grew up there. The walls in Rosemont witnessed marriages, births, deaths, divorces, graduations and

scandals. Members joined, rose through the ranks to association leadership, retired and passed away.

Our previous office space was home during the initiation of single-ply and the shattering of unreinforced membranes, asphalt fumes litigation, asbestos and silica studies. It also saw the creation of a position called a safety director and concepts like fall protection.

It was home during the birth of NRCA's CERTA program, the Future Executives Institute and the modern NRCA technical manual. The Roofing Alliance formed within those old walls, and dozens and dozens of industry leaders met in its conference rooms. The space had been the setting for a great deal of change, and, in many ways, it's part of NRCA. Similar to how the Seattle Seahawks fans are known as the 12th man on the team, so, too, is this office part of the team for many.

The NRCA of 2025 stands on the shoulders of those who did the work for us and the industry years or decades earlier. And while the association downsizes and shifts into a space more suited to its needs and output, we bring with us the legacy of those who pushed us to where we are today and the responsibility to continue to build on that work. To paraphrase my wife when I started this role: "NRCA has been around since 1886; don't screw it up."

Although we are trading our 12th man for a rookie, we will do our best to play the game and perform better than ever. Because that's what our long history expects from us and what we expect from those who will follow. 

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## NRCA debuts mental health awareness video

NRCA's new video, "Be Tough Enough," raises awareness regarding mental health and suicide prevention in the roofing industry and encourages roofing professionals to seek help when they are struggling. The video is available at [betoughenough.org](http://betoughenough.org).

NRCA is committed to improving mental health awareness in the industry. Its mental health webpage offers a range of resources to enhance companies' efforts to raise awareness, provide help and give support to mental health and suicide prevention in the roofing industry.

Resources include free hard-hat stickers, a suicide prevention fact sheet, a toolbox talk, a break room poster, educational programs and links to additional resources that can help you support the mental health and well-being of your employees.



## Massachusetts tops 2024 USGBC ranking for LEED green building

Massachusetts topped the U.S. Green Building Council's annual ranking of states for LEED green building in 2024 after ranking No. 3 on the list in 2023, according to USGBC.

States were ranked based on the number of LEED-certified square feet per capita in the state. In 2024, Massachusetts certified 132 LEED projects, surpassing 34 million square feet, equating to 4.95 LEED-certified square feet per person. The top 10 states certified 1,437 projects and more than 414 million gross square feet under LEED.



The states following Massachusetts in the Top 10 included Illinois, New York, Washington, Maryland, California, Texas, Nevada, Colorado and Virginia. USGBC notes Washington, D.C., would have had the highest ranking with 33.3 green square feet per capita and 111 green building projects, but it was not included because it is not a state.

## Report shows Latino construction worker deaths doubled during 12-year period

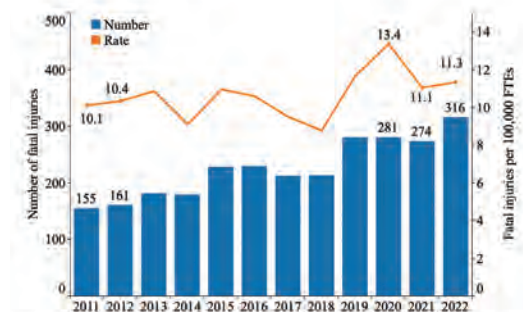
A report from CPWR—The Center for Construction Research and Training shows fatalities among Latino construction workers more than doubled during a recent 12-year period, according to *Safety+Health* magazine.

Researchers examined 2011-22 data from the Census of Fatal Occupational Injuries and the IPUMS Current Population Survey and identified 408 fatal workplace injuries involving Latino construction workers in 2022, which is a 107.1% increase from 197 in 2011. During the same period, deaths among non-Latino construction workers rose from 583 to 679, an increase of 16.5%.

Additionally, from 2021 to 2022, 34.5% of nonfatal injuries involving days away from work and 47.3% of nonfatal injuries requiring days of job transfer or restriction involved Latino construction workers.

In 2023, 34% of workers in the industry were Latino compared with 16.5% in 2000. The construction occupations with the highest representation of Latino workers were drywall installation (75.2%), roofing (63.9%) and painting (62.5%).

NRCA's classes, webinars and products offer information to ensure employees are properly trained and stay safe. Visit [shop.nrca.net](http://shop.nrca.net) for more information.



Source: U.S. Bureau of Labor Statistics, 2011-2022 Census of Fatal Occupational Injuries and 2011-2022 IPUMS Current Population Survey

Fatal injuries among immigrant Hispanic construction workers (2011-2022)

To view CPWR—The Center for Construction Research and Training's report, go to [professionalroofing.net](http://professionalroofing.net).





## Study explores long-term effects of heatstroke

According to the University of Florida, Gainesville, more than 100,000 people suffer a heat-related illness or injury each year in the U.S.

Results of a recent University of Florida study suggest heatstroke can lead to long-term organ damage and obesity.

For three months, researchers observed mice that were exposed to high levels of heat while on a running wheel. The mice also were given a high-fat Western diet after exposure.

Findings show the heat weakened the animals' hearts, made them eat more and put on weight, and disrupted their metabolism of carbohydrates.

"The findings show how important it is to prevent and limit heat injury before it occurs ... by hydrating and cooling down when symptoms like fatigue set in," researchers said in the press release. "There is no established treatment for chronic heatstroke injury. But future research could help identify ways to limit the long-term damage in people."

Thomas Clanton, lead study author and professor of applied physiology and kinesiology at the University of Florida, and his colleagues plan to follow people who have experienced heatstroke to further understand the factors that cause long-term problems.



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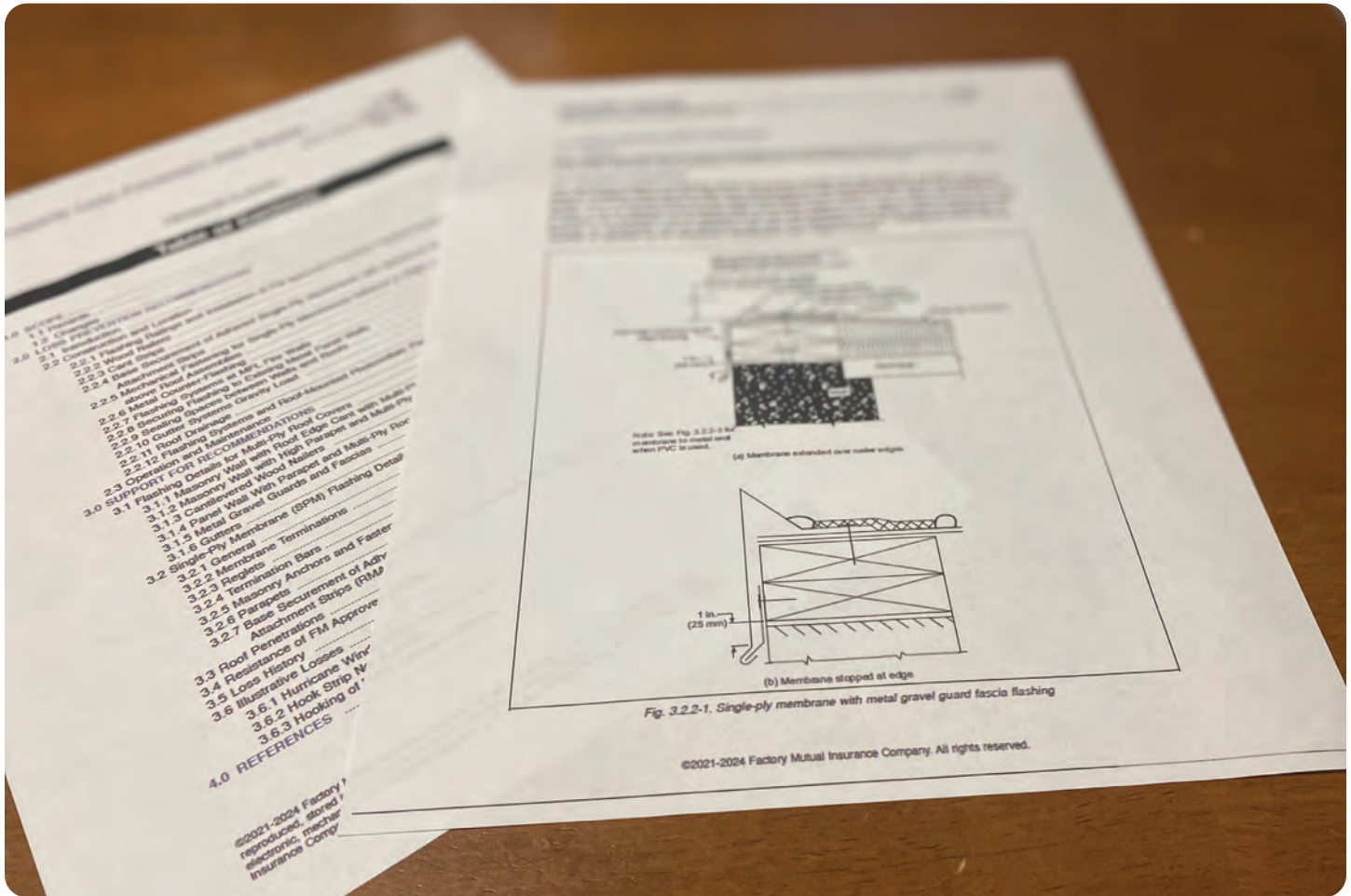
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## Changes are afoot

FM updates several roofing-related data sheets

by Mark S. Graham

**F**M, previously known as FM Global, has updated several of its roofing-related Property Loss Prevention Data Sheets. These data sheets provide building owners and designers of roof assemblies guidance intended to be specifically applicable to FM-insured buildings. In some instances, designers also use FM's guidance for buildings that are not FM insured. Roof assembly designers should be aware of this updated guidance.

### October 2024 revisions

In October 2024, FM revised the following data sheets:

- FM 1-28, "Wind Design"
- FM 1-31, "Panel Roof Systems"
- FM 1-35, "Vegetative Roof Systems"
- FM 1-49, "Perimeter Flashing"
- FM 1-52, "Field Verification of Roof Wind Uplift Resistance"
- FM 1-54, "Roof Loads for New Construction"



### CONCERNS WITH FIELD-UPLIFT TESTING CONTINUE

In the September 2023 issue, “Putting the test to the test” highlights NRCA’s long-standing concerns with the use of field-uplift testing as a quality-assurance measure for roof system installation. It also provides results of an ASTM International inter-laboratory study, which was conducted at FM’s West Glocester, R.I., research facility. NRCA participated in this study.

The study showed notable variability in deflection measurements by various test operators. It also showed no correlation between field-uplift test methods results—even under controlled laboratory conditions—and FM Approvals’ laboratory-derived evaluation uplift-resistance classifications.

The latest revision to FM 1-52 does not address these long-standing concerns or the results of the ASTM International study.

NRCA maintains its long-standing position that field-uplift testing should not be relied upon as an indicator of an adhered roof assembly’s in situ uplift resistance or as a quality-assurance measure of roof assembly installation. Continuing to use it as such is irresponsible.

Several data sheet revisions are minor. For example, the only revision of FM 1-28 is a revised wind speed map for Brazil. This reflects the international nature of FM’s guidance.

Other data sheets, including 1-49 and 1-52, contain more significant revisions. Following is a brief overview.

#### FM 1-49

FM 1-49 provides guidance for determining wind pressures and ratings for FM-approved perimeter roof flashings, including fascia, coping and gutter systems. Design wind pressures and wind ratings are determined by using FM Approval’s RoofNav Ratings Calculator.

With FM 1-49’s latest version, new fascia, coping and gutter systems tested and approved by FM Approvals will be listed with vertical (uplift) and horizontal (outward) pressure resistances. FM Approvals previously listed perimeter roof flashings based on wind ratings (Class 60, Class 90, Class 120, etc.). FM Approvals has indicated previous wind ratings eventually will be converted to vertical and horizontal pressure resistances.

FM 1-49’s Table 3.4-1, “Minimum

Resistances for FM Approved Flashing systems,” provides minimum uplift and outward resistances for specific wind ratings.

#### FM 1-52

FM 1-52 describes field testing new roof system installations to determine whether there is adequate wind resistance. It also provides an alternative for visual construction observation. Confirmation of wind resistance adequacy is intended for FM-insured buildings in tropical cyclone-prone regions. In the U.S., tropical cyclone-prone regions occur along the Atlantic Ocean and Gulf of Mexico coasts within the coastal side of the 100-mph wind zone and Hawaii.

With FM 1-52’s latest version, its scope has changed to limit use on existing roofs after a storm event if comparable field tests already have been conducted immediately before the storm and roof system damage or deficiencies can be proved to not have existed before the storm.

Also, guidance has been added suggesting test operators should have

specialized training to be qualified to run the test.

Additional guidance regarding deflection bar placement and test pressure level intervals is provided.

Statements have been added indicating results of deflection measurements or excessive deflections, in themselves, are not meant to be a sole indication of a test failure. Further investigation typically involves test cuts be taken. Test cut guidance has been updated to suggest roof system layers be cut out individually down to the roof deck to determine any separation between layers.

Reporting recommendations have been expanded to include the scope of the tests conducted; site and roof area information; test pressure increment; and deflection results at the individual increments test cut details, including photographs and calibration certificates for test equipment and gauges.

When visual construction observation is used, FM 1-52 now suggests the observer be given authority by the building owner to halt a project and installation if non-complaint materials or improper workmanship is identified.

#### Closing thoughts

I encourage designers and contractors conducting work on FM-insured buildings to be aware of the latest revisions to FM data sheets. 📄🔍🌐

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

FM’s data sheets are accessible by clicking the question mark icon on RoofNav or accessing [fmglobalsdatasheets.com](https://fmglobalsdatasheets.com).





### Mobile app addresses construction industry mental health crisis

The Associated Builders and Contractors' Florida East Coast chapter's charitable arm, the ABC Cares Foundation, has launched a mobile app designed to address mental health challenges faced by construction workers.

Launched in partnership with West Palm Beach, Fla.-based outpatient behavioral health specialty group Harm Reduction Center, the app will provide workers with prompt, confidential access to mental health services. Participating construction companies will display QR codes on their job sites for workers to scan to connect with licensed mental health providers. Upon scanning, workers can schedule in-person appointments within 48 hours, including therapy, case management, psychiatric care and addiction counseling.

The app is designed for individual workers with insurance, but ABC Cares has secured low rates for noninsured workers to ensure affordability of care, according to Sonny Maken, chief operating officer of ABC Florida East Coast.

In 2022, the suicide death rate for construction workers was 2.4 times higher than all industries (46.1 versus 19.5 per 100,000 full-time employees). There were five times more suicide deaths in construction than workplace fatalities that year, the most recently available year of data.

"The statistics are unacceptable," Peter Dyga, CEO of ABC Cares Foundation, said in a press release. "This partnership is about action: Making mental health care more accessible, which demonstrates our commitment to the safety and well-being of the individuals who build our communities."

NRCA also offers mental health resources at [betoughenough.org](https://betoughenough.org).



### Questions to ask when choosing construction technology

Many contractors have found gains in productivity through the use of construction technology platforms. Construction Executive suggests elements contractors should keep in mind when browsing construction technology platforms.

- If using an application with artificial intelligence, contractors should verify there is a "toggle off" ability for the AI component, particularly if the company does government work; many government contracts contain a "no AI" contractor clause.
- Construction workers should be building and not doing manual data entry. Consider how many other tools or systems a new construction technology platform can replace and ensure the net result is a productivity gain, not a loss.
- Look at how a platform supports collaboration among all stakeholders. Does it allow seamless communication and have multilingual capabilities?
- Is the platform scalable and adaptable to company growth or for diverse project types? Consider whether it can handle multiple projects and large-scale operations across varied sectors and whether it is capable of adapting to variances in workflows.
- What integrations and compatibility does the platform offer? Does it support application programming interfaces for custom integrations?
- What is the cost structure and return on investment for using the platform? Is pricing transparent?





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## Expanding workforce opportunities

Reforming the Workforce Innovation and Opportunity Act

by Duane L. Musser

**W**ith workforce development needs becoming more challenging for roofing industry employers, NRCA continues to advocate for expanded workforce development opportunities through reform of the Workforce Innovation and Opportunity Act.

WIOA was approved by Congress in 2014 to consolidate workforce programs operating at state and local levels to help Americans with employment barriers obtain high-quality jobs and assist employers with hiring and retaining such individuals.

The bipartisan law improved the public workforce system, but more than a decade later, further reform is needed to provide more effective strategies to help close the skills gap in the workforce.

### Advocacy efforts

Given the need to expand workforce development opportunities, NRCA has made this issue a priority in recent years by



working with lawmakers in Congress to develop legislation to reform and improve WIOA. For several years, these advocacy efforts have been a key focus of Roofing Day in D.C., the roofing industry's premier annual advocacy event, and have yielded substantial progress.

In late 2023, bipartisan legislation entitled "A Stronger Workforce for America Act" (H.R. 6655) was introduced in the House of Representatives by Rep. Virginia Foxx (R-N.C.), who was the chairwoman of the House Committee on Education and Workforce at that time, and Rep. Bobby Scott (D-Va.), the top Democrat on the committee.

This legislation contains numerous reforms to streamline the WIOA bureaucracy and provide more flexibility within the system to improve accessibility for employers, most notably small businesses. These reforms are designed to spur more innovation in WIOA programs so they respond more effectively to workforce shortages on a regional basis and expand opportunities for collaboration between educational institutions and industry sector partnerships.

The bill also requires restructuring state and local workforce boards to make them more responsive to employer needs and provides for greater recognition of competency-based training and certification programs as well as more funding dedicated to incumbent worker training.

NRCA strongly supports H.R. 6655; the bill was approved by the House in April 2024 with an overwhelming bipartisan vote of 378-26.

### Better legislation

In the wake of House passage, NRCA and allied groups urged key lawmakers in the Senate to move forward with

developing similar workforce reform legislation. Sen. Bernie Sanders (I-Vt.), Chairman of the Senate Committee on Health, Education, Labor and Pensions, and Sen. Bill Cassidy (R-La.), the committee's ranking member, released draft legislation during summer 2024. This Senate proposal contained many reforms similar to those in the House bill along with additional innovative concepts that have proven successful at the state level; however, it also included a problematic provision to disqualify employers accused of labor law violations from participation in workforce programs without due process. NRCA and other stakeholders submitted detailed feedback based on member input on the draft bill.

After months of continued negotiations between House and Senate lawmakers and their staffs, a bipartisan and bicameral agreement was agreed to and released in November 2024. The final product tracked closely with H.R. 6655 with the inclusion of positive components of the Senate proposal while dropping the provision of concern to the business community, thus garnering NRCA's enthusiastic support.

Given the widespread bipartisan support on both sides of the Capitol and the short amount of time before Congress adjourned for the year, the text of the final agreement was added to must-pass budget legislation in December 2024, putting it in position to gain final approval by Congress.

However, after procedural concerns were raised about extraneous provisions being added to budgetary legislation, the amended version of H.R. 6655, along with many other provisions, were left out of the final package approved at the end of the 118th Congress. NRCA



This legislation contains numerous reforms to streamline the WIOA bureaucracy and provide more flexibility within the system to improve accessibility for employers, most notably small businesses



and other supporters of WIOA reform were disappointed the reform bill did not achieve final passage but are greatly encouraged by the progress made.

Given the strong bipartisan support for the new version of A Stronger Workforce for America Act that emerged in 2024, NRCA is committed to pursuing this and similar legislation in the new 119th Congress.

### To the finish line

Advocacy for this legislation will again be a major focus of Roofing Day in D.C. held April 8-9. NRCA will continue working with lawmakers on this initiative to get it enacted in 2025. Once in place, these reforms will provide new opportunities for members to adopt innovative workforce development solutions and help expand access to rewarding careers in the industry. 🌟🌟🌟

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



## Contractor faces \$266,175 in proposed penalties

Occupational Safety and Health Administration inspectors again cited Corner Construction Corp., Zion, Ill., for exposing workers to fall hazards, according to OSHA. The company is not an NRCA member.

The latest violations were discovered in Glencoe, Ill., in August 2024 when employees of Corner Construction were observed installing a roof system on a residential structure without required fall-protection equipment, marking the

second such incident in six months and the fifth in two years.

OSHA cited the company for allowing employees to work without protection at heights greater than 6 feet and for the unsafe use of ladders. Corner Construction received three violations—one willful, one repeat and one serious—and faces \$266,175 in proposed penalties.

In February 2024, OSHA assessed the company \$19,015 in penalties after citing a repeat violation for failure to

provide fall protection at a job site in Downers Grove, Ill. The 2024 violations follow similar citations issued after three inspections in 2022 and 2023. The company currently is liable for \$82,000 in unpaid OSHA penalties.

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.

## NIOSH recommends individual fit-testing for hearing protection

A recent policy update from the National Institute for Occupational Safety and Health calls on employers to use “individual, qualitative fit testing” to assess the effectiveness of workers’ hearing protection devices.

The update, published in January, revises guidance featured in the agency’s June 1998 criteria document for a recommended standard addressing occupational noise exposure.

In the 1998 document, NIOSH said workers should receive individual fit testing for hearing protection but noted commercially available fit-test systems weren’t readily available. The update states: “NIOSH instead recommended de-rating the manufacturer’s labeled noise reduction rating to estimate a worker’s ‘as worn’ hearing protector attenuation.”

Now, “advances in research and technology have made it possible to quickly check the attenuation each worker receives from their preferred hearing protection devices at the worksite,” NIOSH continues. Additionally, “several hearing protector fit-test systems are now available” that determine a personal attenuation rating “that accurately reflects the level of sound reduction an individual worker receives

while wearing a specific hearing protector.” The personal attenuation rating also may determine an individual has achieved a specified level of protection.

The agency emphasizes that though it recommends the use of individual hearing protector fit testing in the field as a best practice for employers, it does not favor any particular fit-testing method.



To view the National Institute for Occupational Safety and Health’s policy update, go to [professionalroofing.net](https://professionalroofing.net).



## CPWR offers resources to find properly fitting PPE

CPWR—The Center for Construction Research and Training has compiled a list of providers of appropriate-fitting personal protective equipment for all employees.

CPWR provides links to companies focused exclusively on women’s wear, as well as listings for products including construction footwear, hearing protection, harnesses for fall-arrest systems, protective headgear, flame-resistant clothing, safety gloves and maternity wear.

“Equitable PPE is a serious occupational safety and health issue,” CPWR says. “PPE that does not fit properly will not adequately protect against workplace hazards and may even create new hazards.”

Examples include baggy clothing that triggers a tripping hazard or catches on machinery and oversized gloves that increase the risk of exposure to harmful chemicals.

“Providing PPE that fits properly helps ensure all employees are protected,” CPWR says.

An Occupational Safety and Health Administration final rule requiring PPE to properly fit each worker in the construction industry went into effect in January.

CPWR’s PPE list is available at [cpwr.com/research](https://cpwr.com/research).







# Solutions at your fingertips!



**THE NRCA ROOFING MANUAL:  
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NRCA industry experts crafted this technical  
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**NRCA**



An aerial photograph of a river with white-water rapids flowing through a dense, green forest. The river is the central focus, with white foam from the rapids contrasting with the turquoise water. The surrounding forest is thick with evergreen trees, creating a lush green canopy. The overall scene is vibrant and natural.

# SETTING SUSTAINABILITY GOALS

How some manufacturers are recycling roofing materials and diverting waste

**BY** Jamie Gentoso





**F**or several years, consumers have shown an interest in more sustainable building products and companies that prioritize recycling efforts. And when NASA released a study that revealed methane emissions from landfills are twice as high as previously believed, many manufacturers began to make landfill diversion a higher priority.

Holcim Building Envelope, Nashville, Tenn., and its portfolio of brands are committed to diverting waste from landfills across their facilities. This ambitious goal is part of a broader sustainability framework, which aims to minimize the environmental impact of operations by focusing on circular economy principles and waste reduction at all stages of a product's life cycle.



Holcim Building Envelope has made key strides in this area during the past year by launching and evolving initiatives to recycle and reuse manufacturing waste. Through third-party recycling partnerships and the adoption of innovative technologies, the organization has made progress in recycling and repurposing roofing and insulation materials by giving them a second life. These efforts have allowed the recycling of large volumes of materials, including those that have traditionally been difficult to repurpose, such as TPO membranes.

The company has set 2050 net-zero targets and is prioritizing green building materials and recycling, recovery and reuse methods. The following initiatives from Holcim Building Envelope brands are helping reach this goal.



Photos courtesy of Holcim Building Envelope, Nashville, Tenn.  
Malarkey Roofing Products has recovered millions of pounds of granules from the manufacturing process.

### Commercial material recovery

Elevate Commercial Roofing Systems and Lining, Nashville, Tenn., has made significant progress in material recovery. Initiatives across several facilities include recovering and repurposing materials from the manufacturing of TPO membranes, EPDM and asphalt. These efforts maximize resource recovery and find new uses beyond the construction industry.

#### ***Muscle Shoals, Ala., and Wellford, S.C.:***

The Muscle Shoals facility is employing a new process to recycle TPO membranes through a partnership with a company that processes the membranes into pellets for further use. During the first half of 2024, the facility had recycled 300,000 pounds of material through this partnership. The facility also reintroduces material into the manufacturing process thanks to specialized shredding equipment. The Wellford facility uses the same process. Between Muscle Shoals and Wellford, 2.8 million pounds of TPO have been recycled between January and August 2024. Muscle Shoals has been shipping two truckloads of materials per week to be repurposed via a U.S.-based partner.

***Prescott, Ark.:*** In June 2024, the Prescott facility shipped its first truckload of 47,000 pounds of baled cardboard and plastic backing to a recycling partner. This initiative is part of a more extensive process that has become standard practice at the facility. Additionally, Prescott is leading a large-scale initiative to repurpose 3.56 million pounds of EPDM as upcycled material for various industrial applications.

***Beech Grove, Ind.:*** At the Beech Grove facility, 2.1 million pounds of asphalt in roll form have been repurposed as an alternative fuel for cement kilns, taking the place of traditional fossil fuels like coal or petroleum coke. This provides a dual benefit by diverting end-of-life asphalt from landfills and reducing the kilns' reliance on nonrenewable fuel sources like coal. In addition, Beech Grove shipped 8.4 million pounds of material to a waste processing partner, which redirected the waste to quarries and aggregate sites. The facility partners with a secondary-market buyer to resell nonconforming scrap materials to DIYers.

In addition, Beech Grove recovers granules during the manufacturing process. During production, roofing mats are dipped in asphalt and then granules are applied. Granules that fall off are recovered and reintegrated into the manufacturing process. To date, Beech Grove has recovered 3.5 million pounds of granules.



**Salt Lake City:** The Salt Lake City facility is working to recycle unusable polyisocyanurate insulation bundles and dust from cutting polyisocyanurate boards. The excess material is made into compact briquettes and used as alternative fuels for cement production at a nearby Holcim cement plant in Devil's Slide, Utah.

## Residential recycling

Malarkey Roofing Products, Portland, Ore., is focusing its efforts on granule recovery and material repurposing, which include reducing landfill waste and promoting more sustainable practices throughout the manufacturing process and beyond. Malarkey Roofing Products' roof systems are made with upcycled plastic and tires, with the average roof diverting the equivalent of about 3,200 plastic bags and five tires from landfills.

Across its facilities in Oklahoma City; South Gate, Calif.; and Portland, Malarkey Roofing Products has recovered millions of pounds of granules during the manufacturing process. These recovered granules are affixed to the edges of shingles and tucked underneath neighboring shingles, strategically placed to maximize their lifespans. The Portland facility also repurposes excess fiberglass mats as landfill cover, a practical alternative for the material.

## Repurposing materials

Launched in 2017, Saginaw, Mich.-based Duro-Last Inc.'s "Recycle Your Roof" program is designed to reclaim and recycle roofing materials at the end of their life cycles. As part of this program, participating contractors send back old Duro-Last roof membranes to be cleaned and repurposed into products such as walkway pads or flooring or reintegrated into manufacturing processes. Duro-Last aims to recycle more than 1 million pounds of materials and reincorporate them into new materials for roofing and flooring.



During the first half of 2024, the Muscle Shoals facility recycled 300,000 pounds of TPO membranes through a partnership with a company that processes the membranes into pellets for further use.

## A goal within reach

Initiatives to repurpose production scrap and divert end-of-life roofing materials from landfills have placed Holcim Building Envelope firmly on the path to reaching its sustainability goals. Nearly half of Holcim Building Envelope facilities have achieved zero waste to landfill, contributing to an 85% landfill diversion rate overall. To date, 1.25 million pounds of cardboard and 1.91 million pounds of metal have been successfully recycled across Holcim Building Envelope facilities.

As these efforts expand and evolve, Holcim Building Envelope is reducing its environmental impact from manufacturing and creating new opportunities to repurpose end-of-life materials in meaningful ways. With increased investment in recycling initiatives and collaboration with contractors and secondary-market buyers, Holcim Building Envelope will continue to achieve environmental progress for people and the planet. 🌱♻️

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**JAMIE GENTOSO** is president of Holcim Building Envelope and global head of Holcim Solutions & Products, Nashville, Tenn.



# FILLING



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## Using subcontractor labor has benefits and challenges

by Avery Timmons

The construction industry has been facing a skilled labor shortage for quite some time. In January, the Associated Builders and Contractors estimated the industry will need to attract 439,000 new workers in 2025 to meet anticipated demand for construction services. Because of this, many roofing contractors have turned to subcontractors to fill gaps in labor.

But before making any decisions, contractors need to consider the benefits and drawbacks of using subcontractor labor, from greater efficiency and reduced costs to extensive vetting processes and even potential legal trouble.

This month, *Professional Roofing* spoke with roofing contractors about their experiences using subcontractor labor.



# GAPS

## PREQUALIFICATION

A vital aspect of hiring subcontractors is the prequalifying and training process. For some contractors, this includes visiting subcontractors on job sites to evaluate their performances.

Bob Morgan, CEO of Upstate Roofing & Painting, Rochester, N.Y., has been using subcontracted labor since 2023.

“In 2024, we drove 6½ hours to visit a new subcontractor,” he says.

Similarly, Tupac de la Cruz, operations manager

at Roofing Solutions, Baton Rouge, La., visits job sites to assess cleanliness, safety and quality standards among other things. His company also verifies subcontractors’ references.

“Once they are approved, training occurs at the foreman level, where subcontractors receive hands-on instruction,” de la Cruz says. “Additionally, we ensure all new subcontractors undergo comprehensive safety training to align with our company standards.”

But if a contractor hires a subcontractor who has not been properly prequalified or trained and the



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We have been able to get through a full backlog and meet customer deadlines by providing our in-house crews with subcontractor labor

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subcontractor's work is not adequate, the primary contractor could find itself responsible.

“If a subcontractor performs defective work, the property owner may sue the prime roofing contractor for breach of contract or negligence,” says Trent Cotney, partner and practice group leader at Adams and Reese LLP, Tampa, Fla., and NRCA's general counsel. “Also, if a subcontractor's actions result in damage to other people or the property, the injured party may sue the prime roofing contractor and argue it failed to properly supervise the subcontractor.”

To avoid these potential legal issues, Wendy Marvin, CEO of Matrix Roof, Vancouver, Wash., has developed a robust vetting process. Her company has been using subcontractor labor for more than 10 years, but until the COVID-19 pandemic and subsequent labor shortage, she had only used it for overflow work.

“We fully vet our contractors in all the available state informational sites,” she says. “Licenses, safety history and expiration dates are all added to their files. We sign up for notifications of any changes to those profiles so we know whether issues arise immediately. We discuss safety requirements in our initial interactions, as well as the penalties that are nonnegotiable for issues. Subcontractors have to clearly know your expectations.”

## COMMUNICATION

Even with successful prequalification and training, once hired, language barriers can present an issue

when it comes to communication between subcontractors, other employees and customers.

Both Marvin and Morgan require foremen or other project managers to be bilingual, so they can communicate with customers.

De la Cruz has a different strategy; he notes technology has made it much easier for his company to bridge gaps in communication.

“We use translation apps that convert text messages and voice in real time,” he says. “Every subcontractor has a smartphone, making these tools highly effective for overcoming language barriers.”

## DRAWBACKS VERSUS BENEFITS

Even with ways around training and communication challenges, there are plenty of other considerations contractors need to consider.

Ensuring subcontractors have adequate insurance coverage is something Morgan considers a drawback to using subcontracted labor—and another aspect Cotney notes could get a primary contractor into legal trouble. If a subcontractor lacks insurance coverage such as general liability or workers' compensation, the primary contractor may end up financially responsible for injuries or damages, as “some states presume subcontractors' employees are the prime roofing contractor's responsibility unless the subcontractor provides proof of workers' compensation insurance.”

However, Morgan believes that, if managed properly, subcontractor labor can benefit an organization. He notes subcontractors can generate added revenue and provide the opportunity to have a back-up surge crew at the company's disposal for emergencies.

“Subcontractors are generally hard workers and take pride in their work,” he says.

Some additional drawbacks de la Cruz has experienced include a lack of direct control over subcontractors' workforce rotation, the potential for them to work with competitors and the variability in their availability.

But de la Cruz believes the benefits of using



subcontractor labor outweigh any potential drawbacks and allow for greater efficiency and flexibility in project execution. According to him, other benefits include the ability to adjust workforce size based on project needs and specialize crews by roof system type to ensure expertise in different areas.

Marvin also believes the benefits make the challenges worth it—with the right crew.

“The wrong team could really hurt,” she says. “You must trust the team to take care of your customer and do their job the way you ask. But you also must stay on top of everything legally, professionally and procedurally.”

## SUCCESS

When contractors find the right subcontractors for their companies and cover all their bases, they can find success.

“We have more than 20 success stories of subcontractors who have been working with us for more than a decade,” de la Cruz says. “Some have even transitioned into full-time positions with our company. Subcontracting has been a valuable strategy for our business, enabling us to deliver high-quality projects while maintaining operational agility.”

“We have been able to get through a full backlog and meet customer deadlines by providing our in-house crews with subcontractor labor,” Morgan adds.

“This work would have gone

to our competition if we turned down the opportunity.”

But to achieve these kinds of successes, Cotney has suggestions that should not be overlooked when hiring subcontractors.

“Have a standard operating procedure for onboarding a subcontractor, including at checklist,” he says. “Checklists can include verification of subcontractor licensure if required, making sure subcontractors have commercial general liability insurance and workers’ compensation, and a viable safety program.”

Cotney also suggests having a master subcontract agreement, which “should cover everything from indemnification to insurance and include contingent payment where allowed.”

## A POTENTIAL FOR GREATNESS

Subcontractor labor can be a great opportunity for companies to stay on top of projects during busy periods or fill gaps during the labor shortage. Ultimately, it’s up to you to decide whether it is the right fit for your company. 🌀🌟

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





# Roofing for a king

Photos courtesy of GSM Roofing, Ephrata, Pa.



## GSM ROOFING HELPS RENOVATE THE NITTANY LION INN AT PENN STATE

BY *Christine Elle Hanus*

A landmark on Penn State's campus, The Nittany Lion Inn, State College, Pa., has been a beloved gathering spot for Penn State alumni and a significant icon of the university's heritage for nearly a century. Situated in an oak grove opposite Penn State's White Golf Course, the inn was constructed following the stock market crash of 1929 and the Great Depression. The Georgian colonial-style inn with blue and white Dutch architectural elements opened in 1931 and has since been a cornerstone of the University Park campus.

In 2020, the inn was closed to the public and used as temporary student housing during the COVID-19 pandemic. In 2021, it was sold to the Scholar Hotel Group, Ardmore, Pa., and underwent extensive renovations for 16 months until reopening Sept. 3, 2024.

To view a video of  
The Nittany Lion Inn's  
remodeled rooms  
and spaces, go to  
[professionalroofing.net](https://professionalroofing.net).





The inn's roof before renovations

**Project name:**

The Nittany Lion Inn

**Project location:**

State College, Pa.

**Project duration:**

Nov. 7, 2023-July 24, 2024

**Roofing contractor:**

GSM Roofing,  
Ephrata, Pa.

**Roof system type:**

Synthetic slate

**Roofing manufacturer:**

EcoStar™ LLC,  
Holland, N.Y.

Part of the remodeling project included replacing 20,548 square feet of natural slate on the inn's roof. NRCA member GSM Roofing, Ephrata, Pa., was selected as the roofing contractor for the project.

## Prep

During summer 2023, GSM Roofing was in negotiations with State College-based R.H. Marcon Inc., an NRCA member that served as project manager and primary contact to the general contractor, to install synthetic slate shingles on The Nittany Lion Inn.

"R.H. Marcon invited us to bid on the installation," says Rob Nauroth, estimator and project estimator for GSM Roofing. "As a charter member of the National Slate Association, my initial thought was 'We need to switch this to natural slate.' However, after multiple discussions with our EcoStar® representative and careful consideration of the challenge of installing natural slate on a 17:12 slope, it became clear an alternative material was the better choice. It not only simplified installation but also provided cost savings for the client.

"With that in mind, we renegotiated the contract and were selected for the project. As

this was our first time using an EcoStar product, we applied to become a Gold Star Authorized Applicator, allowing us to offer the building owner a comprehensive 50-year total system warranty."

The on-site GSM Roofing crew received training to install EcoStar Majestic Slate™ at GSM Roofing's shop in Ephrata and received hands-on instruction on The Nittany Lion Inn job site. After completing the training, the crew removed the existing slate and underlayment down to the tongue-and-groove wood deck from the inn's roof areas that were not replaced 35 years ago. These areas included mansard roofs in two courtyards and 35 dormers.

## Installation

To ensure a safe environment for the crew working at heights greater than three stories, scaffolding was erected at six locations along with kick-rails and an elevator for loading materials to the roof.

"Our five-person crew was led by Dave Hoffer,



Roof system replacement in progress





New roof with synthetic slate

steep-slope foreman for GSM Roofing, who ensured strict adherence to all safety guidelines set by NRCA, the Sheet Metal and Air Conditioning Contractors' National Association, National Slate Association, the Occupational Safety and Health Administration, and EcoStar," Nauorth says.

After replacing rotted wood roof deck sections, crew members attached EcoStar Aqua Guard™ synthetic sheet underlayment to the deck using cap nails. At eaves, valleys, transitions and penetrations, the team applied EcoStar Glacier Guard™ 100 self-adhering rubberized asphalt, fiberglass-reinforced membrane.

EcoStar Majestic Slate in Midnight Gray was chosen to match the original natural slate roof areas. To install the 18- by 12-inch tiles with a 7-inch exposure, the team used pneumatic nail guns and 1 1/2-inch stainless-steel ring shank nails. The team repaired damaged old slate using a combination of natural and synthetic slate, blending older areas with the new slate.

New step flashings, counterflashings, drip edges, aprons, J-channels, valleys and 6-inch half-round gutters and downspouts were fabricated from 20-ounce copper by GSM Roofing craftsmen. In addition, the team installed 636 new snow guards.

"We aimed to match the existing cast-iron snow guards, but cast iron was not available, so we opted for aluminum," Nauorth explains.

A majority of the project was completed in late

## FIRST-CLASS HOSPITALITY

*The* Nittany Lion Inn is known for hosting an array of distinguished personalities throughout the years, including Robert Frost, Eleanor Roosevelt, Presidents Lyndon Johnson and George W. Bush, as well as actors Jack Nicholson and Danny DeVito.

With 240 guest rooms, 13 conference rooms and a ballroom capable of seating 500 guests, the inn welcomes about 100,000 overnight guests annually and hosts a myriad of events, including weddings, class reunions and family gatherings. For university students interested in learning the hospitality industry, the inn offers hands-on training in a wide range of positions.

2023 with remaining areas finished in 2024. To qualify for the Gold Star manufacturer's warranty, EcoStar's technical team conducted an inspection of phase one work in December 2023 with four more inspections conducted in 2024.

"The in-progress inspection revealed no punch-list items, and the final inspection was completed with a clean slate," Nauorth says.

## A legacy restored

Thanks to GSM Roofing's dedication to providing its client with an optimal, cost-effective roofing solution that preserved original aesthetics, the team learned and mastered new installation skills to successfully restore the roof system on The Nittany Lion Inn while also completing the work one week ahead of schedule.

"GSM Roofing's workmanship and dedication to providing top-notch labor using outstanding skills enhanced the results of this project," says Katie McCarthy, marketing manager for EcoStar. "The finished installation is phenomenal and provides excellent curb appeal. The success of this project will ensure many years of performance of the roof system for future generations. Everyone involved with the project deserves the highest regards in the execution and completion of this job."

"This project was a perfect fit for GSM Roofing's expertise in handling complex, steep-slope roofing installations that demand precision and skill," Nauorth adds. "It was an incredible opportunity for our crew to work with EcoStar slate for the first time, and it delivered outstanding results. The finished roof is nothing short of breathtaking!" 🌟🌟🌟

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







# IT TAKES A VILLAGE

## Community partnerships foster company success

by Anthony Perera

**C**ommunity engagement is a cornerstone for roofing companies aiming to build trust, foster a strong company culture and differentiate themselves in a competitive market. By forging meaningful partnerships within local communities, your business can establish deeper roots that extend far beyond transactional relationships.

The roofing industry, similar to many service-based sectors, thrives on trust. Homeowners and businesses entrust roofing companies with one of their most valuable assets—their properties. Community partnerships offer a unique opportunity for your company to demonstrate its commitment to the neighborhoods it serves, creating multiple touchpoints with potential customers and showcasing your values in action.



Successful roofing companies approach community partnerships strategically, focusing on aligning with core business values and building long-term, mutually beneficial relationships. This approach not only benefits the community but also contributes to your company's growth and reputation.

## **TYPES OF PARTNERSHIPS**

Community partnerships offer unique benefits and opportunities for engagement. Educational institutions provide a platform for supporting future workforce development through job training and career readiness programs. These collaborations can extend to direct support for teachers and schools, addressing immediate needs.

Beyond education, charitable organizations and nonprofits present another avenue for meaningful partnerships. By aligning with causes that resonate with your company's values and customer interests, you can create initiatives that address community needs while also connecting with your target audience on a deeper level.

Local business networks offer another opportunity for community engagement. By building solid relationships with other businesses in the area, your company can create a support network, leading to valuable referrals and mutual assistance. This interconnected approach strengthens the local business community as a whole.

Another example is community events and festivals, which provide excellent platforms for increasing visibility and fostering personal connections. By participating in these gatherings, you and your staff can interact with community members in a more relaxed setting, building brand awareness and demonstrating your commitment to local culture and traditions.

Some roofing companies have found success by identifying deserving individuals within their communities for targeted assistance. This can include providing free services to veterans, first responders or other community heroes, whichever aligns best with your core business values or personal passions. These initiatives not only help those in need but also showcase your company's values in a tangible way.

In times of crisis, such as natural disasters or accidents, roofing companies have a unique opportunity to demonstrate their commitment to community welfare. By offering assistance to homeowners affected by storms or other unfore-

seen events, your business can play a crucial role in community recovery efforts, further positioning your business as a critical community member.

Sports team collaborations also have proven effective. By leveraging local fan bases, these partnerships can significantly boost brand recognition and community goodwill. Whether supporting youth leagues or partnering with professional teams, these col-

laborations usually resonate strongly with community members.

## **BENEFITS**

Community partnerships extend beyond visibility. They play a crucial role in establishing a presence in the community that transcends business transactions. Through these engagements, your company can demonstrate corporate social responsibility, a factor that is increasingly influencing consumer decisions.

For managers and company leaders, community partnerships provide valuable opportunities to practice and demonstrate service leadership. By actively participating in community initiatives, leaders can model the values they wish to see



Community  
partnerships provide  
opportunities  
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leadership



throughout their organizations, fostering a culture of giving back and community involvement.

These engagements significantly enhance brand visibility and reputation. Partnerships can lead to increased local media coverage, associating your roofing company with respected community entities. This exposure can substantially boost your company's profile within its service area, setting it apart from competitors that may not be as actively involved in community affairs.

Customer trust and loyalty also can see significant improvements through community partnerships. By demonstrating a genuine commitment to your community, your company can build stronger, more lasting relationships with current and potential customers. This often translates into increased word-of-mouth referrals as satisfied customers and community partners become advocates for your business.

From a business growth perspective, community partnerships can open doors to new opportunities. These collaborations can introduce your roofing company to new customer bases, potentially leading to exclusive contracts or preferred vendor status with partner organizations. For instance, a partnership with a local school district could position your company as the go-to provider for educational facilities in the area.

Moreover, community partnerships can have a profound effect on employee satisfaction and retention. When employees have the opportunity to volunteer in community projects and see their employer actively contributing to the community, it often instills a sense of pride and purpose in their work. This engagement often leads to higher job satisfaction, improved productivity and lower turnover rates—all crucial factors in maintaining a skilled and dedicated workforce in our industry.

## STRATEGIES

To maximize the benefits of community partnerships, approach your collaborations strategically. Identify partners—organizations—that align with your company's values and target demographics.

This ensures a partnership feels authentic to your company and the community.

When evaluating potential partners, assess the organization's reputation and reach within the community. A partner with a strong, positive presence can help amplify your company's community efforts and extend its reach to new audiences.

Once potential partners are identified, it's crucial to set clear goals and expectations. This may include specific financial commitments, volunteer hours or project outcomes. By establishing these parameters upfront, both parties can ensure they are on the same page and working toward shared objectives.

Developing mutually beneficial initiatives forms the core of successful community partnerships. Strive to create programs that showcase your company's expertise while addressing partner and community needs. For example, a roof donation initiative combines your company's technical skills with community support, such as repairing or replacing roof systems for community centers or families in need.

Effective promotion of these partnerships is key to maximizing their impact. Develop comprehensive promotion strategies that can include creating content for local media; hosting attention-grabbing events; and leveraging social media before, during and after partnership activities. This multifaceted approach ensures the community is aware of your company's involvement and the positive outcomes of the partnership.

Measuring and communicating the impact of community partnerships is crucial for long-term success. Be sure to track







metrics related to business goals and community benefits. This may include the number of people served, the value of services provided or improvements in brand recognition. Sharing these success stories through various communication channels, including industry media, helps reinforce the value of the partnership and can inspire other businesses to get involved. It also can be used to nominate your company or its leaders for awards in which philanthropy is valued.

### **REAL-WORLD EXAMPLES**

Look to other roofing companies for examples of successful community partnerships. Some companies have found success collaborating with sports teams, leveraging a team's high profile to amplify community impact. These partnerships often center around sponsorships with initiatives that combine roofing expertise with community support, such as repairing the roofs of local schools or community centers.

Action Roofing, Fort Lauderdale, Fla., a member of the Peak Roofing Partners Family of Companies, exemplifies this approach through its partnerships with major sports teams. As an Official Roofing Partner of the Miami Dolphins, Action Roofing gets branding on highlight videos and signage in the stadium. More importantly, the company has committed to donating new roof systems to deserving community members through its Raise the Roof initiative. This initiative not only provides tangible benefits to the community but also aligns the company's brand with the excitement and goodwill generated by the local NFL team's nonprofit organization, Miami Dolphins Football UNITES.™

Peak Roofing Partners also demonstrates innovative community engagement by partnering with Miami Dolphins running back Raheem Mostert. This collaboration extends beyond a typical athlete endorsement; Mostert joined as a partner in the company. Mostert, known for his explosive speed on the

field, brings the same intensity to this venture. This collaboration aims to accelerate the company's growth, strengthen community impact, and elevate brand visibility across Florida and beyond.

Other roofing businesses have partnered with local trade schools or community colleges to support workforce development. Some of these collaborations involve providing internships, offering guest lectures or donating materials for hands-on training. Such partnerships not only benefit the community by supporting education but also help address the industrywide challenge of skilled labor shortages.

### **TIPS FOR LASTING SUCCESS**

Community partnerships are a powerful way for your company to build trust, differentiate your services in a competitive market and contribute meaningfully in your local areas. By strategically selecting partners, setting clear goals and measuring impact, you can create mutually beneficial relationships that drive growth while enhancing your reputation.

As the industry continues to evolve, companies that prioritize community engagement likely will find themselves better positioned to weather challenges and capitalize on new opportunities. Whether starting small with local initiatives or scaling up to high-profile collaborations, the key lies in authentic engagement and a genuine commitment to community well-being.

Companies of all sizes can harness the power of community partnerships to build lasting success. By focusing on creating value for your business



and community, these partnerships can become a cornerstone of your growth strategy, contributing to stronger, more resilient and healthier communities.

To fully leverage the power of community partnerships, you must approach these initiatives with a long-term perspective. Success requires patience, consistency and a genuine commitment to community well-being. Companies that view these partnerships as quick marketing fixes often find their efforts fall flat or fail to generate lasting impact.

One effective strategy for building lasting success through community partnerships involves creating signature programs that become synonymous with your company's brand. These programs should align closely with your company's values and expertise while addressing a significant community need.

For instance, a roofing company might develop an annual "Weather the storm" initiative, providing free roof inspections and minor repairs to low-income homeowners before hurricane season. Such a program not only showcases a company's technical expertise but also demonstrates a proactive approach to community safety.

Also, consider how to leverage your unique roofing skills and resources to address broader community challenges. For example, you might want to partner with local environmental groups to promote and install green roofing solutions, contributing to sustainability efforts while positioning your company as an industry innovator. This approach allows your company to tap into growing consumer interest in eco-friendly home improvements while making a tangible difference in your community's environmental footprint.

Another key aspect of building lasting success through community partnerships involves fostering ownership among employees. Encouraging staff at all levels to suggest and lead community initiatives can result in more diverse, meaningful partnerships. This bottom-up approach not only generates fresh ideas but also increases employee buy-in and engagement with your company's community efforts.

Also, explore ways to involve your suppliers and subcontractors in community partnerships. By extending the reach of initiatives to include your broader network, you can amplify their impact and strengthen relationships throughout your supply chain. This collaborative approach can lead to more comprehensive community solutions and potentially open up new business opportunities.

As you grow your community partnerships, do not overlook the power of storytelling. Sharing the stories of lives impacted, challenges overcome and communities strengthened can inspire others and reinforce the value of these initiatives. Consider investing in developing your storytelling capabilities through written case studies, video testimonials, building relationships with local reporters and social media campaigns. These stories not only serve as powerful marketing tools but also as motivators for employees and partners to continue their community engagement efforts.

Lastly, view community partnerships as a continuous learning process. Regular evaluation and reflection on partnership outcomes can yield valuable insights for improving future initiatives. Create mechanisms for gathering feedback from all stakeholders—employees, partners, beneficiaries and the broader community. This feedback loop ensures your community partnerships remain relevant, effective, and aligned with company and community needs as they evolve over time.

## LONG-TERM SUCCESS

By embracing these strategies and approaching community partnerships with dedication and creativity, you can build a legacy of positive effects that extend far beyond your company's immediate business interests. In doing so, you not only contribute to the well-being of your community but also position your company for long-term success in an increasingly competitive and socially conscious marketplace. 🌱🔗

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**ANTHONY PERERA** is founder of Peak Roofing Partners, Plantation, Fla.









# MORE THAN MEETS THE EYE

Roof system warranties are not as straightforward as they seem

by Trent Cotney

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

**AS** a roofing contractor, your clients look to you for guidance when choosing roof systems that offer long-term value, durability and protection. But their decisions can be complicated by manufacturers offering warranties as key selling points. However, warranties are often misunderstood.





## THE IMPORTANCE OF WARRANTIES

Purchasing a new roof system is a significant investment. Although property owners often focus on selecting the best materials for their structures, ensuring adequate warranty protection is equally important. Roof system warranties can be complex, so it is essential you and your customers understand coverage options to make informed decisions about materials and installation.

There are three main types of roof system warranties:

1. *Standard manufacturer's warranty.* This covers the products purchased, typically limited to material defects.
2. *Workmanship warranty.* This is provided by the contractor and covers installation errors.
3. *Extended manufacturer's warranty.* This expands coverage to include contractor workmanship and additional product protections when installed by certified professionals.

## THE REALITY OF WARRANTIES

A common misconception among consumers is a long-term roof system warranty guarantees a leak-free roof or is a substitute for quality workmanship. As a contractor, you should emphasize to clients a warranty's duration is not the most critical factor when selecting a roof system. Instead, the focus should be on the product's performance, quality and suitability for the specific project.

For instance, a long-term warranty may offer little value if a roof system fails prematurely. Conversely, a well-designed, properly installed roof system might not require a warranty at all. This factor underscores the importance of proper roof system design, construction and maintenance.

## WARRANTY BASICS

Manufacturers often use long-term warranties as marketing tools. However, these warranties sometimes are established without adequate technical research or documentation of a product's real-world performance. In some cases, the financial





strain of honoring these long-term warranties has even led to the closure of manufacturers, leaving clients with ineffective warranties and unresolved roofing problems.

You should educate customers about the risks of relying solely on warranties from manufacturers that may not have the financial stability to honor their commitments over the long term.

### Standard manufacturer's warranty

Most shingles carry a basic limited warranty, which typically covers defective materials but excludes installation errors or other components, such as flashing or underlayment. Key points include:

- An initial coverage period that allows for full replacement of defective materials, often including labor, but for a limited time
- After the initial period, warranties often become prorated, providing only partial coverage for material costs
- Damage caused by improper installation, environmental factors or lack of maintenance are not covered

### Contractor workmanship warranty

A contractor's workmanship warranty is essential for addressing issues caused by installation errors. Features to consider include:

- Coverage period, which can range from one year to lifetime coverage, though the terms vary widely
- Scope of coverage, which typically includes labor and materials for repairs related to workmanship errors. Some warranties also cover interior damage from leaks caused by poor installation.
- Exclusions that include storm damage, alterations post-installation and foot traffic

When selecting a contractor, customers should prioritize experience, reliability and quality over warranty length.

### Extended manufacturer's warranty

Extended warranties provide comprehensive coverage for roof systems installed by certified contractors. These warranties often require the installation of a complete roof system, including components such as:

- Ice and water barriers
- Underlayment
- Hip and ridge cap shingles
- Soffit and ridge vents
- Starter and field shingles

Benefits include:

- Nonprorated coverage that offers continuous coverage for defective materials, including labor costs for repairs
- Workmanship coverage that offers protection against installation errors, including tear-off and disposal costs, with terms extending up to 50 years in some cases

Extended manufacturer warranties often require registration within a specific timeframe. If you are handling the installation, ensure the warranty is registered promptly to avoid complications in the event of a claim.

## EXCLUSIONS AND LIMITATIONS

Although warranties often cover materials and workmanship, many items are not covered. Typical exclusions include the following:

- *Animal damage.* If animals such as squirrels, insects and raccoons chew through shingles, a warranty likely will not cover the damage. Therefore, it is important to inspect and maintain roofs and watch for destructive pests that create holes and make their homes in attics.
- *Extreme weather and acts of God.* Various types of weather can wreak havoc on roofs. Examples include hurricanes, tornadoes, other high winds, blizzards and severe thunderstorms. Even the best roofing





materials cannot withstand the worst weather.

After a weather event, it is critical to inspect roofs for damage and make immediate repairs. However, this is an issue for an insurance policy not a warranty.

- *Impact of other trades.* When other work is being done on a structure, the roof often can be used as a staging platform, and that can lead to damage. For example, if other tradespeople are installing solar panels, HVAC systems or satellite dishes, their equipment can harm shingles. Therefore, it is crucial to inspect a roof after such work is completed and bring any damage to the attention of those companies. A customer cannot rely on a warranty to cover such issues.
- *Removal of overburden features.* Roofs may have overburden additions or designs, such as gardens, patios or skylights. If these items are removed, the extra foot traffic can damage a roof. In addition, if the removal is delayed, additional damage can occur. A warranty does not cover such harm.
- *Consequential or incidental damage.* It is essential to understand that when any damage occurs within a structure, it is not covered by a roof warranty. For example, if a roof leak destroys an expensive antique desk on the floor beneath it, that damage is considered consequential and not included in the warranty. The same is true for water damage throughout the structure. In such cases, it is best to check the insurance policy.
- *Reporting delays.* If an owner notices an issue with the roof, it is essential he or she reports the problem right away. Repair costs may not be covered if they are reported after a warranty's timeframe has expired.

Roof system warranties often include restrictive provisions that limit the warrantor's liability. These restrictions might:

- Impose monetary caps on repairs
- Prohibit assignment or transfer of the warranty to another party
- Require regular maintenance or inspections with failure to comply voiding the warranty

You should carefully review warranty documentation with your clients and explain any clauses that could



affect their rights and obligations.

## THE IMPORTANCE OF MAINTENANCE

One of the most overlooked aspects of roof system warranties is the requirement for regular maintenance. Warranties often are contingent on the owner's ability to provide periodic upkeep, which may include inspections, cleaning and minor repairs. Failure to conduct regular maintenance can void the warranty, leaving customers unprotected.

Encourage your customers to:

- Schedule routine inspections, particularly after severe weather events
- Keep detailed records of roof system maintenance activities and repairs
- Address minor issues promptly to prevent more significant problems

You might even consider offering maintenance plans to your clients, ensuring compliance with warranty terms and extending the service life of their roof systems.

## PROACTIVE VS. REACTIVE SOLUTIONS

Although warranties are inherently reactive—addressing issues after they occur—you should focus on proactive measures. A prudent approach includes:

- Recommending roof systems based on proven performance and compatibility with the client's needs
- Ensuring proper installation and adherence to best practices
- Educating clients about the importance of regular, ongoing maintenance

By prioritizing these factors, contractors can help clients achieve better long-term outcomes, reducing the reliance on warranties.

## GUIDELINES TO FOLLOW

To best serve your customers, consider the following guidelines:

### 1. Educate customers about warranty

**realities:** Explain warranties are not insurance policies and are limited to specific scenarios. Help clients understand the importance of selecting a roof system based on quality not just warranty length.

2. **Evaluate manufacturer stability:** Recommend products from manufacturers with a solid track record and the financial stability to honor warranties for the full term.
3. **Understand warranty requirements:** Familiarize yourself with the maintenance and inspection requirements outlined in warranties and communicate these to your clients.
4. **Focus on proven products:** Recommend roof systems that have a history of reliable performance rather than unproven systems with lengthy warranties.
5. **Offer maintenance services:** Provide ongoing maintenance and inspection services to ensure compliance with warranty terms and extend the roof's service life.
6. **Document everything:** Maintain detailed records of the installation process, materials used and maintenance activities. These records can be invaluable for a successful warranty claim.

## EDUCATE CLIENTS

Roof system warranties can offer peace of mind, but they are no substitute for quality materials, proper installation and regular maintenance. As a roofing contractor, your role is to guide customers toward informed decisions that prioritize performance and reliability over marketing claims.

By focusing on proactive solutions and educating clients about the realities of roof system warranties, you can help building owners achieve durable, cost-effective roofing solutions that stand the test of time. 🧰🔧🏠

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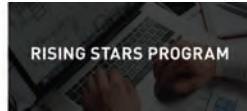
**TRENT COTNEY** is a partner and practice group leader at the law firm Adams and Reese LLP, Tampa, Fla., and NRCA's general counsel.



## MANUFACTURER NEWS

### Tremco Rising Stars Program transitions to nonprofit

**Tremco Construction Products Group**, Cleveland, has announced its

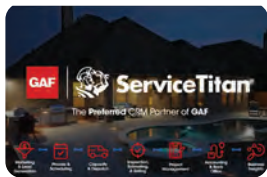


Rising Stars Program has transitioned to 501(c)(3) nonprofit status. This change will allow the Rising Stars Program to expand its reach, enhance its offerings and secure additional funding to further its mission of empowering underrepresented youth with career opportunities in the construction industry.

As part of the transition, the Rising Stars Program will establish a board of directors composed of internal leaders and external industry experts. Founding director David Hutchinson will now serve as the program's executive director.

"Becoming a nonprofit solidifies the Rising Stars Program as a permanent fixture in the construction industry, ensuring we continue to deliver meaningful pathways to success for young people nationwide," Hutchinson says.

Information about the Rising Stars Program is available at [tremcocpg.com/our-values/rising-stars](http://tremcocpg.com/our-values/rising-stars).



### GAF partners with ServiceTitan

**GAF**, Parsippany, N.J., has selected ServiceTitan, a software platform that powers the trades, as its preferred customer relationship management solution for exterior contractors. The partnership will give contractors access to tools designed to accelerate revenue growth and optimize their workflows.

As part of the integration, GAF QuickMeasure™ reports are now available within ServiceTitan, enabling contractors to seamlessly generate more accurate roof measurements and estimates.

"We are very excited to establish this strategic partnership with ServiceTitan as GAF's preferred CRM," says Chris Rector, GAF's chief marketing officer. "ServiceTitan's expansive capabilities and functionality will allow contractors to manage all aspects of their business from one platform, delivering an exceptional experience."

### IKO Commercial appoints sales agencies

**IKO Commercial**, a division of IKO Industries, Wilmington, Del., has announced the appointment of six new independent sales agencies: Building Envelope Associates for Florida; Comprehensive Roofing Solutions for northern Illinois, Chicago-land and Wisconsin;

Dynamic Architectural Products for Virginia;

Midwest Commercial

Roofing for Ohio; Kenefic Sales Associates for Pennsylvania, New Jersey and northern Delaware; and Material Sales Midwest for Kansas and Missouri.

"We're starting 2025 with a strong focus on growth, and the new appointments are a key part of our strategy to better serve commercial contractors across the U.S.," says Michael Mendoza, director of single ply systems—North America at IKO Commercial. "Our growth isn't just about expanding our footprint. It's about ensuring our customers have the support they need."



### Gaco expands portfolio

**Gaco**, Nashville, Tenn., a Holcim Building Envelope brand, has launched a broader identity that brings its entire portfolio under the Gaco name.

"As we integrate our coatings, adhesives and sealants under the Gaco name, we are reinforcing our commitment to delivering best-in-class

solutions at every level of the building envelope and across a range of complementary and adjacent industries," says Jamie Gentoso, president of Holcim Building Envelope. "This transformation streamlines our Gaco brand portfolio, strengthens our market leadership and ensures that customers receive the same trusted solutions from the ground up, with unmatched technical support."

Gaco's product lines are now aligned into seven sub-brands: GacoBond, GacoDeck, GacoFlex, GacoFloor, GacoIndustrial, GacoPoly and GacoSeal.

More information is available at [gaco.com](http://gaco.com).





## OTHER NEWS

### McCormack Partners rebrands as Roofing Talent America

**Roofing Talent America**, formerly known as McCormack Partners, has announced new branding.

The company builds on the success of McCormack Partners, which spent years cultivating relationships and expertise within the commercial roofing sector globally. Focused on the U.S., Roofing Talent America reflects the company's expanded mission and deepened commitment to solving the talent challenges unique to the roofing industry in the U.S.



### NWIR announces scholarship recipient

**National Women in Roofing** and S-5! have announced Leslie Quintanilla of Houston is the recipient of their \$2,500 scholarship. The scholarship will help Quintanilla pursue an HVAC certification at Texas Technical Trade School, Waco.



The NWiR & S-5! Scholarship was created to support women seeking educational opportunities in the skilled trades. Through this initiative, the companies aim to provide financial assistance and mentorship to help women on their journey toward successful careers in the trades, ultimately contributing to the overall advancement of the construction industry.

Quintanilla has had three years of hands-on experience in the construction industry.

"While I have enjoyed the work I have done so far, I know there is much more to learn, especially in specialized fields like HVAC," Quintanilla says. "The scholarship is a great way for me to understand the construction industry and all its aspects, not just one scope. It allows me to understand HVAC, but being part of NWiR helps me learn about roofing as well. All these different aspects will help me become a better general contractor in the future."

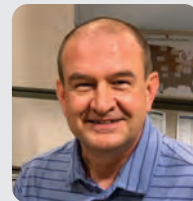
### MCA presents service awards

The **Metal Construction Association** has presented its Patrick R. Bush Service Award to David Stermer, director of engineering for Metal Sales Manufacturing Corp., Rock Island, Ill., and its Larry A. Swaney Award to James Bush, vice president of ATAS International Inc., Allentown, Pa. The awards were announced during MCA's 2025 Winter Meeting in Cape Coral, Fla.

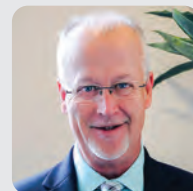
The Patrick R. Bush honors the outstanding volunteer contributions of an individual from an MCA member company. Stermer has been a member of the MCA board since 2014 and currently serves as MCA secretary.

The Larry A. Swaney Award is presented to an outstanding industry professional for contributions to the success of the association and the betterment of the metal construction industry. Bush has served on the MCA board, including a term as chair, and has been an active member of several MCA committees, including roofing, retrofit and nominations. His notable projects include developing the MCA Guide Specification for Residential Metal Roofing and establishing standards for pre-painted and natural metal roof systems.

Information about MCA and previous service award recipients is available at [metalconstruction.org](http://metalconstruction.org).



Stermer



Bush

### MRA names competition winner

The **Metal Roofing Alliance**, in partnership with MetalCoffeeShop,<sup>®</sup> has named a reroofing project located in Markham,



Ontario, Canada, as the winner of its Best Metal Roofing Project competition for the fourth quarter of 2024.

The award-winning project, featuring Soteria Metal Roofs, Ontario, with installation by Canadian Roof Specialist, Ontario, was completed on a 3,500-square-foot home after the home's original asphalt roof failed to withstand high winds and had to be repaired and patched three times.

"By choosing a high-quality metal roof, these homeowners will not only maximize the performance of their home, but they also will enjoy peace of mind for years to come," says Renee Ramey, MRA's executive director.



## Industry leader passes away

David Roodvoets, owner of DLR Consultants, Whitehall, Mich., passed away Feb. 2. He was 86.

Roodvoets attended Calvin College, Grand Rapids, Mich., and Michigan State University, East Lansing, Mich., where he earned a bachelor of science degree in packaging engineering in 1961. He earned a master of business administration degree from Central Michigan University, Mount Pleasant, Mich., in 1976.

He was an associate scientist at Dow Chemical, Midland, Mich., for more than 30 years where he

developed applications for foam and plastic materials. His involvement in the development of an innovative industrial roofing panel enabled him to launch a second career as a consultant in the roofing industry, where he led hurricane damage investigations; conducted wind tunnel and environmental exposure tests used to develop construction standards; and was a regular speaker at association conferences.

He is survived by his son, Scott (Liz Witzler) Roodvoets; daughters, Diane Hughes, Brenda (Pete) Trefon and

Lisa (Glenn) Huckins; and many grandchildren and great-grandchildren.

In remembrance of Roodvoets, his family requests memorial contributions be made to Pound Buddies of Muskegon, the Chemours Environmental Impact Committee, Ferry Memorial Reformed Church or the Leukemia and Lymphoma Society.



Roodvoets



## RoofersCoffeeShop® Inc. announces new branding

**RoofersCoffeeShop** has launched its new branding, The Coffee Shops.™ The branding encompasses RoofersCoffeeShop, MetalCoffeeShop,® CoatingsCoffeeShop® and AskARoofer.™

“As we have grown with new Coffee Shops branching out from roofing to metal to coatings, we wanted to bring all contractors under one overall umbrella of The Coffee Shops,” says Heidi J. Ellsworth, president of The Coffee Shops.

In addition, The Coffee Shops have announced the 2025 Influencers for RoofersCoffeeShop, MetalCoffeeShop, CoatingsCoffeeShop and RCS en Español.

The full influencer lists are available through [thecoffeeshops.online](https://thecoffeeshops.online).

## Roofing Alliance welcomes new member

Sales Transformation Group, Dallas, has joined the **Roofing Alliance** at the Service Provider level and is the foundation's 203rd member.

Sales Transformation Group provides roofing contractors with coaching, sales strategies and technology to help them scale their businesses. Through structured sales training, leadership development and data-driven processes, the company works to help contractors optimize their teams and achieve long-term growth.



## UP THE LADDER

ABC Supply Co. Inc. has promoted **Mike Lodice** to district manager of its Iowa-Nebraska district.

**Kyle Ferenc** has been made ATAS International Inc.'s Midwest district sales manager.

Georgia-Pacific has named **David Neal** executive vice president of building products.

**Charles Gring** has been made MuleHide's territory manager for eastern Pennsylvania.

OMG Roofing has made **Josh Kelly** senior vice president of the Fastener Business Unit and Roofing Technical Services; **John McMahon** senior vice president and general manager; and **Brian Regnier** vice president of sales and marketing.





# Kirsch Building Products

METAL OF HONOR AWARDS: 3 ■ WEBSITE: [www.sharkskinroof.com](http://www.sharkskinroof.com) ■ PHONE: 877-742-7507

## Project:

### St. Peters Cathedral, Erie, PA

**Scope of works:** Slate Re-Roof, Standing Seam Copper Roof, and Gutters Replacement

**Contractor:** A.W. Farrell & Son, Inc. Erie, Pennsylvania

**Copper Roof and Gutters:** Armor Fab, LLC, Erie, Pennsylvania. 30-SQ of Copper Roofing. 750' feet of gutter

**Project Manager:** Randy Pace

**Assistant Project Manager:**

Tony Lazarony

**Slate Foremen:** Sean Irwin and Gary Fish, and Journeyman Paul Gibbs from Roofer's Local 210. 230-SQ of Slate

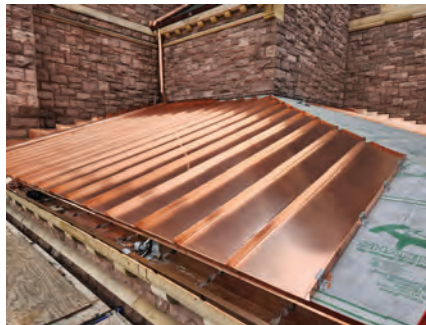
**Copper Work Foremen:** Kody Pace and Chris Hogue from Sheetmetal Local 12

In 1873 ground was broken to begin the building of the St. Peters Cathedral in Erie, Pennsylvania. A slate roof was installed on the steep pitches, along with a standing seam copper roof at lower pitches, and copper gutters set-into the stone perimeter of the roof.

Prior to the re-roof \$2 million in "gold leaf" was applied to the walls and ceilings inside the church. This meant the winter prior to the new roof installation the existing roof had to be protected. The re-roof began in the Spring of 2023, with the 150-year-old slate being removed first, as Sharkskin Ultra SA® was installed to protect the Cathedral.

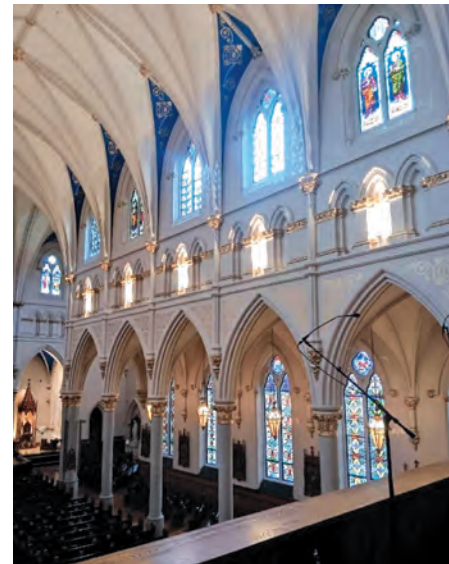
Sharkskin Ultra SA® was chosen for the re-roof of the St. Peters Cathedral, in Erie, Pennsylvania, for its long term 50-year warranty and High-Temp rating under the new Greenstone Slate roof and Standing Seam Copper Roof. In addition, the Cathedral is approximately a little more than a mile from Lake Erie. Lake Erie is known for its strong "lake breeze" winds. The men from A.W. Farrell & Son, Inc., have experience with Sharkskin Ultra SA® and know once installed properly, it's not going to blow off.

In addition, the walking surface of the



Sharkskin Ultra SA® provided the men setting the roof scaffolding, and roof jacks with a safe walking surface. The scaffolding set directly on top of the Sharkskin Ultra SA® was leak-free during the roof installation. Sharkskin Ultra SA provided leak-free protection on the entire project from start to finish, as well as providing 12-Month UV Protection.

With the top of the Cathedral steeple at 300' and the distance to the top of the gutters at 80'-100', it was important that the project ran smoothly. Every pallet of slate had to be "ring tested," which means a hammer is used to test the slate, to make sure there are no cracks. The slate will ping in just the right way to confirm, soundness. In addition, slate was pulled from three separate pallets onto one, to maintain even color dispersion across the roof



plane, to eliminate blotches of lighter and darker slates.

The standing seam copper roof panels and copper gutters were fabricated locally by Armor Fab, LLC, owned by Robert Pace. The copper gutters were made in 20' lengths and craned up to the roof. The on-site crane was invaluable for the installation of both the Copper Sheetmetal work and slate roof installation.

Another beautiful roof installation from the men at A.W. Farrell & Son, Inc.



## EVENTS

### APRIL

**8-9**

#### **Roofing Day in D.C. 2025**

NRCA

Washington, D.C.

Contact: NRCA's Washington,  
D.C., office

(800) 338-5765

[nrca.net/advocacy/roofingday](http://nrca.net/advocacy/roofingday)

**17**

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

NRCA

Elgin, Ill.

Contact: NRCA's Customer  
Service Department

(866) ASK-NRCA (275-6722)

or [info@nrca.net](mailto:info@nrca.net)

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

**23-25**

#### **The Roofing Alliance Member Meeting**

The Roofing Alliance

San Diego

Contact: The Roofing Alliance  
[roofingalliance@nrca.net](mailto:roofingalliance@nrca.net)

[roofingalliance.net](http://roofingalliance.net)

### MAY

**14**

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

NRCA

Online

Contact: NRCA's Customer  
Service Department

(866) ASK-NRCA (275-6722)

or [info@nrca.net](mailto:info@nrca.net)

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

### JUNE

**4-6**

#### **FRSA's 103rd Annual Convention and the Florida Roofing & Sheet Metal Expo**

Florida Roofing and Sheet Metal  
Contractors Association

Kissimmee, Fla.

Contact: Rachel Zehnal, expo  
director

(800) 767-3772, ext. 199, or

[rachel@floridarooof.com](mailto:rachel@floridarooof.com)

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

**25-26**

#### **SkillsUSA® National Leadership & Skills Conference**

SkillsUSA

Atlanta

Contact: SkillsUSA Customer  
Care

(844) 875-4557 or customer

[service@skillsusa.org](mailto:service@skillsusa.org)

[nlsc.skillsusa.org](http://nlsc.skillsusa.org)

### JULY

**15-18**

#### **NRCA's Midyear Committee Meetings**

NRCA

Chicago

Contact: NRCA's Customer  
Service Department

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

[info@nrca.net](mailto:info@nrca.net)

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

### SEPTEMBER

**17-19**

#### **50th Annual Texas Roofing Conference**

Roofing Contractors

Association of Texas

Round Rock, Texas

Contact: RCAT

(800) 997-6631

[rcat.net](http://rcat.net)

**28-30**

#### **Western Roofing Expo 2025**

Western States Roofing

Contractors Association

Las Vegas

Contact: WSRCA

(800) 725-0333 or [info@wsrca.com](mailto:info@wsrca.com)

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

### OCTOBER

**20-22**

#### **2025 MRCA Conference & Expo**

Midwest Roofing Contractors

Association

Schaumburg, Ill.

Contact: MRCA

(800) 497-6722 or [mrca@mrca.org](mailto:mrca@mrca.org)

[mrca.org](http://mrca.org)

**21-23**

#### **METALCON**

Las Vegas

Contact: METALCON

(617) 965-0055 or [info@metalcon.com](mailto:info@metalcon.com)

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



## NRCA NEW MEMBERS

ARCHITECTS/ENGINEERS/  
CONSULTANTS

Arthur H. Lytle, El Dorado Hills, Calif.  
 Barco Consulting Inc., Califon, N.J.  
 BEST Forensic Engineering, Mount Pleasant, S.C.  
 Page, Houston  
 Roof Design Solutions LLC, Algonac, Mich.  
 Trahan Architecture & Planning, Lafayette, La.  
 Walker Consultants, Kalamazoo, Mich.

## CONTRACTORS

A2Z, Oak Forest, Ill.  
 Advanced Contracting Inc., Vancouver, Wash.  
 Alma Roofing, San Diego  
 Alpha Power Restoration, Richmond, Ill.  
 Altitude Roofing LLC, Flagstaff, Ariz.  
 Anchor Roofing & Exteriors, Benedict, Md.  
 Bee Roofing and Exteriors, Federal Way, Wash.  
 Billings Roofing & Solar Inc., Tulsa, Okla.  
 Blessed Roof LLC, Rochester, N.Y.  
 Blue Ocean Roofing, Charlotte, N.C.  
 Built To Last Roofing Corp., Opa-Locka, Fla.  
 BVD Construction LLC, SeaTac, Wash.  
 C.S. Roofing Commercial LLC, Fairfield, Mont.  
 Capitol Roofing Inc., Mansfield, Mass.  
 Colonial Remodeling & Construction Inc., Oswego, Ill.  
 Conceptual Solutions Inc., Bismarck, N.D.  
 Dream Team Roofing & Construction LLC, Moore, Okla.  
 Dynasty Roofing Co., Grand Island, Neb.  
 Empire Roofing LLC, Greenwood, Miss.  
 Exterior Plus, Lee's Summit, Mo.  
 FBC Commercial Roofing LLC, Wylie, Texas

G3 Roofing & Construction, Highland Village, Texas  
 G&G Roofing LLC, Oklahoma City  
 Global Exterior Experts LLC, Aurora, Ill.  
 Grist Slate and Copper Roofing, Victoria, British Columbia, Canada  
 High Standards Roofing LLC, Spanaway, Wash.  
 Hill County Premier Roofing, Pipe Creek, Texas  
 Hurricane Roofer, Pensacola, Fla.  
 Jaybird Roofing Co., Cedar Park, Texas  
 Just in Time Roofing and Restoration, Burlington, N.C.  
 Keystone Exteriors LLC, Burr Ridge, Ill.  
 Kino Roofing LLC, Tucson, Ariz.  
 Landmark Contracting LLC, Baker City, Ore.  
 Laumar Roofing Co. Inc., Passaic, N.J.  
 L.R. Construction LLC, Dobson, N.C.  
 Master Commercial Roofing, Yankton, S.D.  
 Master Roof and Remodel, West Memphis, Ariz.  
 Master Roofing Solutions, Reno, Nev.  
 New Heights Roofing LLC, Washington, N.J.  
 Nexgen Roofing, South Jordan, Utah  
 NorthCan Roofing Inc., Toronto, Ontario, Canada  
 O.S. Construction and Companies Inc., Houston  
 Paravel Construction, Limoges, Ontario, Canada  
 Poseidon Roofing, Fort Myers, Fla.  
 Precision Exteriors, Cambridge, Md.  
 Rainbow Federal Inc., Snohomish, Wash.  
 Resolutions Contractors LLC, Cheyenne, Wyo.  
 Revo Roofing LLC, Los Fresnos, Texas  
 Revolution Roofing, Moody, Ala.  
 RoofsOnly.com, Austin, Texas  
 RSJ Roofing Inc., East Los Angeles

San Antonio Tile Roofing, San Antonio  
 Silicone Distributors Inc. d.b.a. Rooftops, Christiansted, U.S. Virgin Islands  
 Slog Group LLC, Elk Grove Village, Ill.  
 Summerfield Roofing Services, Summerfield, N.C.  
 Summit Roofing, Columbus, Ga.  
 Texas Stag Roofing Solutions, Spring, Texas  
 The F.A. Taylor Co., Salisbury, Md.  
 Triad Sheet Metal & Mechanical Inc., Greensboro, N.C.  
 Triangle General Contractors Inc., Brooklyn, N.Y.  
 TTWS Construction Inc., St. Johns, Fla.  
 White Pine Renovation, Portage, Mich.  
 Xpert Roofing LLC, Dayton, Ohio

## MANUFACTURERS

Agent Smith Group LLC, Gilbert, Ariz.  
 CeDur, Aurora, Colo.

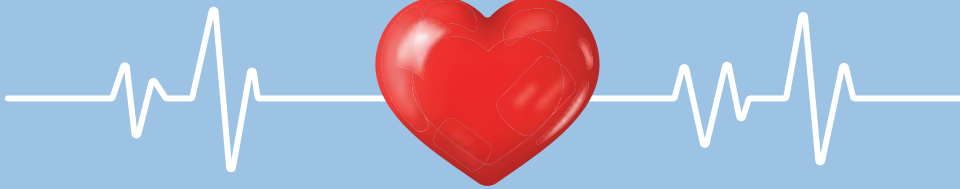
## MEMBER BRANCH

Cram-A Pax Services Co., San Antonio  
 J.R. Jones Roofing, an Eskola Co., Houston

## SERVICE PROVIDERS

A Step Above Inc., Las Vegas  
 Ally Roofing & Restoration, Weatherford, Texas  
 Continental Tire the Americas LLC, Fort Mill, S.C.  
 GMT Consulting Inc., Chatsworth, Calif.  
 Jackson & Associates LLC, White Bear Lake, Minn.  
 Kirkman Commercial Roofing LLC, Elkton, Ky.  
 Roofing Rev Marketing, South Elgin, Ill.  
 Service Alignment, Woodstock, Ill.





Demanding construction work can create risk factors for cardiovascular health.

## Symptoms of heart disease:

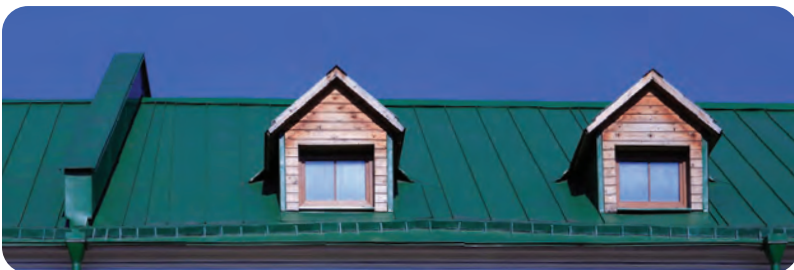
- **Heart attack:** Chest pain or discomfort, upper back or neck pain, heartburn, nausea or vomiting, extreme fatigue, dizziness and shortness of breath
- **Arrhythmia:** Fluttering feelings in the chest
- **Heart failure:** Shortness of breath, fatigue, or swelling of the feet, ankles, legs, abdomen, or neck and veins
- **Cardiac arrest:** Dizziness, loss of consciousness and shortness of breath

Source: *The American Heart Association*



According to the National Asphalt Pavement Association, the total estimated amount of reclaimed asphalt shingles stockpiled nationwide at the end of the 2022 construction season was about **1.43 million tons**, a **26% increase** from 2021.

Learn more about recycling efforts in the roofing industry on page 24.



## 40-70 years

The lifetime expectancy of a typical metal roof system

Source: *This Old House*

To learn about roof system warranties, go to page 42.



According to CPWR-The Center for Construction Research and Training, the increased risk of Latino construction worker injuries likely can be attributed to:

- Language barriers
- Cultural factors
- Greater likelihood of working for smaller-sized employers
- Lack of training materials available in Spanish

To read about how contractors handle these challenges when using subcontractor labor, go to page 28.



**I've only had one warranty claim. My rep made everything so simple and fast. She came to the jobsite, took samples, and got back to me in a few days saying CertainTeed would replace the roof. I've never been let down.**

Arkansas Strong Roofing,  
Wilmar, AR

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