





A GUARDIAN ANGEL

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It's a mean, mean world

There's enough meanness in the world; don't let it invade your workplace

by Ambika Puniani Reid



hether on a rooftop or in the office, it is common for employees to say they work in a "mean" workplace. According to a study conducted by the Society for Human Resource Management in January, 60% of workers surveyed believe society at large is uncivil, and 71% of workers say their managers or supervisors could have done more to prevent incivility in the workplace.

Those are higher numbers than any company should be willing to accept, especially when the costs of incivility to businesses is nearly \$2 billion per day in lost productivity, according to SHRM data.

But fixing this problem isn't easy. In the *Harvard Business Review* article "What It Takes to Fix a 'Mean' Workplace," authors Laura Cassiday and David Rock write: "Part of the problem is that behaviors considered uncivil vary with individuals, cultures and power dynamics."

And figuring out how to navigate these differences can be challenging because the minute someone becomes triggered by a co-worker, the reaction itself could be considered equally uncivil and the two become locked into an endless cycle of hurt feelings, anger and resentment.

You should encourage your employees to pause before responding to someone they perceive as being uncivil.

Cassiday and Rock explain: "[By pausing], you can remind yourself to avoid speaking or acting automatically since you're likely suffering from a reduced ability to focus, make decisions and collaborate."

They also suggest people identify what is causing a defensive, negative response. For example, are they feeling their status is threatened? Or maybe they feel as though they are being labeled unfairly or someone is second-guessing their skills and abilities. Regardless of the reason,

naming an emotion can help diffuse a volatile response and break a negative cycle. Once a cycle is broken, encouraging parties to proceed as professionally as possible is important. They do not have to be friends or even like each other, but they need to be polite and try to foster a sense of mutual respect.

Cassiday and Rock remind supervisors they are the ones who can help set the stage for a civil workplace.

"By role modeling ... civility and managing our own emotions and responses, we can help set ourselves and our colleagues on the pathway toward respect," they write.

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

Smbika



CLOSE-UP

rava Roof Tile, Washington, Iowa, recently partnered with the National Disaster Search Dog Foundation to improve disaster response training. The collaboration is enhancing how search-andrescue dogs prepare for real-world emergency scenarios.

Brava Roof Tile donated synthetic roofing tiles to construct training props that simulate collapsed roof conditions, providing challenging scenarios to train dogs how to track scents through debris and shifting surfaces with better precision. Many of the dogs come from shelters and are given a second chance at life as elite search-and-rescue animals, ready for deployment at a moment's notice.

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







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Subscription: Subscriptions are free for roofing industry professionals. Subscribe online at professionalroofing.net/ subscribe. Single copies may be purchased for \$10 U.S. For questions regarding subscriptions or renewals, call (847) 299-9070. Periodicals class postage paid at Des Plaines, Ill., and additional mailing offices. Postmaster: Send address changes to Professional Roofing, 2 Pierce Place, Suite 1200, Itasca, IL 60143.

Letters: Write to 2 Pierce Place, Suite 1200, Itasca, IL 60143; fax (847) 299-1183; or email professional roofing@ professionalroofing.net. Views expressed in Letters are not necessarily those of NRCA. Letters must include the sender's name and company name.

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(ISSN 0896-5552)

is published 10 times per year by the National Roofing Contractors Association, 2 Pierce Place, Suite 1200, Itasca, IL 60143. Periodicals postage paid at Des Plaines, Ill., and additional mailing offices. Postmaster: Send address changes to Professional Roofing, 2 Pierce Place, Suite 1200, Itasca, IL 60143. Statements of fact and opinion are made on the responsibility of author alone and do not imply an opinion on the part of the officers or the membership of NRCA. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.



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Manual is available in Spanish

The **Metal Construction Association** has released its *Metal Roof Installation Manual* in English and Spanish. It is said to provide in-depth insights and resources, including guidance about new construction, reroofing and retrofit projects; techniques for improving efficiency, reducing errors and minimizing callbacks; information regarding meeting speci-



fications and compliance with industry codes; best practices for storing and installing metal roofing, sealants, fasteners and accessories; an overview of the metal roofing industry, its materials and evolving standards; and installer checklists and detailed instructions for final cleaning and inspections.

Purchase of the digital manual also includes access to an optional online exam to evaluate users' knowledge of key concepts addressed in each chapter. **metalconstruction.org**



Storage case is durable

Shingle Tomb has introduced the Shingle Tomb, a heavy-duty storage case designed to help homeowners keep extra shingles and documents organized.

It features a sturdy carrying handle reportedly capable of supporting up to 100 pounds, a designated sleeve for business cards and an interior water-resistant folder to store documents such as insurance documents, contracts and invoices. The product also is customizable for users to display company logos.

shingletomb.com

Membrane prevents mineral loss

The Garland Company Inc. has added StressPly® Max to its Stress-Ply family of polymer-modified bitumen roof membranes.

The StressPly Max features a dual polyester and fiberglass reinforce-

ment. The incorporation of graphene into its asphaltic compound reportedly provides



strength and fire resistance. The membrane also incorporates The Garland Company's TripleBoost, TM an additive blend designed to prevent mineral loss and protect the roof membrane's high-performance polymers with antioxidants and ultraviolet stabilizers.

garlandco.com

Cool roof application line is expanded

Polyglass U.S.A. Inc. has expanded

its Bright White line of Kool Roof Solutions. The expansion intro-



duces reflective roof membranes, liquid-applied coatings and accessories.

Cool roof applications with Bright White granules include Elastoflex® S6 G, an SBS polymer-modified bitumen membrane with a nonwoven polyester reinforcement for coldapplied and hot-mop applications; Polyflex® G, an APP granulated cap sheet designed for heatwelded applications; and Polyflex SA P, a selfadhering APP membrane featuring ADESO® technology.

The liquid-applied elastomeric roof coatings are said to provide weather resistance, ultraviolet protection and durability. New accessories include Detail & Repair Finish designed to improve granule retention and abrasion resistance when installing Polyfresko® systems, and the Polyflash® 1C flashing compound that reportedly provides a permanent seal across Bright White roof systems.

polyglass.us

Cover board is lightweight



Georgia-Pacific

has made available

the DensDeck® ProFast™ Prime Roof Board, a fiberglass mat-reinforced gypsum cover board.

With a 3%-inch thickness, the board's light weight reportedly creates more efficiency in roof installations by reducing the need for fasteners by 30-50%. It also is said to resist fire, wind uplift, punctures, foot traffic and hail.

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You can't go down that road

Sometimes your best intention isn't what the customer wants

by McKay Daniels

or most jobs, you probably are the GC, consultant and designer. A building owner will contact you with a problem, and it's for you to fix according to your expertise and skill. Anecdotally, it seems most contractors like these types of jobs the most. And who wouldn't? Nobody is second-guessing you. Nobody is disagreeing with you. Nobody is giving orders except you.

But with this power also comes a responsibility to do right by the customer in all definitions of the term whether that means pricing, products used and/or quality of work.

A vast majority of contractors I encounter take great pride in their work and want to do a good job. I don't believe folks enter the roofing industry to dodge problems or shirk work—those people run for Congress! But even the best intentions can go off-kilter if you are not careful.

This observation came to light in a few nonroofing situations for me. A few months ago, my family was staying in a



Customers are in your care. Give them what they need and, you hope, what they want.



cabin in the Canadian woods. It was amazing. There was beautiful scenery and amazing wildlife, and the cabin was perfect for our family. But there was one thing I could not make sense of: There was an electric outlet in the wall above the toilet.

Now, I'm not an electrician and I'm not Canadian, but I've used a toilet or two in my life and could not fathom why that outlet was there. It was more than 5 feet away from the counter and sink. It wasn't high enough to go with any shelving or low enough to be used in case someone wanted to install one of those heated greets-you-when-you-walk-in-the-bathroom toilets. It was just floating there in no man's land unable to be used for anything without an extension cord.

But some designer, contractor, electrician (or all three!) said: "Yep, let's put 50% of the outlets in this room right THERE."

Another example of good intentions resulting in suboptimal outcomes popped up in Chicago. If you have not driven Chicago streets, the city has potholes that could pass as craters on the moon. They're so deep and widespread, I was looking into getting a Jeep or

truck just to not worry about clearance anymore. If I absentmindedly drive one street in our neighborhood without taking the proper slalom route, the bottom of my car scrapes the road.

So I was especially excited to see street crews in the neighborhood about a year ago. But that excitement quickly turned to comic despair. They were there to tear up old concrete and replace gutters, curbs and sidewalks at intersections.

Somewhere someone missed the holes in the street that go all the way down to dirt and decided to install new curbs. Nice gesture but not what we needed.

Your sales reps, production crews and service teams are on roofs. They see the plans and talk to the building owners and hear their problems. If your team is incorporating that input into the proposal and guidance, you are meeting the actual customer goals effectively and efficiently.

Ultimately, you need to meet customers where they are. And if a customer wants a biodegradable, wheat flax roof that is held down with tree sap and lasts two years before it disintegrates into mulch? Well, as long as the customer is informed and comfortable with the costs, life cycle and risks, you possibly install it.

Same, too, if a customer wants three roofs of 90-mil membrane that is basically bulletproof atop a warehouse of rusty trucks. You welcome doing that job.

You hold the knowledge in these transactions; customers are in your care. Give them what they need and, you hope, what they want. But above all, don't give them new sidewalks when they are begging you for streets or an

outlet that's only good if you blow dry your hair on the toilet.

Your customers live with the decisions you make every day. They won't forget if you get it wrong. 50*

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

Tecta America celebrates 25th anniversary

Tecta America has announced its 25th anniversary. Founded in February 2000 by 10 roofing companies, Tecta America has since expanded to having more than 100 locations throughout the U.S.

"Our 25th anniversary
marks 25 years of continuous
evolution of our proven business model.
Our steady investments in our people
and our business lead the industry, and
we are proud of how well our employees
serve our customers with the best they
have, day in and day out," says Dave
Reginelli, Tecta America's CEO.

"I am proud of our growth and financial success over the years, but more importantly, I am proud of how we have achieved it," adds Mark Santacrose, Tecta America's executive chairman. "We have consistently found the best contractors and organizations who saw the benefit of joining an organization that shared their values and appreciation for their employees. Tecta America is positioned well for continued success by keeping our focus on our people."



Construction educational center opens

Burns & McDonnell, Kansas City, Mo., has opened a construction educational center in Pearland, Texas, according to Construction Dive.

The Construction Academy will provide online knowledge assessments and hands-on craft construction training, as well as educate Houston-area craft employees at the academy campus and via mobile units sent to U.S. job sites. Construction Academy students go on to work on Burns & McDonnell projects.

The 14,000-square-foot recruitment and training facility includes classroom space and learning areas for training. A hands-on skills assessment facility that simulates working on a job site will be completed in 2026. The academy will train and hire for various trades.

Survey explores mental health discussions at work

The National Alliance on Mental Illness recently commissioned a survey about mental health discussions at work involving more than 2,300 full-time workers employed by organizations with at least 100 employees, according to *Safety+Health* magazine.

Although 77% of respondents say they would feel comfortable discussing mental health concerns with a co-worker, 42% worry "their career would be negatively impacted if they talked about mental health concerns in the workplace."

Following are the top five reasons why workers don't feel comfortable discussing their mental health at work:

- · Stigma or judgement around mental health
- · Lack of discussion from colleagues
- · Not wanting to appear weak
- Fear of losing opportunities or retaliation
- Their job is a main factor affecting their mental health

"These results show a high demand for mental health education and resources," Daniel Gillison Jr., NAMI's CEO, said in a press release. "But gaps persist—in knowledge, access and comfort—that need to be addressed not just for the benefit of the employees but also for these organizations as a whole."

Results also show only half of workers are aware of how to access mental health care through an employer-provided health insurance program. About 80% say it would be helpful to receive information or training about employer health insurance benefits for mental health treatment; stress or burnout management; how to identify and respond to a mental health crisis; and mental health condition signs and symptoms.

NRCA is committed to improving mental health awareness in the roofing industry. Its mental health resources are available at betoughenough.org.





Construction deaths in New York reach highest number in a decade

A recent New York Committee for Occupational Safety and Health report shows 74 construction workers died in New York state in 2023 with 30 of those fatalities occurring in New York City, according to Construction Dive. The number of deaths for the city and the state reached the highest numbers in the past 10 years.

The annual report gathers data from the Occupational Safety and Health Administration, Bureau of Labor Statistics and New York City Department of Buildings.

New York City's fatality rate rose from 11.5 per 100,000 fulltime equivalent workers in 2022 to 11.6 in 2023, and New York state's rate rose from 9.6 in 2022 to 10.4 in 2023, which was an 8.3% increase. The nationwide fatal work injury rate for construction in 2023 was 9.6 deaths per 100,000 full-time equivalent workers.

Rates reportedly can better indicate the danger of work than the raw number of fatalities, which may increase or decrease depending on the number of workers. For example, in 2020, New York City recorded 13 deaths; this was the fewest during the past decade, but construction activity slowed significantly that year as the COVID-19 pandemic began.

In New York state, 26% of worker deaths were Latino individuals though they make up 10% of the state's labor pool. The rate of Latino worker deaths in all industries nationwide also was higher than the nationwide rate for all workers.

The report says on job sites where workers died, "employers had coinciding OSHA violations 74% of the time."

NRCA designs, develops and delivers roof

safety training, and offers webinar recordings, health and management courses and publications to help employers navigate workplace regulations and provision compliances. Visit NRCA's health and safety resources at nrca.net/safety.



15 MAY 2025



We have what you need

NRCA offers essential tools and resources for roofing professionals

by Nick Gallagher

RCA's Technical Services Section plays an important role in providing tools and guidelines that address the complexities of roof system design, installation and maintenance. By leveraging these resources, roofing professionals can ensure roof systems meet rigorous standards for safety and performance and enhance professionals' capabilities to install high-quality roof systems.

Publications

The NRCA Roofing Manual provides extensive information about the design, materials and installation techniques applicable to almost all types of roof systems. Its current version contains the following four volumes: The NRCA Roofing Manual: Steep-slope Roof Systems—2025; The NRCA Roofing Manual: Metal Panel and SPF Roof Systems—2024; The NRCA Roofing Manual: Membrane Roof Systems—2023; and The NRCA Roofing Manual: Architectural Metal Flashing and Condensation and Air Leakage Control—2022.

NRCA's other technical publications provide additional information addressing low- and steep-slope roof systems; building code requirements; application guidelines; inspection and maintenance recommendations; and roof system design and practice.

NRCA's Repair Manual for Low-slope Membrane Roof Systems, 2nd Edition is a step-by-step guide of industry best practices for the repair of low-slope membrane roof systems, including thermoplastic and thermoset roof membranes, polymer-modified bitumen and built-up roofing, and mechanically attached metal flashings.

The NRCA Repair Manual for Asphalt Shingle Roof Systems provides photos, instructions and step-by-step procedures for more than 30 common asphalt shingle roof system repairs.

The NRCA Waterproofing Manual— 2nd Edition offers guidance about design, quality materials and workmanship, water stops, warranties, material storage and handling, weather considerations, slope and drainage, flashings and more.

The NRCA Metal Wall Panel Systems Manual provides industry best practices and technical information concerning the design, materials and installation of metal wall panel systems. It includes information about exterior wall cladding systems constructed with single-skin metal panels, metal composite material panels, aluminum plate panels and insulated metal panels.

All technical publications in electronic format are free for NRCA members to download at nrca.net. Hard copies can be purchased, as well.

Instructions for downloading technical publications are available at nrca.net/bookstore/how-to-download-electronic-purchases.

Edge-metal testing

NRCA maintains separate certifications with two code-approved testing and certification agencies, UL Solutions and Intertek Testing Services NA Inc., based on two standards:

- ANSI/SPRI/FM 4435/ES-1, "Test Standard for Edge Systems Used With Low Slope Roofing Systems"
- ANSI/SPRI GT-1, "Test Standard for External Gutter Systems"

Both are referenced in the *International Building Code*, © 2024 Edition, as test requirements for edge-metal flashing systems and gutters and sometimes referenced in project specifications as a requirement for edge-metal flashings and gutters.

These certifications provide roofing contractors with the ability to fabricate their own edge-metal and gutters if they have the metal fabrication abilities to do so.

For further information about the certifications, visit nrca.net/roofing-guidelines and click Testing of Shop-fabricated Edge Metal.

The certifications are available to NRCA members and nonmembers, but NRCA members receive a significant discount to use the certifications.

EnergyWise Roof Calculator

EnergyWise Roof Calculator can generate reports summarizing a proposed roof assembly design, estimated heating and cooling costs, and required minimum thermal requirements. It is a userfriendly application that prompts users to enter specific roof assembly information such as roof area, climatic region, heating type and cost, roof openings and roofing materials to be used.

EnergyWise Roof Calculator is free for NRCA members and nonmembers.

Users can register for an account at energywise.nrca.net.

Roof Wind Designer

Roof Wind Designer is intended to provide an easy-to-use means for determining roof systems' design wind loads for many building types that are subject to building code compliance.

Design-wind loads are derived using ASCE 7, "Minimum Design Loads and Associated Criteria for Buildings and Other Structures." This standard is a widely recognized consensus standard and serves as the technical basis for wind load determination in the International Building Code and NFPA 5000: Building Construction and Safety Code. Roof Wind Designer allows users to choose between ASCE 7's 2005, 2010, 2016 and 2022 editions.

The ASCE 7-22 option includes the most accurate, broadly applicable calculations. One major change to the standard in 2022 was how it addresses tornado loads, which, in some cases, need to be designed with a separate calculation. The update helps users determine whether tornado loads need to be considered and calculated in addition to wind loads.

Roof Wind Designer is free for NRCA members and nonmembers. Users can register for an account at roofwind designer.nrca.net.

A complete library

NRCA offers a complete library of roofing guidelines and recommendations for members and nonmembers alike.

You can browse the collection at shop .nrca.net. 5 • *

NICK GALLAGHER is an NRCA director of technical services.

Al-guided robot used on job site

PulteGroup, one of the largest homebuilders in the U.S., announced the successful pilot of the Hadrian X system, an



artificial intelligence-guided construction robot from Australian-based automation tech firm FBR. The test took place at the community of TerraWalk in Babcock Ranch, Fla., according to Construction Dive.

Hadrian X is capable of building structural walls in a single day, says PulteGroup. The automated system uses an advanced robotic arm to place concrete blocks, which are then secured using a specialized adhesive that bonds twice as strong as traditional mortar.

PulteGroup claims the Florida home marks one of 10 in the U.S. constructed using the Hadrian X system.

"Our industry faces challenges when it comes to labor

availability and the need to build more efficiently and sustainably," Matt Koart, chief operating officer of PulteGroup, said in a press release. "We see opportunities to

To watch a video demonstration of Hadrian X, go to professional roofing.net.

integrate technologies that can improve construction quality and safety while creating exceptional homes for our customers."

SPRI updates RD-1 standard

SPRI has announced the 2025 revision of the RD-1 standard, "ANSI/SPRI RD-1 Performance Standard for Retrofit Drains." Key updates include:



- Reorganized structure for clarity
- Evolution in testing requirements
- Expanded flow requirement standards
- · Enhanced commentary for practical use cases
- Refined terminology and focused changes The updated document is available at spri.org.

Study results show PPE challenges

NRCA member Keller & Associates, Grimes, Iowa, and the International Safety Equipment Association recently conducted a study about top challenges in managing personal protective equipment procurement and proper usage.

Key findings include:

- Ninety-five percent of survey respondents completely or somewhat have the time and resources needed to properly assess PPE needs, and 70% talk with their employees regularly about PPE.
- More than 75% of respondents reported they have difficulty getting employees to wear PPE at least some of the time.



- More than one-third of respondents prioritize durability, followed by comfort, emphasizing the need for PPE that workers can and will consistently wear.
- Although 75% of respondents have not experienced problems buying PPE in the sizes they need, those who have had issues find difficulty locating larger and smaller sizes.
- Although 84% of respondents factor weather conditions into PPE purchases, there is a growing need for more education about selecting PPE optimized for extreme temperatures.
- More companies are prioritizing PPE designed for women though nearly one-third of respondents still face challenges in finding properly fitting options.
- Nearly half of respondents struggle with training employees about critical PPE usage aspects, including when PPE is necessary, how to properly wear it and its limitations.

"Safety professionals are committed to protecting workers, but this research shows that persistent challenges remain, especially in compliance and training," says Cam Mackey, president and CEO of ISEA. "By leveraging these insights, safety managers, manufacturers and industry leaders can take meaningful steps to improve PPE programs, ensuring workers have access to properly fitting, high-quality PPE and are consistently trained to use it correctly."





Increased enforcement

OSHA's national emphasis program aims to reduce falls

by Cheryl M. Ambrose, CHST, OHST

n May 2023, the Occupational Safety and Health Administration launched a national emphasis program targeting fall-related hazards across all industries. Through this initiative, OSHA underscored its commitment to reducing injuries and fatalities resulting from falls.

The program signals OSHA's heightened enforcement efforts to address fall hazards in the roofing industry, which likely will continue.

What it covers

Although the national emphasis program encompasses all sectors, it places emphasis on the construction industry because of its higher incidence of fall-related fatalities.

The program is designed to:

- Expand inspection efforts. OSHA compliance officers proactively inspect roofing job sites where fall hazards are evident even without a formal complaint or referral.
- Target high-risk activities. The program prioritizes

- inspections in activities such as residential and commercial roof system installation, reroofing and repair work.
- Strengthen compliance requirements. Roofing employers are expected to adhere to OSHA's fall-protection standards under 29 CFR 1926.501, "Duty to have fall protection," which mandates the use of guardrails, safety nets or personal fall-arrest systems for workers operating at heights of 6 feet or higher.
- Enhance outreach and training.
 OSHA collaborates with industry
 groups, unions and safety orga nizations to promote awareness
 and provide training regarding
 fall-hazard prevention.
- Increase penalties for repeat violations. Employers with a history of fall-protection violations face significantly higher fines under the national emphasis program.

The program employs a dual strategy of enforcement and outreach. Compliance officers are empowered to conduct immediate inspections upon observing fall hazards even during routine travel or while in route to other inspections.

Concurrently, OSHA emphasizes educating employers and workers regarding effective fall-protection measures. Area and regional offices develop comprehensive fall-prevention awareness programs, aiming to foster a culture of safety and compliance.

What it means

Employers, particularly those in construction, should anticipate continued increased OSHA inspections under the national emphasis program. It is imperative employers:

- Review and, if necessary, enhance their fall-protection programs
- Ensure all equipment meets
 OSHA requirements and industry
 standards
- Provide comprehensive training for employees that addresses fallhazard recognition and prevention

Proactive compliance not only mitigates the risk of citations but also safeguards the well-being of workers.

The program represents a significant effort on OSHA's part to address and reduce one of the most persistent safety challenges in the workplace. By combining stringent enforcement with robust educational outreach, OSHA is aiming to create safer work environments across all industries.

OSHA inspections

Under the national emphasis program, OSHA inspections can be triggered in several ways:

- 1. Observed hazards in plain view:
 OSHA compliance officers are
 authorized to initiate inspections
 whenever they observe workers
 exposed to fall hazards while
 driving or conducting other work
 activities. This means an inspection can occur without notice if
 an officer sees workers at heights
 without adequate fall protection.
- 2. Programmed inspections: The program includes planned inspections targeting industries and worksites with a high incidence of fall-related hazards. This is based on OSHA's data and may focus on sectors such as construction, roofing, telecommunications, and service or maintenance work at heights.
- 3. Complaints, referrals and incidents: Inspections also can be

STAND-DOWN FOR SAFETY

May 5-9 is the Occupational Safety and Health Administration's National Safety Stand-Down to Prevent Falls in Construction as well as Construction Safety Week, where employers in the construction industry collectively commit to raise the bar on safety awareness and stop fatal falls. NRCA is proud to participate in OSHA's stand-down again this year as a premier partner.

For more information, visit osha.gov.

triggered by employee complaints regarding fall hazards; referrals from other agencies, media reports or other credible sources; or reports of severe injuries or fatalities related to falls.

4. Inspections expanded from other cases: If an OSHA compliance officer is already on-site for another inspection (such as a routine safety check or a response to a different violation), the officer may expand the inspection scope if fall hazards are observed.

Fall-prevention measures

To avoid costly fines and, more importantly, protect workers, roofing contractors must:

- Provide and use proper fall-protection equipment: Ensure workers use personal fall-arrest systems, including harnesses, lanyards and anchor points when exposed to fall hazards of 6 feet or higher.
- *Install protective measures:* Use guardrails, safety nets and warning lines to prevent falls from edges and openings. Use skylight protection to prevent fall-through.
- Provide comprehensive training: Conduct regular training about hazard recognition, proper equipment use and OSHA fallprotection requirements.
- Ensure ladder and scaffold safety:

Use stable, OSHA-compliant ladders and scaffolding with proper fall-protection systems.

- Develop and enforce a fall-protection plan: Implement sitespecific fall-protection plans and ensure strict adherence by all employees.
- *Encourage a culture of safety:* Promote open communication about hazards and empower workers to report unsafe conditions without fear of retaliation.

Be proactive

With increased inspections and significant fines for noncompliance, roofing companies must take proactive measures to ensure worker safety. Prioritizing fall protection not only prevents accidents but also fosters a culture of safety in the workplace. $\bullet \bullet *$

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

DEA finds 700,000 fentanyl-laced pills hidden in roofing shingles

An investigation led by the Drug Enforcement Administration East Valley Drug Enforcement Task Force resulted in two Arizona men being faced with charges after agents seized about 700,000 blue M30 pills laced with fentanyl, which were hidden in factory-sealed packages of roofing shingles, according to DEA.



Carlos Rene Montes of Tucson, Ariz., and Miguel Angel Sesma of Phoenix were charged March 11 by federal criminal complaint with conspiracy to possess with the intent to distribute fentanyl.

On March 10, DEA Phoenix East Valley Drug Enforcement Task Force investigators observed Montes driving to a Phoenix store parking lot and parking next to Sesma's white Ford F250.

After speaking briefly with Sesma, Montes transferred factory-sealed packages of roofing shingles from his car to Sesma's car.

After Montes left the parking lot, investigators conducted traffic stops on both vehicles, searched Sesma's truck and seized about 114 pounds of blue M30 pills laced with fentanyl, which were hidden in the roofing shingles. Sesma and Montes were then arrested.

Conspiracy to possess with the intent to distribute more than 400 grams of fentanyl carries a mandatory minimum penalty of 10 years to life in prison and a fine of up to \$10 million.

Photo courtesy of the Drug Enforcement Administration

Most common mistakes when using ladders

Improper ladder use is one of the most frequently cited Occupational Safety and Health Administration violations each year, accounting for construction industry fatalities and injuries. According to Safety+Health magazine, there are 10 common mistakes that can lead to ladder-related injuries.

- 1. Not determining whether a ladder is the safest equipment for the job. In certain cases, it might be best to use different equipment. It is important to perform a job hazard or task hazard analysis to determine which equipment is the safest option for the task.
- 2. Not choosing the right ladder. For example, selecting a ladder that is too short can cause workers to climb to an unsafe level to reach something. Also, anyone working near power lines should not use a ladder made of a conductive material such as aluminum. Instead, they should choose one made of nonconductive materials such as wood or fiberglass.
- 3. **Failing to inspect a ladder before use.** It's vital to catch issues such as broken rungs or other damage before using a ladder. Also, make sure the ladder is free of mud, snow or other debris that could cause a user to slip or fall.
- 4. **Not knowing the proper angle.** When placing a ladder against a wall or any other kind of vertical surface, it should be set up at an optimal 75-degree angle.
- Not using at least three points of contact. Three points of contact is generally accepted as two feet and one hand or one foot and two hands to help maintain stability.
- 6. **Carrying items.** Attempting to climb a ladder while holding tools or other objects can cause workers to lose their balance, which could lead to a fall. The American Ladder Institute recommends using towlines, a tool belt or an assistant to convey materials so the climber's hands are free when climbing.

- 7. Leaning or reaching beyond the ladder rails. Doing so can cause workers to lose their balance and fall. One general rule is the "belt buckle rule," which refers to keeping your belt buckle between the side rails. Instead of reaching or leaning, get down from the ladder and move it to the proper spot.
- 8. Not knowing the most-cited ladder violation. In fiscal year 2024, ladder-related citations were ranked third on OSHA's Top 10 list of most-cited standards for the year. When a portable ladder is used to access an "upper landing surface," OSHA requires a ladder to extend at least 3 feet above that upper landing surface. OSHA also requires that, when an extension isn't possible because of the length of the ladder, it should be secured at its top to a "rigid support" and a grasping device be provided to employees who are mounting or dismounting the ladder.
- 9. Standing on top or near the top.
 Using the top or a top step of a stepladder is an OSHA violation. The agency also advises not using the top three rungs on single, straight or extension ladders.



10. **Not using a ladder for its intended purpose.**According to a toolbox talk from the Utah Plumbing and Heating Contractor's Association, examples include using a ladder as a brace, gangway, plank, platform, scaffold or material hoist.



























A GUARDIAN ANGEL

ANGEL ARROYO WINS THE PRESTIGIOUS **BEST OF THE BEST AWARD**

BY KRISTA BERNS

FOUR years ago, Angel Arroyo was sitting in his car outside a church, waiting to attend a funeral service. He had just been paid for a side job and was eating his lunch.

As a man approached his car, Arroyo lowered his window. The man was looking for a job, and Arroyo gave him his card and told him to call his company and ask to apply. The man said he needed to work for two weeks and did not have transportation to get to the office and fill out the application.

When Arroyo asked why the man needed to work for two weeks, the man said he needed to save enough money to return to his family in Washington and showed Arroyo a stub showing he sent money to his family. He needed \$300 for a train ticket to Washington.

As the man walked away, Arroyo called him back. The man asked when he could start working, but Arroyo told him he was going to do something different. He gave the man \$300 in cash and told him to go home to his family.

"The man dropped to his knees and was thanking God and the Virgin Mary," Arroyo says. "He said he had been praying for this. I told him there was one ccondition: He had to call me when he got home so I would know he made it to his family safely. Two weeks later, I got a call. He was with his family, and his wife thanked me.

"That was the last time we talked, but it felt so nice to do that for him," Arroyo continues. "He never asked me for money. When he was walking away, my heart said, 'You better help him."

His desire to help others is one of the reasons Arroyo, general superintendent for Raincoat Roofing, Broadview, Ill., recently won the Best of the Best Award during NRCA's 138th Annual Convention and the 2025 International Roofing Expo® in San Antonio. The Roofing Alliance's MVP Task Force presented Arroyo with the award, which is an extension of the Roofing Alliance's Most Valuable Player Awards. The MVP Awards program celebrates workers who are outstanding employees within their companies and recognizes them for their excellent performance outside the workplace. OMG® Roofing Products Inc., Agawam, Mass., and *Professional Roofing* cosponsor the honor.

"Angel is the embodiment of excellence in the roofing industry," says Reed Gooding, president of GSM Roofing, Ephrata, Pa., and MVP Task Force chairman. "His technical expertise, problemsolving skills and commitment to mentoring others have elevated not only his company but the industry. His passion for doing the right thing, helping others succeed and making the hard work look easy makes him a truly deserving recipient of this year's Best of the Best Award."

Getting started

Arroyo was born in Autlán de Navarro, Mexico, a town about three hours from Puerto Vallarta.

He is the oldest of 10 children and helped care for his siblings as he grew up. His parents moved the family to the U.S. when Arroyo was 8 years old, and they settled in Chicago, where much of his mother's family lived.

Arroyo says he was an adventurous, social child with a lot of friends. He liked to go bike riding and go to arcades. As he got older, he rode his bike 10 miles to a job as a busboy at a restaurant and then rode home at night.



Arroyo with good friend John Tylka from Windy City Metal Fabricators, Chicago

He attended Washburne
Trade School in Chicago and
became a carpenter. While
working for QuickSet Defense
Technologies, Raincoat Roofing was installing a roof at the
company's building. The owner
of QuickSet Defense Technologies asked Arroyo to make sure
the crew buttoned up the roof
because a storm was coming.

"The roofing crew was waiting for the carpentry work to

be done, and the carpenters hadn't arrived," Arroyo says. "I said I could help them, and when the carpenters showed up, the carpentry work and roof were already done. Raincoat Roofing's owner at the time, Rich Marubio, offered me a job, and that was how I came to Raincoat Roofing."

Up the ladder

Arroyo started at Raincoat Roofing in 1987 as a roofing worker. John Rogers, general superintendent at the time, saw something in Arroyo and would ask his input regarding roof systems and applications. He promoted Arroyo to service crew and a few years later made him a lead foreman.

When Arroyo had friends looking for work, he approached Rogers, who told Arroyo he was ready to start his own crew. Arroyo brought his friends into Raincoat Roofing, trained them and became their foreman.

One day, Raincoat Roofing was working on a project that involved six buildings and a lot of carpentry work.

"I was running three crews there, and Rich Marubio assumed each crew was doing its thing," Arroyo says. "But then he saw I was the liaison for everyone, running around to make sure it was going well, and the building owners kept coming to me with questions and concerns. Toward the end of the job, Rich approached me and said: 'Hey kid, John is overspending himself, and I need an assistant superintendent to help him."

Arroyo was assistant superintendent under Rogers for several years. In 1997, Jeff Suess came to Raincoat Roofing, partnering with Marubio. Several years later, Rogers retired and became a salesman, and Arroyo became general superintendent.

"I met Angel in 1997, and at the time, he was not the top gun, but I knew he wanted to be," says Jeff Suess, owner of Raincoat Roofing. "My first impression of Angel was he was an incredibly hard worker. He always was the first one here and the last to leave. He cared about the guys, asking what they needed and how he could help. He would stay with the guys until the end of the day to help them finish the work. He worked harder than anyone, and now he's the top gun."

Always learning

Jeff Suess says knowledge is a key trait that makes Arroyo the "top gun."

"He went to trade school and understands more than just roofing," Jeff Suess says. "He's like a sponge when it comes to learning. Every day he wants to learn something a better way, a faster way or a safer way. He has such a varied background; he knows plumbing, electrical, roofing and masonry. What he doesn't know, he's going to find out. One of our core values is always being willing to try, and he exemplifies that."

James Williamson, safety director for Raincoat Roofing, agrees.

"Angel is a guy who has been around long enough that there aren't many questions he can't answer," Williamson says. "His knowledge is unsurpassed. I don't know how he keeps it all in his head. Many times, consultants will give him specs, and he sees the specs won't work and tells them what will work." Sarah Sutton-Shouse, service manager for Raincoat Roofing, says Arroyo has a knack for seeing a problem and solving it quickly.

"It's crazy," Sutton-Shouse says. "Angel almost always has an answer on the tip of his tongue. Some people think individuals who answer quickly are giving an answer without thinking about it, but Angel just knows. There is nothing I've asked him about—a roofing spec, a project—where he couldn't immediately jump in and help me. The knowledge is always at his fingertips."

Arroyo recognizes his knowledge is one of his strengths.

"It makes me feel good when I have architects, consultants and manufacturers asking for my opinion," he says. "It makes me proud they take me seriously and feel comfortable with my input."

John Schehl, who was NRCA's vice president of certifications before retiring in 2022, said in a testimonial for Arroyo that he frequently sought Arroyo's help when developing training videos and educational programs and asked Arroyo to volunteer as a subject matter expert when developing NRCA PROCertification® content.

"He always showed up on time for committee and task force meetings and actively contributed his excellent industry knowledge," Schehl said in the testimonial. "But what has always impressed me more than anything is Angel's humility, honesty, integrity and cheerfulness he brings every day to every task in which he engages."

Arroyo boosts his knowledge outside of roofing by joining friends on their jobs in his free time.

"I have a neighbor who's a chief engineer, and I go with him and learn electrical work," he says.

"My wife's uncle is a plumber, so I'll sometimes tag along with him and see how I can help. It's good to learn other trades."

Arroyo's devotion to and relationship with crew members also have made him successful.

"It's such a unique relationship he has with them," says Dave Lembas, salesman, estimator and project manager for Raincoat Roofing. "It's like a big family. He knows what they need before they even ask the question." Jeff Suess says Arroyo's relationship with crew members is based on trust and respect.

"He'd rather disappoint a salesman or customer than disappoint his men," Jeff Suess says. "That's why we've had many foremen here for more than 30 years. They wouldn't stay if they didn't like him. How do you get that? With trust and respect—like a marriage."

Williamson says Arroyo would do anything for the crews.

"He cares about the guys and will bend over backward to help them," Williamson says. "If one of the guys needs \$50, he'll give it to them out of his pocket. If they need time off for family, he tells them to take it."

Arroyo also has strong relationships with customers.

"I call him my guardian angel," Lembas says. "He gets along with our customers unbelievably well. He listens intensely and has a true knack for making customers comfortable."

Lembas recalls a project from eight years ago when a third-party contractor did a portion of the

project that was not roofing-related and caused some problems.

"It was raining, and we got a phone call at 8 p.m. that the customer was getting water into the building," Lembas says. "Angel had boots on the roof an hour later. The third-party contractor had disrupted

our roof system, but as frustrating as it was, Angel handled it calmly and made sure the customer was taken care of. He corrected something that wasn't our responsibility just so we could maintain a good relationship with that customer. He did an excellent job of organizing manpower to help take the stress, anxiety and fear away from the customer. It was amazing."



Raincoat Roofing's training center

A Swiss Army knife

Arroyo's unique view and tenaciousness have been a true asset to Raincoat Roofing.

Jeff Suess recalls a 12-story project that had four roof areas and a chemotherapy lab underneath.

"We had to replace the deck, insulation and roof," Jeff Suess says. "It was an insane amount of work, and it all had to be done on a Saturday. We had 40 to 50 men working on all four elevations. We had two huge cranes, and one crane driver said the crane wasn't tall enough to reach. I don't know many people who could pull that job off the way Angel pulled it off, but he got it done."



From left to right: Arroyo's wife, Maria; daughters Vivian and Adalie; and Arroyo

Eric Suess, president of maintenance at Raincoat Roofing, says Arroyo's coordination of complicated projects is "a symphony of organization."

"There are a lot of talented people, and I've known many, but I don't think I have known anyone who has been as wellrounded on so many things as Angel is,"

Eric Suess says. "Having been in the industry for as long as he has and having done what he's done, if you put him in front of anything, he could figure out what to do. He's a Swiss Army knife. I don't think there is anything in the roofing arena he can't fix or figure out."

Matt Baker, vice president and sales for Raincoat Roofing, says many of the company's competitors have tried to hire Arroyo or would like to hire him.

"When I've given presentations to potential customers, I've said he is one of the main reasons they would want to use Raincoat Roofing," Baker says. "And sometimes he is the reason people want to give us their business."

Arroyo used his unique view on one of the toughest projects he can remember.

"We were working on a high-rise, and it was one

of the tallest we've done—I think 53 stories," he says. "We were bidding on it to bring the debris through the inside of the building, but when I saw the beautiful hallway and units, I thought: 'We're going to destroy this.' When everyone left, I stayed behind and kept looking at it and then proposed bringing all the debris through the outside. Everyone said I was crazy, and I said: 'We're going to make it happen.'

"I knew the capability of our staff and knew we had equipment others don't have and how we could stage it to make it work," Arroyo continues. "Some people have blinders on; I expand my horizons.

And it went well—so well that I created a great relationship with the building engineer, and he always calls me to come watch the Chicago Air and Water Show from the high-rise building."

Thinking of others

When Arroyo isn't working on Raincoat Roofing projects, he takes care of properties he owns and spends time with his wife, Maria, and his daughters, Adalie, 17, and Vivian, 14.

"My kids keep me really busy," he says. "Vivian plays soccer, and Adalie is in theater."

Sutton-Shouse says she loves how Arroyo's family talks about him.

"They see him as this beacon," she says. "It's how I want my kids and spouse to think of me. I think the best way to know someone is to hear what people say about them when they're not around."

Arroyo also enjoys spending time outside of work talking to high school students about opportunities in the roofing industry.

"My wife works for the school district, and some kids are not made for college," Arroyo says. "I make a program and put up a display about roofing to let them see if college is not for them, roofing is a good career. I like getting involved with the kids."

Arroyo says the first question the kids ask is how much money he makes.

"I give an example of a ladder with rungs," he says. "It depends on how high up the ladder you want to go. As you go up the ladder you make a little more money and start to know whether this

is a career for you. I tell them I made it a career because as time evolved, I knew there was that ladder for me to climb. That ladder is there for them, but they need to do the work to climb it. I show them the safety tools, harness, hard hat and videos of guys working on the roof. I introduce the industry to make them feel this might be something they would want to pursue."

Arroyo also uses his time to help with staff events at Raincoat Roofing. Many years ago, the company had an employee gathering with office staff at a nearby club. When Arroyo heard about it, he went to Marubio with a request.

"I told him I wanted to invite him to a Raincoat Roofing employee picnic," Arroyo says. "It was a potluck, so everyone contributed something. It was fun, and Rich had such a good time that during the summer the following year, he told me we'd make it an annual event, and I could organize it every year how I want. It is still happening every year and has blossomed."

After organizing the picnic, Arroyo asked whether he could organize a company Christmas party, and Marubio agreed.

"We did it in VFW halls for several years," Arroyo says. "I would get a deejay, and the guys would bring wives or kids, but everyone was too shy. One year, I decided I would do it in the warehouse, and it was so nice to see all the guys laugh and have a good time. Every year, I ask them where they want the party, and they choose the warehouse."

Sutton-Shouse says Arroyo also organized a summer paintball event.

"His family and the field and office staff attended," she says. "He brought all the food and cooked. It was really nice because he just wanted to have a day out with everyone. He's fun and brings out the best in everybody."

Relentless integrity

Arroyo says his desire to help people has always been part of his personality.

"If I see someone needs a hand, and they don't ask for it, I show up for it," he says. "That's who I am. That's who I've been all my life. It makes me feel good."

Lembas says Arroyo has "relentless integrity."

"He has a willingness to go the extra mile to make sure what we're doing is going to be profitable and

our customers will be 100% satisfied," Lembas says. "He often has four or five projects going at one time. He reminds me of a duck; you see a duck on the water looking so calm, but under the water, his feet are constantly paddling."

Jeff Suess says Arroyo's work ethic is unparalleled.

"He never gives up," Jeff Suess says. "Even when he knows he's lost, he'll find a way to make it a learning experience."

Eric Suess says Arroyo cares more about the company than himself.

"Everything he does and says is Raincoat Roofing," Eric Suess says. "After winning the award, he said: 'This is not my award; this is Raincoat's award.

I'm only an employee of Raincoat.' He believes he's just here to make us money and make the customers happy. He's a humble person."

Sutton-Shouse agrees about Arroyo's devotion to the company.

"There are a handful of us who would say we bleed Raincoat, and Angel bleeds those colors," she says. "He is Raincoat through and

through. He always has the company's best interests at heart and represents the company in the best light. He has an immense amount of care for everyone and everything.

"You can be a good worker, employee and boss but go home and not be a good person," Sutton-Shouse continues. "Angel exemplifies a good person professionally and personally." \$0\$

WANT TO KNOW MORE?

For additional information

about the Best of the Best

Award and a list of past winners, go to professional

roofing.net.

Arroyo (center) receives the Best of the Best Award during NRCA's Industry Awards and Celebration.

KRISTA BERNS is an NRCA director of communications.





The convention kicked off Tuesday, Feb. 18, with NRCA's Executive Committee and board of directors meetings at the Grand Hyatt San Antonio River Walk. NRCA's Affiliate Executives meeting was held at the Henry B. González Convention Center the following day.

COMMUNITY SERVICE

On Tuesday, Feb. 18, Informa partnered with Rebuilding Together® to host IRE's 16th annual Community Service Day sponsored by Sika® Sarnafil, Canton, Mass. During the event, volunteers renovated and repaired the homes of San Antonio residents in need.

Sika Sarnafil donated \$15,000 for the event. Additional sponsors included Atlas Roofing Corp., Atlanta; Carlisle Construction Materials, Carlisle, Pa.; CentiMark Corp., Canonsburg, Pa.; GAF, Parsippany, N.J.; and Phillips 66, Houston.



Reid Ribble

AT THE EXPO

On Wednesday, Feb. 19, the IRE kicked off with a keynote address delivered by Reid Ribble, a former U.S. congressman and former NRCA CEO. Ribble discussed the current state of the American dream and why people continue to seek it.

On the evening of Feb. 19, Informa held a welcome party at the Henry B. González Convention Center. Attendees enjoyed food, drinks and networking with peers.

Roofing professionals visited NRCA's booth to learn about the benefits of NRCA

membership and speak with NRCA experts about various NRCA offerings and events. Information about the 2025 edition of The NRCA Roofing Manual, *Professional Roofing* magazine, the Roofing Alliance and other resources also was available.

Visitors tried their hands at the NRCA skee-ball table, where winners received prizes such as a Blackstone® Omnivore Grill, Yeti Tundra® 45 Cooler, Milwaukee® Heated TOUGHSHELL™ jacket and other items.

NRCA's training programs offered during the IRE were well-attended. NRCA held a Safety Leadership Workshop Feb. 19 and a Foreman Leadership Training, Level 1, program Feb. 20 for foremen, superintendents and field managers.

NRCA also conducted NRCA PROCertification® performance exam demonstrations on the trade show floor. Industry professionals were able to see what a hands-on skills assessment looks like and speak with NRCA Qualified Assessors about the PROCertification process.

In addition, NRCA University's Future Executives Institute—Class 11 met twice during the week to study leadership theory and develop management and communication skills.

BENEFITING ROOFPAC

ROOFPAC, NRCA's political action committee, hosted An Evening of Boots, Bids & Buckles, an NRCA/ROOFPAC fundraising event held in conjunction with National Women in Roofing at Smoke Skybar Feb. 18. Attendees enjoyed a cocktail reception and live auction with opportunities to bid on vacations, artwork and more.

In addition, ROOFPAC held its annual silent auction Feb. 19-20. Participants enjoyed an open bar while bidding on jewelry, vacations and electronics. The events raised more than \$120,000.

NRCA appreciates the support of the sponsors that helped underwrite these successful ROOFPAC events. The funds raised will be used to support NRCA's ongoing efforts to advocate for the roofing industry in Washington, D.C.

STUDENT COMPETITION

The talent of future industry professionals was on display during the IRE as six finalist teams of college students competed in the Roofing Alliance's 11th annual Construction Management Student



Texas A&M University's team took first place in the student competition.

Competition. Student teams from the following schools were tasked with submitting a qualified bid package for a new roof system on the Embassy Suites by Hilton San Antonio Airport Hotel:

- Auburn University, Auburn, Ala.
- Bradley University, Peoria, Ill.
- California Polytechnic State University, San Luis Obispo
- Clemson University, Clemson, S.C.
- · Texas A&M University, College Station
- · University of North Florida, Jacksonville

The team from Texas A&M University was selected as the first-place winner after the finalists completed oral presentations. The team received a trophy and a \$5,000 L.B. Conway scholarship for its school; team members received individual awards.

The Auburn University team placed second and received a team trophy, a \$2,500 Fred Good scholarship for its school and individual awards. The team from Clemson University placed third in the competition and received a team trophy, a \$1,000 scholarship for its school as well as individual awards.

In addition, Arjun Varadhan from Auburn University was named Best Individual Student Presenter, and Cheyenne Campbell from University of North Florida received second-place Best Individual Student Presenter.

INDUSTRY AWARDS

Several roofing professionals were honored during NRCA's Industry Awards and Celebration Thursday evening. NRCA's 2025-26 slate of officers and directors was presented (see NRCA's 2025-26 leadership, page 35), as well as the industry's most prestigious awards: NRCA's J.A. Piper Award; NRCA's John Bradford Volunteer Award; NRCA's Gold Circle Awards; the CNA/NRCA Community Involvement Award; and the Roofing Alliance's Most Valuable Player Awards.

J.A. Piper Award

Dennis Conway, principal and vice president of Commercial Roofers Inc., Las Vegas, received NRCA's 78th annual J.A. Piper Award. Named for former NRCA president Joseph A. Piper, whose extraordinary efforts kept NRCA alive during the Great Depression, the J.A. Piper Award is the industry's most prestigious honor. The award is

presented to an individual who has devoted outstanding service to NRCA and the roofing industry.

With his father working for a heavy-equipment manufacturer, Conway grew up around construction sites and went

Dennis Conway, principal and vice president of Commercial Roofers, receives NRCA's J.A. Piper Award from 2024 recipient Bob Daly.

on to attend Colorado

State University, Fort Collins, where he majored in construction management. After graduation, he began a job as project engineer at Hawaiian Dredging and Construction Co., Honolulu. He settled into the roofing industry as president of the largest roofing contractor in the South Pacific, where he remained until 1990 when the company was sold.

After starting his own roofing company and selling it five years later, Conway accepted a position as regional manager for Bryant Universal in Anaheim, Calif. During a company reorganization, he transferred to Las Vegas. In 1996, along with Scott Howard, another regional manager, Conway bought the Las Vegas branch and renamed it Commercial Roofers, where he and Howard were equal partners for more than 20 years.

Conway joined NRCA in 1986 after he became president of Honolulu Roofing. He served three terms on the board of directors and two terms as vice president on the Executive Committee. In 2016, he served as NRCA's chairman of the board, where he led efforts to help develop NRCA's Training for Roof Application Careers, which launched in 2019. Also under Conway's leadership, NRCA PROCertification was developed.

Conway has served on numerous committees and currently serves as ROOFPAC Advisory chair and is a member of the Melvin Kruger Endowed Scholarship and Construction Management committees for the Roofing Alliance. In 2009, he was elected to the Roofing Alliance's Board of Trustees.

Conway also is an active lecturer at his alma mater. In 2014, he was instrumental in establishing the construction management school at Colorado State University, launched through the Roofing Alliance. That initiative led to the inaugural Roofing Alliance Construction Management Student Competition in 2015.

He has donated to the Roofing Alliance's planned giving program as well as donated \$150,000 to Colorado State University to build out a teleconference room. In honor of his dedication, the Roofing Alliance named its first construction management scholarship the L.B. Conway Scholarship in memory of Conway's wife of 22 years who passed away in 2013.

In 2024, Conway was honored with the Roofing Alliance's Bennett Award for his leadership with construction management schools and his invaluable contributions to the future excellence of the Roofing Alliance and industry.



David Karel, executive vice president of Garlock-French Roofing, receives the John Bradford Volunteer Award from NRCA Chairman of the Board Doug Duncan (right) and Chairman of the Board-Elect Alex Hernandez.

John Bradford Volunteer Award

David Karel, executive vice president of Garlock-French Roofing, Minneapolis, received the John Bradford Volunteer Award, which is presented to an individual who has consistently demonstrated outstanding acts of volunteerism.

Karel began his roofing career in 1969 at Garlock-French Roofing, where he worked summers and school breaks while attending the University of Minnesota, Minneapolis. After graduating with a Bachelor of Science degree in business, he began working full-time in sales and managing crews. In 1984, he bought Garlock-French Roofing and has worked there since.

In 1998, Karel was elected to NRCA's board of directors and served three terms. He also worked on numerous NRCA committees and was a significant contributor to NRCA's Manual Update Committee and Technical Operations Committee. He served on other technical committees including Asphalt Shingle, Performance Technology and Safety Design.

Karel also assisted NRCA's Education Task Force and served three terms on the board of directors for the National Roofing Legal Resource Center.

In between running a roofing company and his volunteer service with NRCA, Karel has volunteered his time with Ronald McDonald House Charities, Habitat for Humanity, Feed My Starving Children and Source Ministries that assists homeless and at-risk youth. He also served multiple years as a board member and then chairman of Trinity Church in Maplewood, Minnesota, and has worked with the youth group at Trinity Church for more than 20 years.

The John Bradford Volunteer Award is named after John Bradford, who served as NRCA's president from 1982-83 and was a past president of the Midwest Roofing Contractors Association. He was instrumental in the development of the Montana Roofing Contractors Association, served on many boards throughout his roofing career and enjoyed civic involvements.

Gold Circle Awards

NRCA's 2025 Gold Circle Awards were presented to NRCA members for their significant contributions to the roofing industry.

The following companies received 2025 Gold Circle Awards:

- Outstanding Workmanship: Steep-slope—The
 Durable Slate Co., Columbus, Ohio, for Logan
 County Courthouse, Lincoln, Ill., and Renaissance
 Roofing, Belvidere, Ill., for Green County Courthouse, Monroe, Wis.
- Outstanding Workmanship: Low-slope—Klein Contracting Corp., Doraville, Ga., for Signia Hilton Hotel, Atlanta

Additionally, two companies were selected as honorable mentions:

- Greenwood Industries, Worcester, Mass., for New York State Capitol Courtyard, Albany, N.Y.
- KPost Company, Dallas, for American Airlines Hospitality Center, Fort Worth, Texas

CNA/NRCA Community Involvement Award

NRCA and CNA, Chicago, presented the CNA/NRCA Community Involvement Award to Four Seasons Kanga Roof, Roseville, Mich., for its charitable efforts with the Evan Vaillancourt, Army Specialist, Legacy Fund Scholarship. The award honors charitable works performed by NRCA contractor members between Jan. 1, 2024, and Nov. 24, 2024.



NRCA'S 2025-26 LEADERSHIP

NRCA announced its 2025-26 slate of officers and directors during its 138th Annual Convention Feb. 19-21 in San Antonio. All 2025-26 officers and directors will assume their roles June 1.

Alex Hernandez, president of Clark Roofing Co., Broadview, Ill., was elected chairman of the board, and Chad Collins, president of The Bone Dry Roofing Co., a Roofing Corp of America company, Atlanta, was elected chairman of the board-elect. Jean-Paul Grivas, vice president of Ray Nolan Roofing, Louisville, Ky.; Christian Madsen, president of Madsen Roofing & Waterproofing Inc., Rancho Cordova, Calif.; and Diana Petersen, director of administration for Red Pointe Roofing LP, Orange, Calif., were elected vice chairmen for two-year terms. Sherri Miles, vice president of J.D. Miles and Sons Inc., Chesapeake, Va., was elected vice chairman for a one-year term.

Additionally, the following were elected as new NRCA directors:

- Tyler Allwood, director of business development for Eagle Roofing Products, Rialto, Calif.
- Rachna Bhatt, director of HRGM Corp., Washington, D.C.
- **Tupac de la Cruz**, founder of Roofing Solutions LLC,
 Baton Rouge, La.
- Collin DeBuysere, project manager for Roofing Technology
 Inc., Davenport, Iowa
- John Fleming, owner of Weathercraft Co. of Colorado Springs Inc., Colorado Springs, Colo.
- Tammara Hall, director of marketing and business development for CFS Roofing Services LLC, Fort Myers, Fla.
- Tina Hall, owner and CEO of Joe Hall Roofing & Contracting, Arlington, Texas
- Will Hamlin, president and CEO of The Hamlin Cos., Garner, N.C.
- Paige Harvill, corporate projects manager for Nations Roof Gulf Coast, Mobile, Ala.
- Gary Howes, chief operating officer of The Durable Slate Co., Columbus, Ohio

- Allen Hughes, vice president of Rike Roofing Servies, Fort Mill, S.C.
- Beth Kegley, director of national accounts for Beacon Building Products, Herndon, Va.
- Pierre Lafontaine, vice president of business services for Groupe Raymond, Quebec, Canada
- Paul Manchisi, senior vice president, Flynn Midwest, Flynn BEC, for Flynn Group of Companies, Toronto, Canada
- James Patterson, senior vice president of CentiMark Corp., Canonsburg, Pa.
- Kyle Price, service sales manager for Superior Services RSH Inc., Lansing, Mich.
- Rachel Reed, vice president of Tri-State/Service Roofing & Sheet Metal Group, Vienna,
- Josh Steinrock, president of American Roofing & Metal Inc., Louisville, Ky.



35

Four Seasons Kanga Roof raised money for a scholarship after Evan Vaillancourt, an Army specialist, passed away suddenly while on active duty, leaving his wife and their 1-year-old son

behind. Vaillancourt's older brother, Mason, is a member of the Four Seasons Kanga Roof sales team. Employees raised \$250,000 to fund the scholarship, which will be awarded annually. CNA awarded Four Seasons Kanga Roof with \$7,500 for the scholarship.

The second-place winner was Bliss Roofing, Clackamas, Ore., for its charitable efforts with Catalyst Partnerships. After learning Catalyst Partnerships received eight submissions from community members in need of new roofs but could fund only five, Bliss Roofing donated a roof to one of the runnersup. CNA awarded Bliss Roofing with \$5,000 for its charity.

The third-place winner was Korellis, Hammond, Ind., for its work with The Blind Social Center. Korellis donated labor and materials required to install a 4,700-square-foot roof system on the organization's facility. CNA awarded Korellis with \$2,500 for its charity.



The Roofing Alliance announced the winners of its 25th annual MVP Awards during the ceremony. The

awards recognize outstanding roofing workers who achieve work-related and personal goals to which others aspire. Award winners are chosen by a panel of roofing industry representatives.

The winner in the outstanding community involvement category was Cliff Johnson, driver for Beacon Building Products, Rochester, Minn.

The winner in the outstanding performance and leadership category was Alex Garcia, superinten-

To view a gallery
of convention and
IRE photos, go to
professionalroofing.net.



dent for Bliss Roofing Inc., Clackamas, Ore.

The Best of the Best Award winner also was announced. Angel Arroyo, superintendent for Raincoat Roofing Systems Inc., Broadview, Ill., won the Best of the Best Award. Arroyo won the award for his extraordinary contributions to the roofing industry. To learn more about Arroyo, see "A guardian angel," page 24.

The Best of the Best Award is sponsored by *Professional Roofing* and OMG Roofing Products Inc., Agawam, Mass.

Charlie Raymond recognition

In addition, NRCA recognized the following member companies for their 2024 membership recruitment efforts to the association:

- Beacon Building Products, Herndon, Va.
- CertainTeed LLC, Malvern, Pa.
- GAF, Parsippany, N.J.
- · Owens Corning, Toledo, Ohio
- · SRS Distribution Inc., McKinney, Texas

The recognition is in honor of former NRCA President and J.A. Piper Award winner Charlie Raymond, who first became chairman of NRCA's Membership Committee when the association had 328 members. Raymond recruited the 1,000th member in 1973.

BACK TO VEGAS

Make plans now to attend NRCA's 139th Annual Convention and the 2026 IRE Jan. 20-22 in Las Vegas for plenty of networking, learning and fun. You won't want to miss it!

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





Alex Garcia, superintendent for Bliss Roofing, wins the MVP Awards' outstanding performance and leadership category.



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Gritical Roofing

Rhoden Roofing flexes communication skills on a trauma center roofing project in Kansas

by Chrystine Elle Hanus



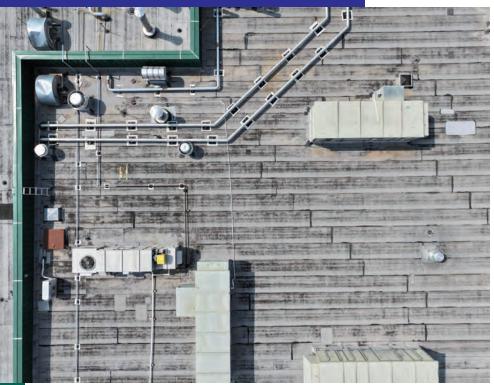
he University of Kansas Health System is a nonprofit, academic medical center in Kansas City with three branch hospitals and educational centers throughout the state. It is the region's only nationally verified Level I Trauma Center. In 1998, it became an independent entity that receives no funding from the state. It is affiliated with the University of Kansas Medical Center, Kansas City, and its physicians represent more than 200 specialties.

The Great Bend campus serves communities surrounding Barton County. In July 2023, a hailstorm damaged the facility's roof, causing damage and water leaks. Rhoden

Roofing LLC, Wichita, Kan., was selected as the roofing contractor for the project.

Repairs first

Before the storm, the polymer-modified bitumen roof membrane on the University of Kansas Health System Great Bend Campus facility showed signs of aging but remained in good condition. The membrane was beginning to deteriorate, including granule loss, but it still had useful life left. Leaks were minor and confined to areas around HVAC units.



The facility's roof before restoration

But the severe hailstorm that produced hailstones between $1\frac{1}{4}$ and $1\frac{1}{2}$ inches in diameter accelerated the roof system's decline. Granule loss on the membrane increased, and the parapet walls took the brunt of the damage as 70 mph horizontal winds drove hail into them. Of particular concern were holes in unsupported areas where the walls transition to the roof field.

The team at Rhoden Roofing immediately made repairs to make the roof watertight and keep the hospital functioning without disruption. This included temporary patchwork on the parapet walls.

New roof planning

The hospital roof remained structurally sound and was an ideal candidate for re-covering. To verify this was the best option, the Rhoden Roofing team made core cuts in areas of concern. There were a few areas where the insulation was saturated and the roof deck damaged, requiring replacement, but a complete tear-off and replacement was not necessary. Maintaining hospital operations while installing a new roof was a top priority.

"Re-covering the existing roof would be faster and cost far less than a full tear-off," says Brett Worrell, project manager for Rhoden Roofing. "The building's interior would not be left exposed to the elements, and disruption to the hospital's daily activities would be minimized."

The University of Kansas Health System was a new tenant in the building owned by Cleveland GB Investors LLC, Wichita, Kan. It was important for the building owners to install a new roof that would provide reliable, hassle-free service for the duration of the long-term lease.

It also was essential to protect everyone and everything inside the hospital while the work was being done on the roof. The hospital could not shut down and had to continue serving the community and seamlessly caring for patients.

"There is a lot going on in the hospital, and it has a lot of expensive equipment," Worrell says. "Recovering the roof limited everybody's risk while also giving the client a roof that would be useful for another 20 to 30 years."

The Rhoden Roofing team recommended new white TPO membrane for the Great Bend facility's roof.

"It was the best option," Worrell says. "We like TPO and how the seams come together and are heat-welded. It is stronger in the seams than EPDM. We prefer fleece-back TPO membrane that can be adhered directly to many existing roofs.

"Also, the average high temperatures from June through September in Wichita are in the mid-80s



Re-cover work in progress

F to low-90s F. The white membrane will help the hospital reduce its cooling costs and maximize the efficiency of the building's HVAC equipment while keeping patients, staff and visitors comfortable."

To secure the new roof contract, Rhoden Roofing had to gain the confidence of the building owners and the hospital's board of directors. Communication and responsiveness were key.

For example, during Worrell's first meeting with the hospital's board of directors, the hospital's head of maintenance called in to the meeting to inquire about the cost to replace a coping cap. Before the end of the meeting, Worrell was able to determine and provide the cost. A few days later, Rhoden Roofing was awarded the contract to re-cover the roof.

"If a client needs information, it's crucial to get it to them right away," Worrell says. "In this case, the board members knew if they asked questions, they would get answers. And things would get done."

"Brett created trust with the building owner and tenant by making sure they knew the system put on the roof would be the correct one," adds John Rhoden, owner of Rhoden Roofing. "He assessed the roof and explained they could save some dollars with a roof re-cover versus ripping out the entire roof.

"The board had confidence it would get a highperforming roof and Brett wasn't throwing things in just to increase the bill," Rhoden continues. "Brett's ability to be responsive to their questions by researching and providing the right answers was critical to our being able to earn this project."

Installation

It took more than a year for the final plan to be approved, funding to be secured and work to begin. In August 2024, the Rhoden Roofing team began the installation phase. Workers swept and cleaned the 51,600-square-foot roof surface to prepare for the new TPO membrane.

The existing polymer-modified bitumen roof membrane had been installed in two phases during 2001 and 2008. Phase one work included polyisocyanurate insulation on the metal roof deck. Some areas applied during phase one contained membrane blisters. Team members cut out these areas so the new TPO membrane would lie flat properly.

The crew used MuleHide Helix® Max Low-Rise Adhesive in the roof field to adhere MuleHide Fleece Back TPO 60-mil membrane directly to the existing roof membrane.

"Because we used a fleece-back membrane, there was no need to add a cover board as a separation layer," Worrell explains. "That sped up installation and reduced labor and materials costs."

On the 6- to 8-foot wood parapet walls, the crew

used MuleHide AeroWeb Low-VOC Aerosol Contact Adhesive/ Primer to adhere standard TPO 60-mil membrane.

"Given the hospital's layout and the parapet walls, overspray was not a concern, and spray application was much faster than using a roller," Worrell says.

Safety

A significant safety concern was working around the numerous rooftop HVAC units and the natural gas lines that power them.

"The rolls of fleece-back TPO are large and heavy, and accidentally bumping one of them into a gas line could easily have caused a potentially catastrophic gas leak," Worrell says. "The need to take extra care when working around the gas lines—and the location of the main shutoff and how to use it in the event of an emergency—were major points of emphasis during crew meetings."

When moving materials from the on-site staging area to the rooftop, crew members on the ground directed vehicular traffic and ensured the crane or telehandler was positioned securely in place so vehicles could navigate safely around the equipment.

Crew safety also was top priority. The team

Project name: University of Kansas Health System

Project location: Great Bend, Kan.

Project duration: July 2023-

September 2024

Roofing contractor: Rhoden Roofing LLC, Wichita, Kan.

Roof system type: TPO fleece-back membrane

Roofing manufacturer: MuleHide, Beloit, Wis.



Newly completed roof

followed all Occupational and Safety Health Administration safety regulations and company practices.

"Everybody walked away safely," Worrell says.

"Everybody went home every night. That is always important."

Helipad

The University of Kansas Health System Great Bend Campus has a helipad to receive and transport critical patients at its trauma center. Although the helipad itself is adjacent to the roof, the related communication equipment, windsocks, lighting and warning systems are on the roof.

Accordingly, on days when Rhoden Roofing had to use a crane or other heavy equipment on-site, the team communicated with hospital staff so the helicopter pilot would be alerted of a potential hazard. When necessary, roofing work was paused and/or the equipment relocated.

"We communicated proactively so the customer always knew where and when there was a crane on-site," Worrell says. "We explained how we were going to approach work every day and every week and what we would be doing the following week."

When the helipad's communication equipment needed to be disassembled to install the TPO membrane, Rhoden Roofing team members coordinated with the hospital's electrician to ensure the equipment was brought back online quickly to resume

helicopter flights. The process was completed in two hours.

"We knew it was important to the hospital, so it was important to us," Worrell says.

Ongoing communication among the roofing crew and hospital staff was essential to ensure the project proceeded smoothly.

"You can plan and prepare, but if you don't communicate, you may as well not plan and prepare," Worrell says. "You can't just slap on a roof. The planning, preparation and communication that took place on this project made it so the customer hardly knew we were there, and we only had to close a small 12-space parking lot for equipment."

"Brett had a really good understanding of the business operating within the building," Rhoden says. "A lot of contractors can talk roof systems, but Brett recognized when you're working on a hospital, not interrupting its operations is the number one factor."

Fully recovered

On Sept. 25, 2024, the Rhoden Roofing team wrapped up work on the University of Kansas Health System Great Bend Campus facility, five days ahead of the timeline.

Thanks to diligent research and persistent and thorough communication exercised throughout the project's duration, the roof re-cover project met the needs of the building owner and hospital staff and was an overwhelming success.

"We provided the best roof system possible for the job," Worrell says. "The existing roof was about as teed-up as it gets for a fleece-back TPO membrane re-cover. We were able to identify and recognize re-covering with TPO membrane was the appropriate choice for all involved. The new membrane will provide the longevity and performance the building owner wanted. It reduced the time we had to be there and eliminated interruptions that would have come with a total tear-off, which was important to the hospital."

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

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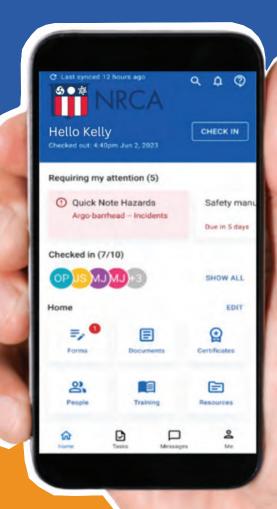
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ADOPTING



BACK-OFFICE BRILLIANCE VERSUS FIELD REALITIES

by Bill Arseneau, MBA

rtificial intelligence is transforming industries, and roofing is no exception. During the past two years, generative AI and large language models have emerged as some of the most talked about technologies in the construction industry. Although many contractors have taken a cautious, wait-and-see approach, a major shift in how roofing businesses operate is on the horizon.

AI is reshaping the way roofing contractors manage business operations across the entire value chain. From revolutionizing back-office operations with cutting-edge tools to maintaining traditional, hands-on methods that have defined the roofing trade for generations, AI will in some way affect the way you conduct daily business.

THE DIGITAL TRANSFORMATION

Although many roofing companies are actively using AI, adoption rates vary dramatically among internal departments. Generative AI can create original content such as text, images, videos, audio or software code and deliver deep insights into market trends, customer behavior and operational efficiencies. As a result, marketing and sales teams are experiencing what many describe as a "magical" transformation thanks to rapid advancements and large language models.

In contrast, field operations remain deeply rooted in manual labor. Although some hands-on functions are being transformed by AI innovations, physical work on the roof requires traditional methods. This dichotomy creates a fascinating—and sometimes challenging—adoption divide.

Mike Kornahrens, vice president at Advanced Roofing Inc., Fort Lauderdale, Fla., remarked AI could affect everything from sales and marketing to field operations and post-project analysis.

"AI has the potential to impact every part of our

business—from sales and estimating to field operations and maintenance," Kornahrens says. "The advancements in just the past few years are astonishing and helping us work smarter and more efficiently."

PORTER'S FIVE FORCES

Porter's five forces is a strategic framework developed by Michael E. Porter, a professor at Harvard Business School, Boston, to analyze the external forces that shape the competitiveness and profitability of an industry. Companies use this model to understand market dynamics and develop strategies that strengthen their positions.

For roofing contractors, understanding these forces—especially in the context of emerging technologies such as AI—can help evaluate risks and opportunities in a rapidly changing landscape.

- 1. Threat of new entrants: AI-driven tools are lowering traditional barriers to entry by automating tasks such as content generation, estimating, scheduling and customer engagement. These efficiencies allow new players to enter the market more quickly. However, the technical complexity and hands-on expertise required on job sites still favor established contractors with strong reputations and skilled labor.
- 2. Bargaining power of suppliers: AI-powered enterprise resource planning and analytics platforms allow contractors to better manage procurement, track material costs and forecast demand. By improving visibility into pricing and availability, contractors can reduce reliance on suppliers and negotiate more favorable terms, decreasing supplier

power.



- 3. Bargaining power of buyers: With access to online reviews, real-time project updates and AI-enhanced quoting tools, buyers are more informed and demanding than ever. This transparency increases expectations for quality, speed and communication—shifting power toward customers and raising the bar for contractors to be hyper transparent.
- 4. **Threat of substitutes:** Although robotics, drones and automated inspection technologies are making strides, most roofing tasks still require skilled human labor, especially for custom and complex projects. As such, the threat of substitutes remains relatively low in the short term though it may rise as technologies mature.
- 5. **Competitive rivalry:** As more contractors integrate AI into their operations—from marketing and estimating to project tracking and customer support—the competition intensifies. Early adopters gain operational efficiency and improved customer experience. Contractors who delay adoption risk falling behind even if their field work remains strong.

AI TOOLS FOR EVERY FUNCTION

Sooner or later, AI is coming to your roofing company. What follows explains how AI is transforming each segment of the roofing business and specific AI tools you can implement now.

Accounting and finance

Financial planning: Tools such as QuickBooks Online, Sage Intacct and Xero automate bookkeeping, tax preparation and forecasting.

Advanced analytics: Botkeepr, Datarais and Microsoft Dynamics 365 Finance offer AI-driven insights and interactive financial visualizations, turning complex spreadsheets into actionable dashboards.

Takeaways: AI streamlines financial processes, improves accuracy and provides critical data to guide long-term growth strategies.

Communication

Content and communication: Advanced language models such as ChatGPT, Google Gemini, Grok and Play.ht drive everything from content generation to natural language interfaces.

Takeaways: These models underpin many digital tools, enabling seamless communication and automating content creation, which drives efficiency across the board.

Estimating and inspections

Accurate estimating: Tools such as Document-Crunch, Estimating Edge, Roof Orders and Xactimate AI Powered Estimates produce precise cost estimates, essential for competitive bidding.

Advanced inspections: Drone and aerial technologies with AI integrations such as DroneDeploy and EagleView® enable remote inspections. Future potential in video analysis via Claude.ai and Google Gemini could further enhance accuracy.

Takeaways: These solutions ensure competitive bids and streamline inspections with high precision and efficiency.

Human resources and training

Talent acquisition: AI recruitment platforms enhance job postings and initial candidate screenings. However, many candidates now submit perfect AI-generated resumes that require human review to capture subtle nuances.

Training development: At Johns Manville Roofing Systems, Denver, Jess Murphy, preferred accounts manager for Johns Manville Roofing Systems, leverages ChatGPT to create custom CEU presentations tailored for contractors, architects and engineers. These dynamic presentations refresh outdated materials quickly and effectively.

Employee management: Platforms such as BambooHR, Cornerstone OnDemand and Workday streamline onboarding and performance tracking.

Takeaways: AI modernizes human resources functions and training while ensuring human oversight preserves quality and individuality.

IT and coding tools

Custom software development: Tools like AWS CodeWhisperer, Bolt.new, GitHub Copilot and Replit boost developer productivity by providing real-time code suggestions and debugging support.

Takeaways: These tools streamline IT operations and facilitate custom integrations, ensuring your technological backbone remains robust.

Leadership and strategic management

Vision and strategy: AI tools such as ChatGPT, Fyxer .ai and Google Gemini generate comprehensive business plans, summarize lengthy meetings and automate routine emails.

Decision support: Microsoft Copilot, Notion AI and other similar platforms help create detailed presentations and strategic roadmaps that allow leaders to visualize complex data.

Workflow automation: Zapier integrates various apps and data sources, enabling fast, data-driven decision-making.

Takeaways: AI empowers leadership to automate and make rapid, informed decisions while leaving the final strategic calls in the hands of experienced professionals.

Legal, permitting and warranties

Contract and document management: AI tools such as AI Lawyer, ContractPodAi, Legly.io and Robin AI^{TM} streamline legal processes from contract generation and permit applications to warranty administration.

Takeaways: AI enhances legal workflows but must always be overseen by human experts to avoid costly errors.

Logistics and vehicle management

Material sourcing and inventory: Integrated ERP systems like Microsoft Dynamics and platforms such as X.Build optimize supply chain data, inventory management and vehicle fleet operations.

Takeaways: AI-driven systems reduce delays, optimize resource allocation, and ensure materials and vehicles are managed efficiently.

Operations and field execution

Project coordination: Platforms such as Asana, Monday.com, Trello and Smartsheet optimize scheduling, resource allocation and overall worklflow management. Notion AI enhances knowledge management and collaboration while Fathom provides AI-powered meeting transcription and insights. Service Titan® is a field service management platform.

Field management: Buildertrend, CoConstruct[™] PlanGrid, Procore, X.Build and other similar platforms drive efficient on-site execution.

Real-time inspections: Tools such as Company-Cam, DroneDeploy, Hover, Matterport® and Roof Hawk capture real-time field data to ensure quality and speed.

Takeaways: AI facilitates efficient field execution and real-time monitoring while experienced professionals make final quality assessments.

Safety and compliance

Risk management: AI-powered camera tracking and video analytics tools like EarthCam .net,® iQ4Mobility and TrueLook intelligent security help monitor job-site safety and enforce compliance.

Takeaways: These systems improve overall site safety, reduce the risk of accidents and ensure adherence to Occupational Safety and Health Administration standards.

Sales and marketing

Content generation: Tools such as ChatGPT, Google Gemini and Microsoft Copilot produce highquality emails, presentations and social media content.

Digital presence: Platforms like Canva, Jasper .ai, MidJourney Graphics, Play.ht and Wix enhance visuals and website design.

CRM integration: Systems such as Acculynx, Hubspot, JobNimbus, Microsoft Dynamics and Salesforce streamline lead management and customer engagement.

Takeaways: AI strengthens customer engagement





Security and cameras

On-site security: AI-powered security tools like EarthCam.net, iQ4Mobility and TrueLook Intelligent Security provide 24/7 real-time monitoring and advanced analytics, ensuring job-site safety and security are maintained at all times.

Takeaways: Enhanced security systems offer peace of mind and contribute significantly to overall site safety.

Service and maintenance

Post-project inspections: Procore Field Productivity captures real-time data to support routine inspections and prompt maintenance, ensuring roof systems remain in optimal condition.

Takeaways: Regular monitoring through AI-powered tools can enhance customer satisfaction, protect contractors against theft and help prolong roof system lifespans.

INTEGRATION

The roofing industry is standing at the crossroads of tradition and technology; consider taking these steps to integrate AI into your team's workflow:

- Start in the back office: Integrate AI tools like ChatGPT, Fathom.ai, Fyxer.ai, Google Gemini and Microsoft Copilot to automate administrative tasks. Track performance metrics using advanced visualization tools.
- Invest in training: Educate your team about AI's benefits and limitations. Consider training programs from organizations like VJAL Institute to stay current with the latest innovations.
- Form an AI focus group: Create an interdepartmental task force to analyze AI technologies and develop tailored standard operating procedures.
- Prioritize data management: Ensure your data is of high quality and well-managed; effective AI relies on reliable data inputs.
- Embrace GEO tactics: Strengthen your

- digital presence by combining traditional local search engine optimization with generative engine optimization tactics. Create expert-level thought leadership articles focused on optimizing question-based keywords and regularly update your content to stay relevant in an AI-driven search landscape.
- Augment; don't replace: Use AI to handle repetitive tasks and aid in creativity, but keep critical decisions in human hands. Protect your business with Errors and Omissions Insurance if you rely on AI for generating crucial documents. This coverage could be essential if AI-generated documents result in costly mistakes or legal disputes.
- Enhance cybersecurity: Collaborate with IT and security teams to safeguard your data as you integrate new AI systems.
- Master prompt engineering: Develop effective prompts for searches to maximize the output of your AI tools. Create a spreadsheet of prompts you like best, ensuring you extract the most valuable insights.
- Monitor industry trends: Stay informed through resources such as NRCA, local roofing contractor associations and YouTube. Use tools such as ChatGPT with Scheduled Tasks to automate daily alerts on new AI technologies.
- Review and refine: Constantly evaluate AIgenerated outputs and refine your processes to catch errors and maintain quality.

BALANCING INNOVATION AND TRADITION

The journey into AI is filled with tremendous opportunities and significant challenges. As the roofing industry moves forward, it is essential roofing professionals embrace AI as a new tool in the toolbox rather than a replacement. Combining technological innovations of AI with a human touch will ensure quality, safety and craftsmanship. Doing so will ensure the industry preserves historical traditions while thriving in the age of AI.

BILL ARSENEAU, MBA, is a marketing strategist and coowner of ThreeBird Creative Group, Fort Lauderdale, Fla.

MANUFACTURER NEWS

Elevate[™] announces Master Contractor recipients

Nashville-Tenn.-based Holcim Building Envelope's **Elevate** brand has announced the 2025 recipients of its Master Contractor program, which honors contractors for excellence in commercial roofing.

All Elevate Red Shield $^{\text{\tiny TM}}$ licensed contractors are eligible for the program. For 2025, Elevate

awarded Master Contractor status to 250 top roofing contractors who accumulated the most Master Contractor quality points during the program year. Contractors earned quality points for installing Elevate Rubber-Gard™ EPDM, UltraPly™ TPO, PVC, asphalt and metal roof systems.

The complete list of Elevate's 2025 Master Contractor recipients is available at holcimbe.com/en/news.



Pictured from left to right: Allen Sopko, Elevate's senior director of sales; John Ziolkowski, president and CEO of Korellis, Hammond, Ind.; Frank Palmer, Elevate's senior vice president of sales; and David Finn, Elevate's senior director of sales, East division

GAF donates roof materials

GAF, Parsippany, N.J., recently partnered with Excel Roofing, Englewood, Colo., the Colorado Roofing Association and Habitat for Humanity to provide

a new roof for a building serving underprivileged families in the Denver area. GAF donated the materials for the project.

In addition, GAF has announced its GAF TimberSteel[™] premium metal roof system is now available in Alabama, Delaware, the District of Columbia, Florida, Georgia, Maryland, Mississippi, North Caro-



Excel Roofing crew members at work

lina, South Carolina, Tennessee, Virginia and West Virginia.

With the additions of Evergreen, Mariner Blue and Rustic Red, the system now is available in eight colors.

OTHER NEWS

Industry professional passes away

Steve Daly, president of Roof Care Management, Overland Park, Kan., passed away Feb. 25. He was 71.



Steve Daly

Daly attended Regis University, Denver, where he graduated with a bachelor's degree in business. He began his career at KAW Roofing & Sheet Metal, Kansas City, Kan., in 1982 and continued in the field for 35 years. He was passionate about lake life and spending time with his family.

He is survived by his daughter, Kate (Joe) Orscheln; son, Tom (Rachel) Daly; former wife, Mary Daly; siblings, Donna Bryan, Bob (Kelly) Daly, Nancy (Mike) Nugent, John (Debbie) Daly and Maggie (Paul) Lage; and many grandchildren, nieces and nephews.

In remembrance of Daly, his family requests memorial contributions be made to the Michael Daly Memorial Foundation.

RoofersCoffeeShop® and Roofing Talent America release podcast

RoofersCoffeeShop has partnered with Roofing Talent America to launch the People Make Roofing podcast. Focusing on the leaders of the industry, the podcast aims to share why the next generation should consider roofing as a career.



"We are proud to partner with Roofing Talent America to highlight the roofing industry's success stories and help the next generation find the value and opportunities in a roofing career," says Heidi J. Ellsworth, president of RoofersCoffeeShop.

The podcast is available at rooferscoffeeshop.com/people-make-roofing.

MRA announces award winner

The **Metal Roofing Alliance** has announced the winner of its Best Residential Roofing Project competition.

Metal Roofing Headquarters, also known as MRHQ Roofs, installed a new metal roof on a 6,000-square-foot home on Dona Bay in Nokomis,



Fla. The home's previous roof was badly damaged by Hurricane Ian in 2022.

More information about the competition is available at metal coffeeshop .com/contests-and-games.

EVENTS

MAY

14

Virtual CERTA Train-the-trainer

NRCA Online

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

floridaroof.com

25-26

SkillsUSA® National Leadership & Skills Conference

SkillsUSA Atlanta

Contact: SkillsUSA Customer Care (844) 875-4557 or customer service@skillsusa.org

JULY

nlsc.skillsusa.org

15-18

NRCA's Midyear Committee Meetings

NRCA

Chicago

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

28-30

Western Roofing Expo 2025

Western States Roofing Contractors Association Las Vegas Contact: WSRCA

(800) 725-0333 or info@wsrca .com

westernroofingexpo.com

OCTOBER

8-10

LEGALCon Live 2025

NRCA Chicago Contact: Crystal Wukovits, manager of NRCA University cwukovits@nrca.net nrca.net

20-22

2025 MRCA Conference & Expo

Midwest Roofing Contractors
Association

Schaumburg, III.
Contact: MRCA
(800) 497-6722 or mrca@mrca
.org
mrca.org

21-23 METALCON

Las Vegas
Contact: METALCON
(617) 965-0055 or info@metal
con.com
metalcon.com

27-30

NRCA's Fall Committee Meetings/ Roofing Alliance Member Meeting

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

NOVEMBER

4-7

Greenbuild 2025

U.S. Green Building Council Los Angeles Contact: info@greenbuildexpo .com greenbuildexpo.com



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NRCA NEW MEMBERS -

ARCHITECTS/ENGINEERS/ CONSULTANTS

Bosela Forensix Engineering Consultants, Copley, Ohio

Bravura Claims Negotiations LLC, Royse City, Texas

Colorado Roof Consulting & Restoration LLC, Littleton, Colo.

ENVIRONMENTORS LLC, Linden, N.J.

GPD Group, Akron, Ohio

KWA Engineering and Building Science Co. Inc., Lubbock, Texas

LP Loss Consulting, Round Rock, Texas

TBS Services, Collingswood, N.J.

TG Contractors Inc., Lanham, Md.

WLLW LLC, Austin, Texas

CONTRACTORS

Adail Bastos Inc., San Diego

All-Rite Sheet Metal Inc., Houston

Alpha Roofing and Contracting, Newborn, Ga.

American Roofing & Construction LLC, Mobile, Ala.

Aspenwood Roofing Inc., Houston

BC American Roofing, St. Petersburg, Fla.

Bilt-Well Roofing, Los Angeles

BK Construction and Roofing, Lorena, Texas

Blessing Roofs, Springfield, Ohio

Blueline Roofing & Construction, McKinney, Texas

City Star Roofers, Sault Ste. Marie, Ontario, Canada

Coontz Roofing, Edmond, Okla.

Cooper Roofing and General Contracting, Washington, Ill.

CORE Roofing Systems Inc., Alpharetta,

Cowin Company, Pineville, Mo.

Cypress Roofing, Kerrville, Texas

Dakota Storm Roofing, Pierre, S.D.

DAR Roofing General Contractors, Farmers Branch, Texas

Definitive Roofing Solutions, Cypress,

Dion Roofing & Remodeling LLC, Holden,

Dried In LLC, Bonita Springs, Fla.

Dry By Design Roofing & Exteriors,

Indianapolis

Dynasty Roofing, Marion, N.C.

EAS Roofing Inc., Glenshaw, Pa.

Elemental Roofing Services LLC, Houston

Empire Roofing LLC, Dallas

Ernie Smith & Sons Roofing Co., Manvel, Texas

Exteriors Plus LLC, Akron, Ohio

Febres Roofing, Orlando, Fla.

First Time Development Corp., West Lafayette, Ind.

Fix Roofing LLC, Tampa, Fla.

Foster Contracting-Fortified Roofing Pros, Mobile, Ala.

General Roofing, Fairview, Texas

Good Roof LLC, La Porte, Texas

Grizzly Roofing, Sour Lake, Texas

Guardian Roofing Pros, Flint, Texas

H Town Roof & Constructions LLC, Katy, Texas

Hixon's Roofing, Aiken, S.C.

Homestead Roofing, Colorado Springs,

HomeWise Roofing and Restoration, Batavia, Ohio

Hope Contracting LLC, Dilley, Texas

Infinity Roofing and Construction, Fort Gibson, Okla.

JM Contractors Inc., Milford, Mass.

LEMT Construction, Denver

Lone Star Roof Solutions LLC, Spring,

Mammoth Contracting, Boerne, Texas Mann Roofing & Remodeling LLC, Buffalo, N.Y.

Moza Hebert Roofing, Biloxi, Miss.

Network Roofing & Construction, Dallas

OYH Roofing & Sheet Metal, Oakville, Ontario, Canada

PIC Global LLC, Cape Coral, Fla.

Presidential Roofing and Construction, St. Louis

Pro Edge Roofing, Alpharetta, Ga.

Protecta Roofing Inc., San Marcos, Calif.

PT Bangun Nusa Persada, Jakarta Barat, Indonesia

Renewed Roofing, Tool, Texas

Renner Roofing Inc., Red Wing, Minn.

Renteco S.A., Barrio Cuba, Costa Rica

Residential Roofing LLC d.b.a. Beartooth Metal Roofing, Billings, Mont.

Rigid Roofing LLC, Montgomery, Texas

Roofs Done Right, Jupiter, Fla.

S.R. Walker Contracting, Westland, Mich.

San Luis Roofing Co., Dallas

Shield Multiservices LLC, Brownsville,

Skyview Roofing, Medina, Ohio

Southwest Exteriors, San Antonio

Sustainable Living Builders, Santa Rosa,

Texas Size Roofing, El Paso, Texas

The Super Roofing Co. LLC, Fort Mill, S.C.

TMS Roofing LLC, Houston

TRS Roofing Systems-Houston LLC, The Woodlands, Texas

True Blue Roofing, Converse, Texas

True Mountain Roofing, Monument, Colo.

Turner & Sons Roofing & Siding LLC, Middletown, Conn.

Twins Roofing Corp., Oxnard, Calif.

Under My Roof LLC, Arlington Heights, Ill.

Vista Roofing, West Colombia, S.C.

Williamsburg Roofing Co. LLC, Williamsburg, Va.

Yosemite Roofing, Flint, Texas

DISTRIBUTOR

Aperior, Bonduel, Wis.

INDUSTRIAL/INSTITUTIONAL

RocketCert, Knoxville, Tenn.

MANUFACTURERS/MANUFACTURER REPRESENTATIVES

Active Ventilation Products, Newburgh,

Beijing Oriental Yuhong Waterproof Technology Co., Beijing, China

Haydon Corp., Wayne, N.J.

Veteran Group Sales & Analytics, Jackson, Miss.

MEMBER BRANCHES

Alpine Roofing LLC, a Tecta America Company, Sparks, Nev.

Eskola, North Charleston, S.C.

SERVICE PROVIDERS

Alpha Living, Las Vegas

Overall Contractors Group Inc., Caguas, Puerto Rico

BRIEFINGS

DISTRIBUTOR NEWS

ABC Supply receives workplace award

ABC Supply Co. Inc., Beloit, Wis., has received a Gallup Exceptional Workplace Award for the 19th consecutive year. The award honors organizations that have achieved worldwide excellence in terms of employee engagement. ABC Supply is one of two companies to have received this award annually.

Beacon enters into merger

Beacon, Herndon, Va., has entered into a definitive merger agreement under which QXO will acquire Beacon for \$124.35 per share in cash. The deal was expected to close as of press time.

The boards of directors of both companies have approved the transaction, which values Beacon at about \$11 billion, including its outstanding debt. The closing of the transaction is subject to a majority of Beacon shares tendering in the offer and other customary closing conditions.

"Acquiring Beacon is a key milestone in our plan to create substantial shareholder value and establish QXO as a leader in the \$800 billion building products distribution industry," says Brad Jacobs, chairman and CEO of QXO.

Additionally, Beacon has partnered with Renovate Robotics, Brooklyn, New York. The company is a leading startup developing autonomous roofing robots with a focus on making roofing safer and more productive for contractors.

iMiembro NRCA!

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

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Nearly 16,000 roofing professionals from more than 15 countries attended the 2025 International Roofing Expo® in San Antonio.

Read more about this year's convention on page 30.



Three ways to quickly grow your skills as a leader:

- 1. Learn from other leaders
- 2. Read, stream and follow
- **3. Read** the room



In 2024, artificial intelligence accounted for 28% of construction technology transactions and 37% of total construction technology deal volume and is expected to rise in 2025.

Source: Cemex Ventures

To learn more about AI in the roofing industry, go to page 44.

FAILED ROOF COMPONANTS ARE THE #1 ROOF LEAK!





US PATENTS D662,230 S 8,484,914 B2

Made from pure silicone, just like sand, it's made from silica and is 100% stable in the sun. Most of all, it's about the proprietary design.

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