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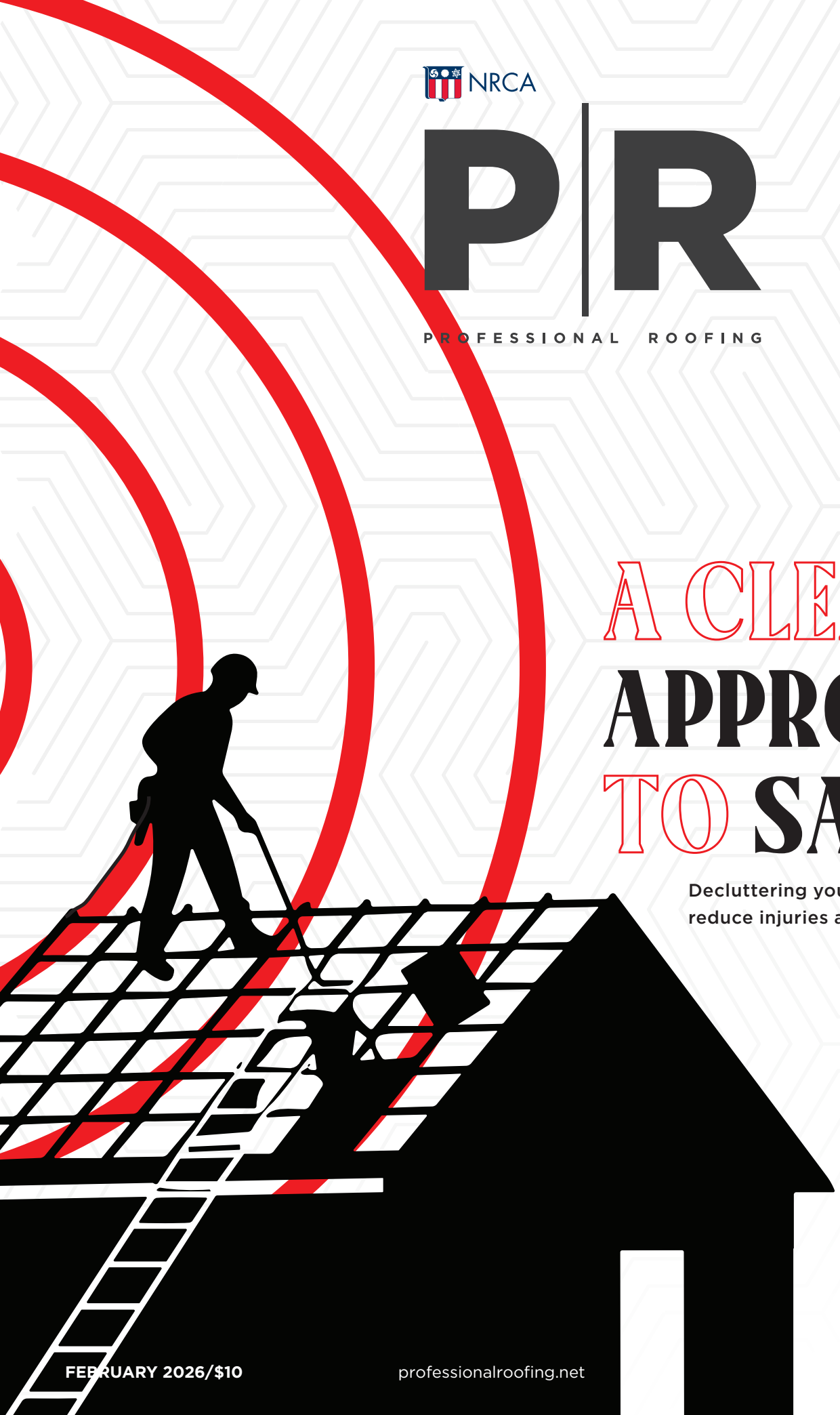

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The perma-crisis state

Leaders are being pushed to make decisions in increasingly uncertain times

by Ambika Puniani Reid

Some challenges in the roofing industry, like the lack of available workers, are evergreen. But when you are confronted with new pressures such as potential Immigration and Customs Enforcement visits or determining whether to automate tasks, making decisions can become paralyzing.

In her *Harvard Business Review* article "In uncertain times, ask these questions before you make a decision," Cheryl Strauss Einhorn writes: "Today's leaders aren't navigating the occasional crisis—they're operating in a state of perma-crisis."

She explains a typical decision-making model will probably fail during constantly changing landscapes; she presents four questions to ask yourself when facing a new challenge:

1. *Will my decision today make sense a year from now?* Einhorn says: "Asking this question forces leaders to pause and consider the durability of their choices, injecting long-term thinking into short-term chaos."
2. *If this decision were used as an example of my leadership, what would it teach?* "[This question] prompts leaders to widen the lens and consider how their choices reflect the culture they're building and the example they're setting," Einhorn explains.
3. *What if this isn't the story—what if it's the climate?* Einhorn writes: "Rather than treating volatility as a temporary storm to wait out, [this question] asks you to consider: What if this is the new normal?" And if it is a new normal, your actions must have lasting consequences.
4. *What is the cost of waiting?* Leaders often are cautioned against rushing to a decision without weighing all options. However, waiting too long can be equally destabilizing as rushing. "By flipping the bias away from fear of acting and toward awareness of inaction, [you can make] a decision that balance[s] courage and caution," Einhorn explains.

Next time you face a decision that feels like it's part of the perma-crisis reality we seem to be living, consider these four questions to help guide your decisions.

Ambika

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


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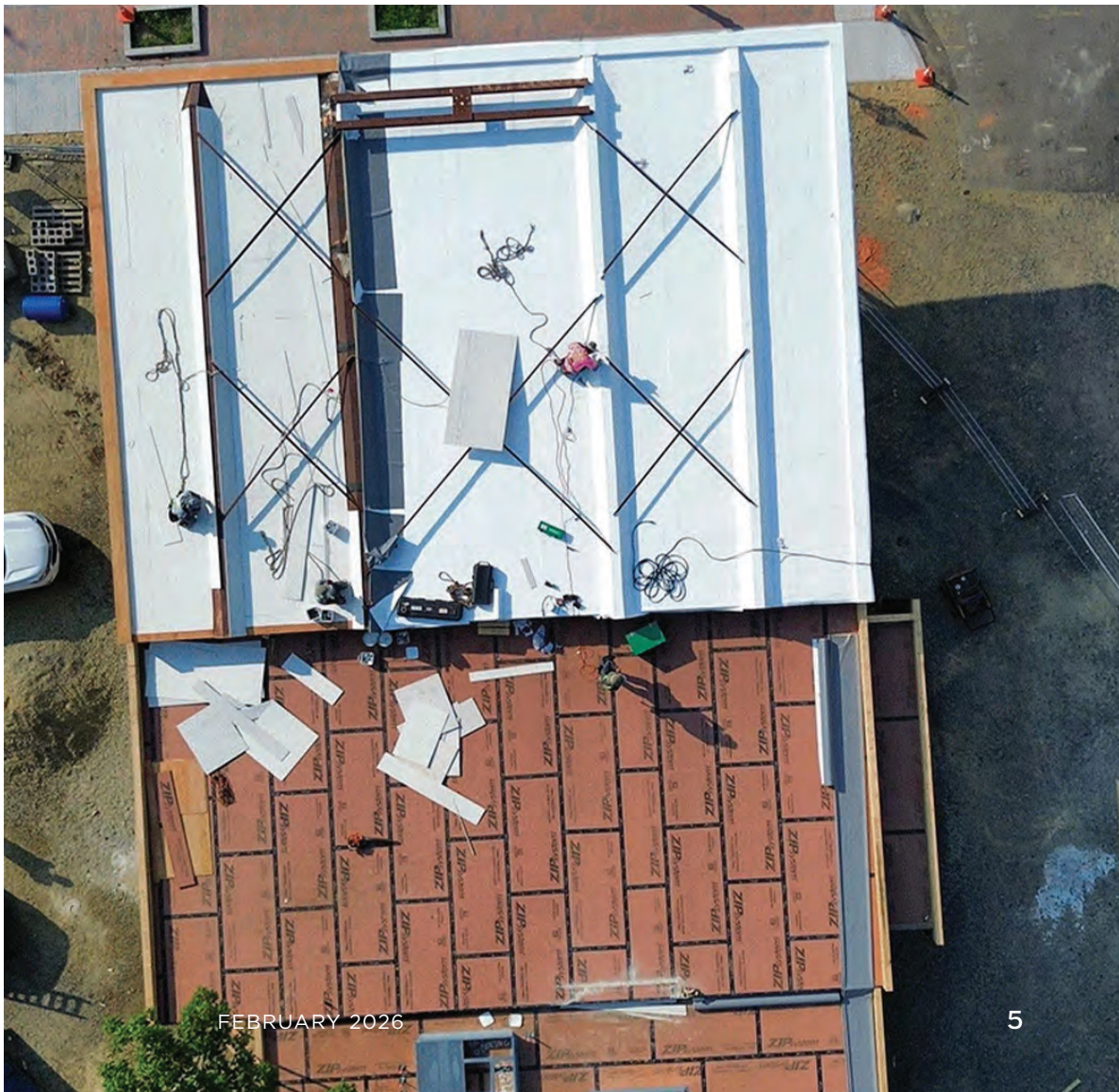
CLOSE-UP

The roof on a vacant 1950s gas station in Portsmouth, N.H., was key to transforming the structure into a bustling bagel shop.

Demolition would have triggered costly zoning requirements, so the project team decided to reroof the structure with GAF's EverGuard® PVC system with polyisocyanurate insulation and a vapor retarder.

KTM Exteriors & Recycling LLC, a female-owned, GAF GoldElite™ and CoatingsPro+™ certified contractor in Hampstead, N.H., installed the 3,700-square-foot roof system. The Getty Bagel Shop is now a local favorite, blending nostalgia with innovation.

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



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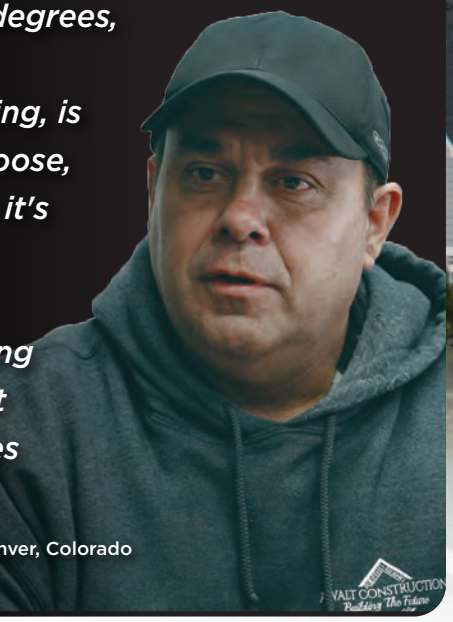

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Adhesive is versatile

Johns Manville has launched JM QuickFoam® Adhesive, a two-part, low-rise polyurethane foam adhesive for attaching fleece-backed single-ply membranes to insulation boards, insulation boards to each other or direct to a roof deck.

JM QuickFoam Adhesive reportedly remains flexible once cured, providing impact absorption. It also is compatible with several applications: base sheets, cementitious wood fiber plank, concrete, gypsum, polyisocyanurate, high-density polyisocyanurate, high-density wood fiber, perlite, treated plywood and some existing smooth-surfaced asphalt.

The adhesive is available in cartridges and 15- and 50-gallon drums.

jm.com

Mastic has compatibility

Inland Coatings has introduced RC-2500 medium-grade fiber-reinforced SEBS mastic that can be trowel- or brush-applied to roofing seams, flashings and penetrations.

Available in white and packaged in 1-, 3- and 5-gallon metal pails, the mastic can be used on aged Hypalon, aged TPO, built-up roofs (asphalt), concrete, EPDM membrane, metal, polymer-modified bitumen and spray polyurethane foam roofing.

inlandcoatings.com

AI glasses use voice activation

Zuper has released Zuper Glass, artificial intelligence-powered smart glasses designed for the skilled trades.

Integrated with the Zuper mobile app, the glasses feature voice-activated control to capture photos, record videos and take notes; AI-powered intelligence that transcribes what is seen and said into structured data; real-time syncing to keep back-office teams aligned with live job visibility; high-resolution optics and advanced noise reduction; and dust, rain and heat resistance.

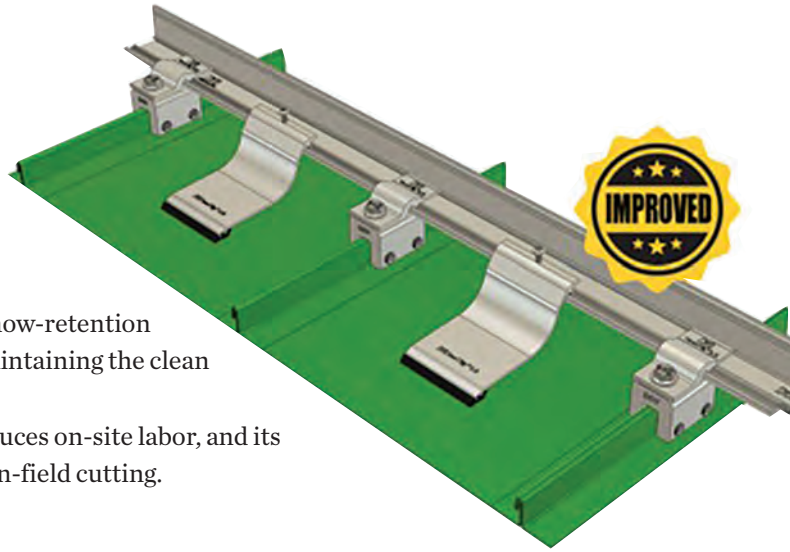
zuper.co

Glasses are customizable

Brass Knuckle® has made available its Brass Knuckle Spike™ glasses, featuring BK-Anti-Fog+ and ultraviolet 6 protection.

BK-Anti-Fog+ is an anti-fog layer that resists breakdown from heat, humidity or repeated cleaning. UV 6 protection shields against UVA and UVB rays to help prevent eye damage. The glasses also are customizable with a five-step, angle-adjustable temple; reinforced-rubber nosepiece; integrated soft brow guard; and flexible rubber temple tips.

brassknuckleprotection.com



Snow-retention system reduces on-site labor

Drexel Metals has made available the S-5! ColorGard 2.0 System, a snow-retention solution designed to minimize the risk of rooftop avalanches while maintaining the clean lines of metal roofs.

The system reportedly eliminates the need for preassembly and reduces on-site labor, and its VersaClip™ 2.0 installs directly over splices, eliminating the need for in-field cutting.

drexmet.com

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André Coppin, RRC, RRO
Seattle, WA

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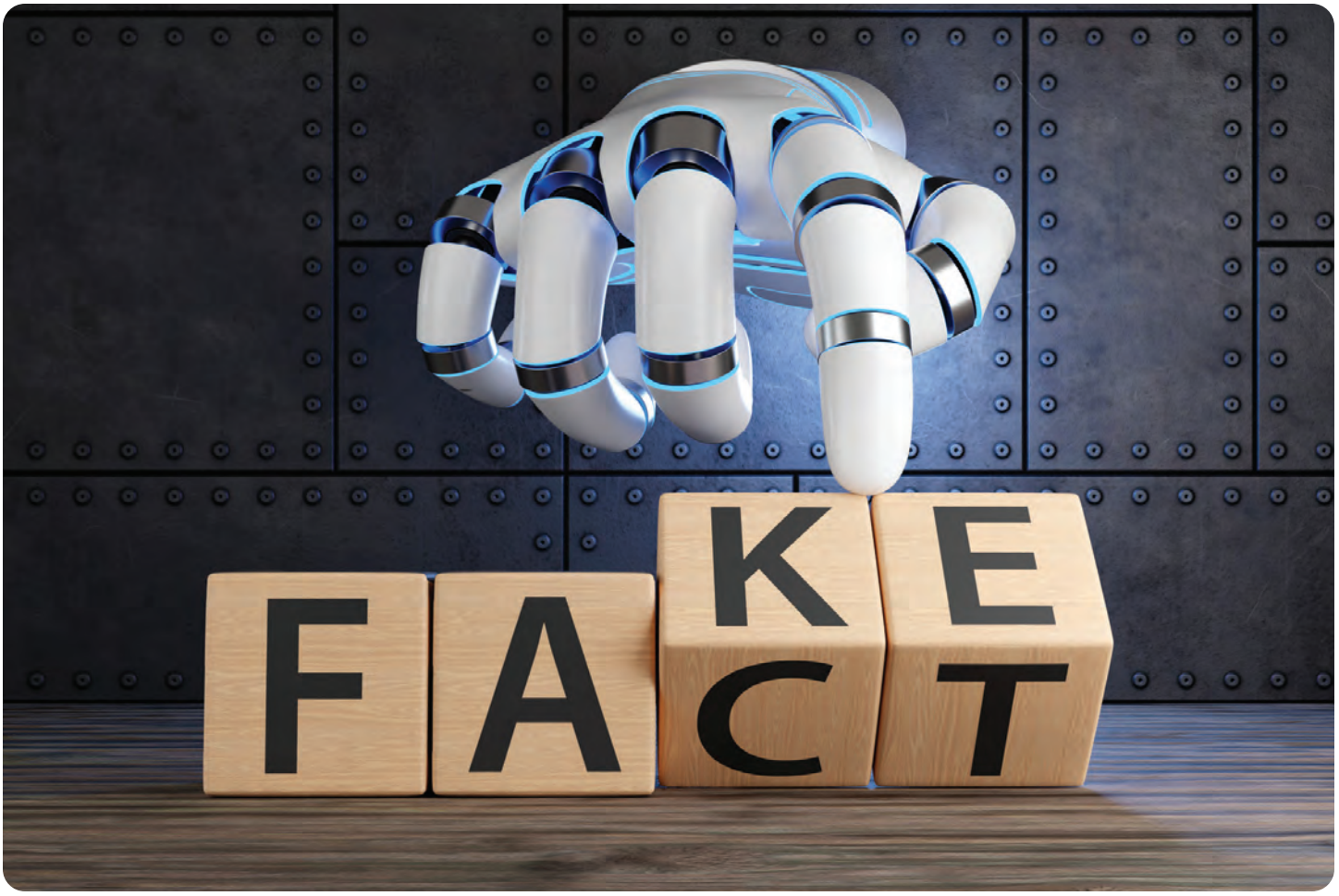


No deepfakes here

You can count on NRCA for reliable and legitimate information

by McKay Daniels

I recently emailed NRCA's creative team about Sora, the latest ChatGPT artificial intelligence widget that, with a few lines of prompt, can create realistic-looking video clips in just a few moments. It's modern-day magic. Text turns into video without a camera ever being turned on. If you can think it, it can make it.

I suggested our team look at it for possible fun or silly social media video uses in the future. At the time, the holidays were approaching, and I offered some examples of possible uses (like elves hammering candy shingles into a gingerbread house) to get their creative juices flowing.

As I write this, I'm unsure whether the team took my suggestions. Adroit followers of NRCA's social media can note whether it occurred!

I put the odds at 50-50. But if they didn't, the reason rests in standards and reliability.

NRCA's entire team holds itself to the highest standards. During recent committee meetings, members raised the

notion of NRCA using the term "accepted practices" versus "best practices," and time and again volunteer leaders and staff chose the high bar.

"We should err on the side of 'best'" was the refrain I heard. As it should be. The real world may cause contractors and owners to make decisions that are suboptimum, but that's not what we as an industry should be promoting or holding up as the gold standard.

> It sometimes isn't easy to tell what is real and what is dubious or downright wrong. But that's when NRCA's standards will matter even more.

It used to be job-site footage was the most common source of problematic advice or tutorials. Crews or companies would post things that were wrong, poor practice, unsafe or not secure. But now? Incorrect advice or information easily can be created from a computer with no crew or job site required.

In a world where in a few minutes a computer can generate a video of candy cane unicorns installing a roof, imagine how fast a video can be created of a "person" performing an action. AI slop, as the kids refer to it, is soon going to be more prevalent than human-created slop, which already is too readily available!

It sometimes isn't easy to tell what is real and what is dubious or downright wrong. But that's when NRCA's standards will matter even more. I promise you, NRCA will remain the credible source of information for you and your company's needs.

If we say it, you can count on it.

Our safety team is committed to getting it right not "right now." The technical team spends about six months each year ensuring The NRCA Roofing Manual is current and reflects the latest codes, standards and information. I've not met a more cautious, conservative person than NRCA's legal counsel. If he says something, rely on it.

When it comes to finding sources of information, there is a lot to choose from these days. But just because some dude with a camera posted it online doesn't mean it's right, proper or legal.

Are you really going to put that roofing detail, that inspection, your latest job or your company in the hands of what you saw posted by ZekeSquirrel1212@yahoo.com? (Legal disclaimer: If such an online handle exists, it is purely coincidental and these comments are no way seeking to impugn or defame Mr. Squirrel. Please don't sue us; we're a nonprofit. Lawsuit reform will be discussed in a future column!)

The point is you can get information from anywhere these days. But the reliability and accuracy of the information you find needs to be scrutinized before you rely on it. The legal or technical accuracy of that information can be a jump-ball. But I promise you whatever NRCA's technical, legal, safety and education teams put out will be, in the truncated words of the movie "My Cousin Vinny," "Dead-on accurate."

You can follow NRCA on:

@officialnrca

NRCA's responsibility is to get it as right as we can. It may not be flashy (but we're working on that). It may not be live-streaming from a job site talking to a drone-mounted camera. It may not be bashing or praising some pay-to-play product, but that's not our job. Our job is to get it right and give you the information you need and can rely on. And the entire NRCA team is committed to doing so.

So if you saw an NRCA post of reindeer or elves installing candy shingles on a gingerbread house on social media during the holidays, I assure you that roof was installed according to the manufacturer's instructions and complied with North Pole building codes.

MCKAY DANIELS is NRCA's CEO.
mdaniels@nrca.net

Tactics help field leaders communicate

Change orders during a project can cause stress as crews and their leaders rush to pivot and accommodate the change. It is important field leaders such as superintendents and foremen can adjust and adapt accordingly, and communication is a crucial part of the process.

The National Center for Construction Education and Research shares the following five tactics field leaders can use to communicate effectively and prevent potential change order chaos.

1. **Clarify the scope daily.** Checking in frequently is important. Brief, daily scope reviews with crews can help ensure everyone is aligned and address any changes to upcoming work so they can be made in a timely manner.
2. **Monitor continuously.** Field leaders should always be observing and monitoring their job sites to look for potential issues and concerns. When field leaders say something as soon as they see an issue, it can be resolved efficiently.
3. **Close the loop with clients and general contractors.** Field leaders are the connection between project owners and contractors, and it is crucial to establish consistent, frequent communication between all parties to ensure everything is clear regarding expectations. Providing updates and keeping everyone aware of potential changes can lead to smoother project adjustments.

4. **Thoroughly document.** Documentation is essential for communicating project status updates. Take written notes and photo documentation daily to show progress and highlight a potential need for changes. Any meetings regarding the project should have notes taken and distributed for review.
5. **Debrief every change.** Every time a change order comes in and is implemented, field leaders can use it to help coach their teams. Discuss what was done well and identify any issues that arose, as well as how the change order process can be improved in the future.

Suicide hazard alert is released

The Oregon Institute of Occupational Health Sciences has issued a hazard alert, prompted by 12 workplace suicides that occurred in the state between 2018 and 2022. The alert cites Bureau of Labor Statistics data showing suicides accounted for nearly 1,400 workplace deaths nationwide during that same span.

"These numbers highlight the urgent need for prevention and support efforts in every workplace," the institute says.

It urges organizational leaders to prioritize workplace policies that foster respect, encourage open communication and provide employee support to help reduce the stigma surrounding mental health and well-being. Leaders also should:

- Provide managers and supervisors with mental health awareness training to help them recognize and support workers experiencing mental health challenges. That training should include strategies for empathy, confidentiality and encouraging professional help.
- Educate employees about available mental health resources within their workplace—including employee assistance programs and health insurance benefits—and in the community.
- Establish peer-support programs where employees can confidentially support each other and connect co-workers to help when needed.

To watch a webinar recording regarding how employers can prioritize worker well-being and mental health, go to professionalroofing.net.

Available at ohsu.edu, the alert also features web links and a QR code to access additional suicide prevention resources. NRCA's mental health resources can be found at betoughenough.org.

Tecta America acquires Texas Roofing

Tecta America, Rosemont, Ill., has announced it has acquired NRCA member Texas Roofing, a Round Rock, Texas-based commercial roofing contractor. It is Tecta America's sixth acquisition in 2025.

Jason Milliken will continue to lead Texas Roofing as president, along with the Texas Roofing leadership team. The business will operate as Texas Roofing, a Tecta America Company LLC, and all Texas Roofing employees will remain with the company to ensure continued service and support for its customers.

"We are extremely excited to welcome Texas Roofing to the Tecta America family," says Tecta America CEO Dave Reginelli. "Jason Milliken, David Nance, Ringo Samaniego, Zachary Nance and the rest of the Texas Roofing team have created an exceptional organization that fits perfectly with Tecta America's culture and values. We are thrilled to have the iconic Texas Roofing brand join the Tecta America family of companies, and we're excited to support their continued growth and see their employees thrive for years to come."

Changing guidance

NRCA has updated its latest volume of The NRCA Roofing Manual

by Maciek Rupar

The newest volume in The NRCA Roofing Manual series—*The NRCA Roofing Manual: Architectural Metal Flashing and Condensation and Air Leakage Control—2026*—was recently released. The new volume supersedes the previous edition published in 2022. The complete current NRCA roofing manual set consists of the following volumes:

- *The NRCA Roofing Manual: Architectural Metal Flashing and Condensation and Air Leakage Control–2026*
- *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*

The new volume provides in-depth technical information concerning the design and installation of architectural

sheet-metal components for low- and steep-slope roof systems and moisture issues in roof assemblies.

The revised and updated volume consists of three parts: Architectural Metal Flashing section, Condensation and Air Leakage Control section, and Appendixes. Appendixes address energy code compliance for roof systems; moisture content of roof insulation; lightning protection systems interfacing with roof systems; unit conversions and reference organizations; and the NRCA technical dictionary.

Architectural metal flashing

Revisions introduced in the metal panel section of the 2024 roofing manual were carried over, including in Chapter 1—Guidelines Applicable to Metal sections that address:

- Background information about metal alloys used in the fabrication of architectural sheet-metal components of roof systems
- Protective coatings applied to sheet metal
- Exposed gasketed fasteners
- Joinery

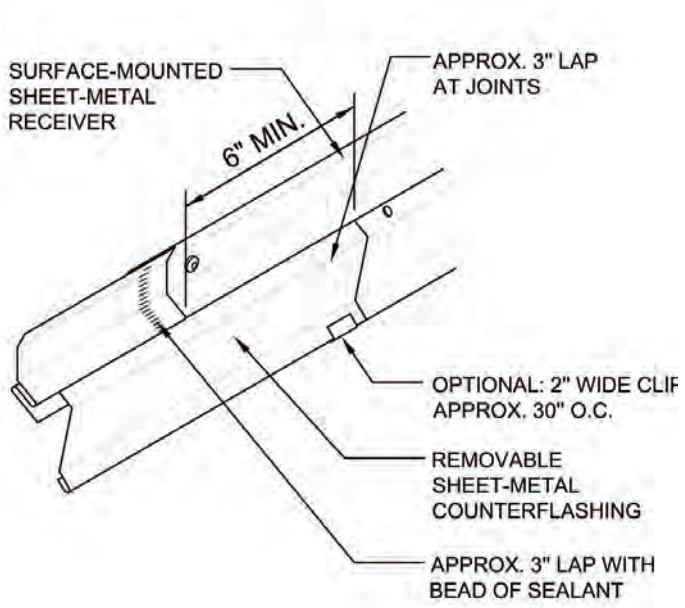
The joinery section references newly added Appendix 5—Soldering Architectural Sheet Metal.

Also, throughout the manual, the use of decimal values replaces gauge numbers for specifying thicknesses of sheet steel materials such as galvanized steel, Galvalume® and stainless steel. The steel industry encourages the use of decimal thicknesses for specifying sheet steel products because there is no universally accepted standard that defines the thicknesses associated with each gauge number.

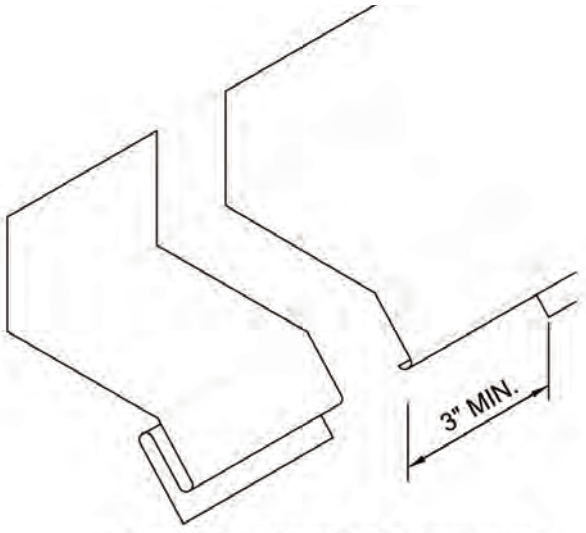
Information about lead-coated copper, zinc-tin-coated steel (Terne II) and zinc-tin-coated stainless steel (TCS II)—metal types no longer commonly produced—was relocated to the historical metals section.

In Chapter 2—Guidelines Applicable to Low-slope Roof Systems, revised figures illustrating two-piece counterflashings—a receiver with a removable counterflashing—show the receiver back leg extended and the counterflashing fasteners moved from the receiver folds to the back leg. The figure shows the new configuration. A disassembled view of the counterflashing receiver end lap also was added. The same revisions are included in Chapter 3—Guidelines Applicable to Steep-slope Roof Systems and architectural metal flashings construction details.

Chapter 3 also includes revisions introduced in *The NRCA Roofing Manual: Steep-slope Roof Systems—2025*. A significant revision concerns NRCA's position regarding the use of drip edge metal at eave and rake edges of steep-slope roof systems. NRCA recommends the use of drip edge metal at all eaves and rakes for asphalt shingle, metal shingle, slate, wood shake and wood shingle roof systems.



TWO-PIECE SURFACE-MOUNTED RECEIVER AND COUNTERFLASHING



COUNTERFLASHING RECEIVER LAP

NRCA also recommends the use of drip edge metal at all eaves and exposed rake edges with clay and concrete tile roof systems. Exposed rake edges are those not finished with accessory rake tiles or other compatible rake trim materials.

Chapter 4—Construction Details recommends roofing contractors test fire-retardant-treated wood materials' moisture content at the time of receipt for compliance with building code requirements. Section 2303.2.9 of the *2024 International Building Code®* requires fire-retardant-treated wood to be dried

before use to a moisture content of 19% or less for lumber and 15% or less for wood structural panels.

Architectural sheet-metal flashing construction detail updates include:

- New primary chimney cricket flashing detail
- Revised receiver construction and removeable counterflashing fastener placement for two-piece counterflashing options
- Two GT-1 tested shop-fabricated gutter details (one with internal and one with external reinforcing brackets)

ANSI/SPRI GT-1, "Test Standard for External Gutter Systems," specifies test methods referenced in IBC 2021 and 2024 for gutters used to secure the perimeter edge of low-slope built-up, polymer-modified and single-ply roof membranes. NRCA has obtained approval listings for the new gutter details. An appendix in the architectural sheet metal section of the new manual volume addresses the code requirement, GT-1 test methods, and NRCA's GT-1 testing and certification program.

Condensation and air leakage control

In Chapter 1—Fundamentals of Condensation and Air Leakage Control, Section 1.3 Climate Conditions includes an updated U.S. Climate Zone Map sourced from ASHRAE 169, "Climatic Data for Building Design Standards."

In Chapter 2—Condensation Control for Low-slope Roof Systems, Section 2.1 Preventing Condensation Accumulation, NRCA recommends designers of low-slope roof assemblies with insulation primarily located below the roof deck include continuous above-deck insulation of R-5 to R-10. The additional insulation can protect those assemblies from condensation problems.

In Section 2.2 Determining the Need for a Vapor Retarder, NRCA recommends the use of a vapor retarder rated at maximum 0.01 perms over all concrete roof decks in climate zones 2 through 8. For new construction, the details should show exact locations of joints, interconnections, penetrations and termination point heights of the vapor retarder in the roof system design.

In Section 2.4 Vapor Retarder Materials, information was added about plastic sheet vapor retarders in insulated structural metal roof panel assemblies. Common methods of insulating below metal roof panel systems differ in how the plastic vapor retarder is configured and supported.

Some insulating systems use materials and sealing methods that may not provide vapor permeance ratings suitable for high-humidity interiors. Designers should consult the insulating system manufacturer to confirm the system is suitable for the intended application.

In the same section, new text addresses liquid-applied vapor retarders. Materials of this type are characterized by a wide range of vapor permeability ratings, depending on product, and tend to require a high level of application skill.

In Chapter 3—Condensation Control and Ventilation for Steep-slope Roof Assemblies, a revised discussion of attic and rafter space ventilation references research findings that quantify the cooling effects of ventilation on roof deck and roof covering temperatures. Also, a recommendation was added to maintain mechanical attic vents at planned regular intervals where an attic assembly relies on mechanical ventilation. Installers should remind building owners of this when installing mechanical attic vents to ensure reliable operation.

Chapter 4—Air Retarder for Roof Assemblies revisions include updated ASHRAE standard provisions for continuous building air barrier design, installation and testing.

Appendixes

Updated appendixes provide ASHRAE U.S. climate zones tabulated by state and county; *2021 ASHRAE Handbook Fundamentals* winter and summer design temperatures for selected U.S. locations; NRCA commentary to the 2024 I-Code's provisions for energy code compliance for roof systems; a brief discussion of hygrothermal modeling (a technique that uses software to simulate heat and moisture transport through building assemblies); and NRCA guidelines and practices for soldering architectural sheet metal.

Getting the new manual

Digital and hard copy versions of *The NRCA Roofing Manual: Architectural Metal Flashing and Condensation and Air Leakage Control—2026* are available at shop.nrca.net. NRCA members can download the digital version free of charge.

MACIEK RUPAR is an NRCA director of technical services.

Zurich partners with Arrowsight

Zurich North America and Zurich Resilience Solutions, leaders in construction insurance and risk engineering, recently announced a collaboration with Arrowsight, a safety technology company specializing in video-based behavioral modification and coaching analytics.

The agreement follows a three-year pilot program in New York deploying Arrowsight cameras and coaching on eight general building projects and one heavy civil project using fixed-point cameras and human-led video review to flag risky and exemplary safety behaviors. The Arrowsight system is designed with moveable, battery-powered and cell-enabled cameras that can operate without electricity or internet.

The results of the pilot reduced workers' compensation claim frequency by more than 50% compared with non-Arrowsight projects.

"This pilot was made possible by leading contractors who were willing to invest in safety with us in an innovative, unprecedented way," says Tobias Cushing, Zurich's head of construction. "The results underscore the power of combining human insight with technology to drive measurable change. We saw a virtual elimination of serious injuries and deaths on projects with Arrowsight. We want to get workers home safe at night, and reducing claims is a reflection of that."

Roofing Alliance releases sustainability and resiliency study

The Roofing Alliance has released a study, Sustainability and Resiliency Efforts for the Roofing Industry, which provides a clear, data-driven look at how manufacturers, distributors and contractors understand and apply these practices and where the greatest opportunities for improvement exist.

Researchers began by evaluating 243 peer-reviewed articles, identifying 78 sustainability factors and 28 resiliency factors organized into LEED-aligned categories and core resiliency themes. Through surveys and interviews with manufacturers, distributors and contractors, the research revealed strong alignment across all groups.

Top sustainability priorities identified included recycling, long-lasting materials, and heating and cooling load considerations; resiliency priorities included longevity, rapid recovery and maintaining critical functions.

A significant outcome of the study is the development of a new sustainability course that debuted at Clemson University, Clemson, S.C., in fall 2025 and will be part of Clemson University's forthcoming roofing minor.

The study is available for purchase at nrca.net/purchase. Roofing Alliance members can email roofingalliance@nrca.net for their complimentary copy.

Humanoid robots could be used in construction industry

A recent report from consulting firm McKinsey & Company points to the construction industry's workforce shortage and stunted productivity gains and proposes humanoid robots could be a potential solution, according to Construction Dive. Although humanoid robots are not currently prevalent on job sites, the McKinsey & Company report says builders should prepare for the robots to be used in the future. With increasingly sophisticated artificial intelligence, McKinsey & Company says humanoid robots can be a "potentially transformative solution" for the construction industry's productivity crisis.

The report says contractors should start considering where humanoid robots could fill gaps and help their businesses—for example, by closing productivity gaps or reducing hazardous risks. Then, builders should determine how fast to move toward adoption.

The report says: "With the industry's long-standing labor and productivity challenges likely to intensify, construction leaders would do well to begin considering potential uses for humanoids now. If humanoids do become a cost-effective solution, companies will want to move as fast as possible. Those who prepare now will be best positioned to seize the opportunities ahead."

An Equipment & Robotics Benchmarking report from BuiltWorlds shows construction companies' positive evaluations of robotics rose from 74% in 2024 to higher than 95% in 2025. However, the number of firms reporting active robotics use fell from 65% in 2024 to 46% in 2025.

Make your voice heard

NRCA invites all industry professionals to register for Roofing Day in D.C. 2026

by Brad Stine

On April 14-15, the roofing industry will gather in Washington, D.C., for Roofing Day in D.C. 2026.

Roofing Day in D.C. has become one of the largest trade association advocacy events in Washington, D.C. It is a collaboration among NRCA members, industry stakeholders and national, regional, state and local associations and provides an opportunity for lawmakers to hear the industry speak with one voice regarding key government policy issues.

As we approach the midterm elections, it is critical roofing professionals participate in this transformational event to help make your business and the industry more successful. Now is the time for your voice to be heard.

Training and education

Roofing Day in D.C. provides participants with specialized advocacy training, in-depth issue briefings and numerous educational and networking opportunities.

The welcome program, held April 14 at the YOTEL

Washington, D.C., will feature advocacy training, a briefing about key advocacy issues from policy experts, meetings with team leaders to tailor messaging to individual members of Congress, and a networking reception with unique opportunities for field workers and first-time attendees.

On April 15, participants will enjoy a morning program full of speakers to educate and inspire an afternoon of successful advocacy. In the afternoon, participants will have several meetings with their senators, representatives and/or congressional staff to convey the roofing industry's advocacy message. As always, to make participation as easy as possible, all meetings will be scheduled by NRCA and Advocacy Associates.

NRCA has long partnered with Advocacy Associates, a leading Washington, D.C.-based consulting firm that specializes in managing large advocacy events to ensure our in-person event is successful. Their leading online platform ensures you have up-to-the-minute scheduling changes and all the information you need to advocate for our industry at your fingertips including research addressing key legislation, policy papers and attendee information.

> Roofing Day in D.C. provides participants with specialized advocacy training, in-depth issue briefings and numerous educational and networking opportunities

Key issues

All participants can begin preparing by viewing position papers for the key policy issues that will be the focus of the meetings with members of Congress on NRCA's website, nrca.net, starting March 15.

Selected with input from members of the Roofing Day Advisory Committee, these issues unify all sectors of the industry. Our 2026 advocacy issues will focus on federal legislation to address workforce challenges and—new for this year—make housing more affordable for all Americans.

Specifically, our solutions to address workforce challenges include increasing funding for Perkins Career and Technical Education State Grants, updating the Workforce Innovation and Opportunity Act to allow more employers to easily access these vital training resources, and reforming immigration laws to meet the workforce needs of the roofing industry.

To support bipartisan legislation that promotes safe and accessible housing and highlights the role the roofing industry plays in accomplishing this policy goal, we will advocate for the Revitalizing Downtowns and Main Streets Act and the Neighborhood Homes Investment Act. The Revitalizing Downtowns and Main Streets Act provides a temporary tax credit of 20% of qualified expenditures attributable to converting older commercial buildings for residential use. The Neighborhood Homes Investment Act incentivizes private development by creating a federal tax credit that covers the cost between building or renovating a home in urban and rural areas and the price at which the home can be sold.

Early bird registration fees (through March 3) are $85 for company representatives and $20 for field workers, students and spouses; after March 3, prices will be $95 for company representatives and $30 for field workers, students and spouses. Additional information about Roofing Day in D.C. 2026 and registration information is available at nrca.net/advocacy/roofingday.

Previous Roofing Days in D.C. have been successful because of our participants. For example, since Roofing Day in D.C. began in 2018, Congress has increased funding for Perkins Career and Technical Education State Grants each year by nearly $300 million, bringing the total to more than $1.4 billion. This funding is critical to helping employers meet their workforce development needs. Roofing Day in D.C. also supported passage into law of the Strengthening Career and Technical Education for the 21st Century Act to ensure workforce development programs work well for the roofing industry.

More recently, in 2025, Roofing Day in D.C. attendees highlighted with legislators the need to pass pro-growth tax policy. And in July 2025 via the One Big Beautiful Bill Act/H.R. 1, Congress enacted the most comprehensive tax reform bill in nearly a decade. It included several provisions the roofing industry had long advocated for, including the bipartisan Main Street Tax Certainty Act making permanent the Section 199A Qualified Business Income Deduction for pass-through entities, and the American Innovation and R&D Competitiveness

Act restoring the ability for businesses to immediately deduct their Research and Development Expenses, which previously was required to be amortized over 5 years for domestic companies.

Each year, Roofing Day in D.C. attendees establish and strengthen long-term relationships with lawmakers in Congress that will help achieve important policy goals for the roofing industry's future. Although advocacy is our primary goal, we encourage companies to take advantage of the team-building aspect this event can provide and stand ready to assist with local area tours and hospitality.

Strength in numbers

NRCA has established close relationships on Capitol Hill, but real-world input from roofing professionals can have the greatest effect on policymakers.

NRCA strongly encourages all industry professionals to participate in Roofing Day in D.C. 2026. All participating companies also are encouraged to include one or more field workers; our elected officials would benefit greatly from hearing from the industry's workforce.

On behalf of the leadership and staff at NRCA, we look forward to seeing you April 14-15 for the premier roofing advocacy event of the year!

BRAD STINE is NRCA's director of federal affairs in Washington, D.C.

Web tool provides resources regarding asbestos prevention

A new tool from the Asbestos Disease Awareness Organization is designed to provide step-by-step pathways to prevent asbestos exposure, according to *Safety+Health* magazine. Users of the Asbestos Action Navigator answer a series of questions and then receive an action plan.

The navigator offers pathways for:

- Prevention: Build a personalized safety plan to avoid disturbing asbestos in workplaces, homes or schools. Users are guided through risk identification and practical steps to reduce exposure.
- Exposure tracking: Create a personal exposure log.
- Care navigation: Plan treatment, organize medical records and connect with trusted networks to manage care.

Each pathway is paired with a downloadable PDF guide for reference. The tool is available at asbestosdisease awareness.org.

Roofing company owners arrested for alleged scam

The owners of roofing company All-Star Restoration, Jonesboro, Ark., have been arrested for allegedly defrauding customers who paid more than $250,000 to the business but never received services or refunds, according to K8 News. The company is not an NRCA member.

William and Melissa Herron are being held on $250,000 cash-only bonds after being charged with continuing a criminal enterprise; theft of $25,000 or more; theft of services for $25,000 or more; and obtaining a signature by deception.

Jonesboro police arrested the Herrons Oct. 30 after receiving reports from customers who said they paid for services that were not completed. During the investigation, the Jonesboro Police Department identified more than 50 customers who were solicited for roofing services.

According to the affidavit, the company's sales representatives went door to door inspecting roofs and asking homeowners to sign contracts allowing All-Star Restoration to contact their insurance companies. Once service was authorized by a homeowner's insurance company, the homeowner received an initial check, typically around $5,000-$7,000. Homeowners then were asked to sign over their checks and sign a contract stating their roof system installation would start in four to six weeks. When sales representatives noticed roofs were not being installed, they confronted the Herrons but were told to continue selling services.

Employees said they witnessed William Herron use business checks to "pay rent on his expensive home in Barrington Park" and believed they were using customers' initial insurance checks to "support an expensive lifestyle."

Multiple roofing subcontractors and suppliers also have said the company owes them more than $50,000, and sales representatives' paychecks have bounced.

Report scores construction workers hazard exposure

Construction workers "face a diverse array of hazards: toxic chemicals, dangerous working conditions and risky body positions, among others," according to a report from CPWR–The Center for Construction Research and Training.

The report focuses on occupational, environmental, chemical, ergonomic and physical exposures and includes exposure scores by industry, common chemical substances and blood lead levels. It draws on information from O*NET Occupational Exposures Data, the Bureau of Labor Statistics, the Centers for Disease Control and Prevention, the Occupational Safety and Health Administration, and the National Institute for Occupational Safety and Health's Adult Blood Lead Epidemiology and Surveillance data.

Results show nearly 23% of construction workers reported being exposed to hazardous chemicals for at least four hours per week in 2024 compared with 6.7% of nonconstruction workers.

Other findings include:

- Almost 38% of construction and extraction employees "constantly" worked outside in 2024.
- Regarding harmful contaminants, construction workers had an average exposure score of 73.2 compared with 43.6 for those outside the industry.
- When it comes to working at heights, construction workers had an average exposure score of 54.9 versus 14 for other workers.
- Construction workers experienced a 37% decrease in elevated blood lead levels from 2010 to 2023.

"Understanding these patterns is critical to mitigating exposures," the report says. "The decrease in elevated blood lead levels since 2010 represents encouraging progress, but construction workers are still regularly exposed to hazardous chemicals and for longer periods than all industries combined. Continued efforts are necessary to ensure construction workers are protected when exposed to hazards like heights, dangerous equipment and job tasks that increase the risk of musculoskeletal disorders."

Hearing conservation could lower dementia risk

A recent study found the risk of dementia increased with the severity of work-related hearing loss, according to *Safety+Health* magazine.

During a webinar hosted by CPWR–The Center for Construction Research and Training, Marianne Cloeren, associate professor of medicine at the University of Maryland, College Park, Md., discussed the study. She suggested that, as part of an effective hearing conservation program, employers take preventive action during work as well as analyze possible hearing loss development before symptoms present. Measures to take include:

- Reducing noise
- Using effective hearing protection
- Checking noise-exposed workers' hearing tests to find temporary threshold shifts and correcting conditions causing noise-induced hearing loss
- Testing to diagnose hearing loss
- Providing access to effective, affordable hearing aids (which studies suggest may lower the risk of developing dementia among people with hearing loss)

A CLEANER APPROACH TO SAFETY

Decluttering your safety procedures can reduce injuries and fatalities

by Cheryl Ambrose, CHST, OHST

For decades, the construction industry has invested heavily in safety. It has never had more rules, more technology or more safety professionals than it has now. Companies have expanded safety departments, adopted new technologies, dedicated shelves to procedures and developed increasingly detailed planning tools. Yet despite these efforts, the industry continues to suffer a stubbornly high rate of serious injuries and fatalities. The paradox has become impossible to ignore: More safety controls do not necessarily mean safer work.

RETHINKING SAFETY

This paradox has prompted a re-examination of assumptions. If more rules, paperwork and observation checklists haven't solved the problem, what will? A growing body of scholarship and field experience points to two answers:

1. Focusing intently on the limited set of hazards capable of producing serious injuries and fatalities rather than treating all hazards as equal
2. Reducing administrative clutter that diverts attention away from identifying and controlling high-risk exposures

Matthew Hallowell, professor at the University of Colorado-Boulder and founder and executive director of Construction Safety Research Alliance, conducted research in energy-based safety and serious injury and fatality prevention (or SIF prevention as it is more broadly referred to in the safety profession).

Hallowell's energy-based safety research has fundamentally changed how safety professionals understand risk. His main idea is simple: Injury severity depends on the amount and type of energy a person encounters. The more energy involved, the higher the chance of serious harm. If organizations design their safety programs to identify, control and verify high-energy interactions, serious injury and fatality prevention can be achieved more effectively and systematically.

The figure on page 26 includes the most common categories of high-energy hazards discussed in Hallowell's book *Energy-Based Safety: A Scientific Approach to Preventing Serious Injuries and Fatalities (SIFs)*.

When organizations focus their resources on controlling energy, serious injury and fatality prevention improves. Conversely, when they spread focus across an increasing number of administrative tasks and low-value requirements, attention diminishes, and the most serious risks go unnoticed.

SAFETY CLUTTER

Hallowell's work suggests safety systems should focus less on generating volume and more on sharpening attention to the high-energy exposures that reliably drive serious injuries and fatalities. Many companies have developed systems that treat every hazard equally. This approach leads to scattered attention that masks the conditions that truly matter. Field leaders can become overwhelmed with paperwork and procedural demands that seem

CATEGORIES OF HIGH-ENERGY HAZARDS		
Energy category	Description	Common roofing examples
Gravitational energy	Energy from elevation differences that can cause people or objects to fall	Falls from roofs, ladders and scaffolds; dropped tools or materials. Falls through roof decks, skylights or holes
Mechanical energy	Energy from moving objects or machinery or vehicles capable of striking, crushing or entangling	Vehicles, forklifts, heavy equipment movement, crane swings, rotating equipment, vehicle impacts and pinch points
Electrical energy	Energy from live electrical systems that can cause shock, arc flash or electrocution	Contact with overhead lines, exposed wiring in renovations, faulty temporary power systems, unverified lockout/tagout
Stored pressure/ hydraulic energy	Energy stored under pressure in compressed gases or fluids capable of sudden release	Hydraulic line failures, pneumatic tool malfunctions, air hose/connection failures, hose whip events, steam or pressure release from overheated kettles
Thermal energy (hot work/ heat sources)	Extreme heat sources that can burn, ignite or produce explosions; these include open flames, hot liquids, flammable gases or vapors, and high-temperature equipment.	Torches, hot asphalt, soldering/brazing, welding and cutting, hot-air welding, overheated equipment
Chemical/ reactive energy	Chemical reactions or flammable vapors capable of rapid energy release	Solvent vapor and ignition, carbon monoxide exposure from running equipment, silica, curing reaction heat
Structural/ potential energy	Energy released when structural components fail or shift unexpectedly	Roof deck collapse, overloading, under-designed temporary supports, unprotected skylights, inadequate hole covers

disconnected from their daily realities. Workers might come to see compliance with documentation as more important than maintaining effective physical controls. Supervisors, stretched across numerous minor tasks, may lack the capacity to identify the one missing control that could prevent a major incident.

This accumulation of low-value requirements often is described as "safety clutter," made up of safety rules, documents, procedures and activities that consume time and attention without contributing to improving the safety of the work in a meaningful way.

Safety clutter does not arise from negligence or apathy; it happens because organizations respond to incidents with the best intentions by layering on new requirements rather than examining whether the existing system has become too complex. Meanwhile, little if any existing safety burdens are removed.

Over time, companies have inadvertently created safety systems that are difficult to navigate. What was once considered a safety solution may have evolved over time into safety clutter.

Safety clutter, which is unique to each organization, can communicate the unintended message that administrative compliance is more important than operational reality. Workers quickly learn producing paperwork is rewarded more predictably than stopping work for unsafe conditions or reporting near misses.

Even worse, clutter can crowd out authentic safety conversations. Instead of discussing warning signals or faulty controls, supervisors may be pressured to complete checklists or verify compliance metrics that have little bearing on serious injury and fatality prevention.

DECLUTTERING SAFETY

To change the trajectory, safety clutter needs to be eliminated. Decluttering safety does not mean lowering standards, relaxing expectations or removing protections. On the contrary, decluttering is a strategy for raising the standard of safety performance by stripping away distractions so high-energy hazards can receive the disciplined attention they deserve.

For example, a company may previously have required a multipage job hazard analysis, a separate fall-protection plan, a ladder checklist and a scaffold inspection form before allowing elevated work to begin. Even when completed diligently, these documents can obscure the few conditions that truly determine whether work is safe, such

as the quality and placement of anchor points, the integrity of guardrails, the configuration of fall-arrest systems or the stability of the work surface.

When these critical elements are distilled into a more focused conversation at the point of work, supported by a simple verification step rather than a stack of forms, field leaders can more easily see whether high-energy exposures are adequately controlled. Workers can then spend more time discussing the actual task and less time navigating paperwork. This level of clarity can improve situational awareness, build trust and encourage engagement, something a checklist cannot do.

Successful decluttering efforts generally begin by carefully reviewing existing safety systems to identify which tools and requirements genuinely contribute to risk reduction. Items that exist solely to support regulatory burden or administrative, insurance or traditional expectations are evaluated honestly against their practical ability to control energy. Many organizations discover a significant portion of their existing safety documentation can be consolidated, simplified or eliminated entirely without compromising safety. In fact, removing these burdens often allows supervisors and workers to devote more attention to genuine risk reduction.

Once clutter is removed, companies can reorganize their safety efforts around an energy-based framework. This involves educating leaders, supervisors and workers to think in terms of the physical forces present in their work and to recognize when those forces reach levels associated with serious injury or fatality potential.

Instead of starting every pre-task discussion by listing generic hazards, teams begin by identifying the types and magnitudes of energy involved in the tasks they will perform that day. Roofing work at heights involves gravitational energy that can be lethal even from modest elevations. A crane lift involves suspended loads and dynamic mechanical energy. A roof tear-off may involve hidden structural energy that had not been fully identified and controlled.

FOCUS ON WHAT MATTERS

When shifting focus to energy hazards, the next step is to define the essential controls that, if in place and verified, can reliably prevent serious harm. These are not lengthy lists of every possible precaution; they are a handful of measures that are indispensable for high-energy work.

After identifying critical tasks involving high-energy hazards, roofing company owners or safety directors should create a critical task inventory and pinpoint specific controls. When organizations identify these controls and embed them into daily routines, they create a compact but highly effective injury-prevention system.

Traditional hazard identification lists hazards as separate items, such as fall hazards, electrical hazards and pinch points. Energy-based models shift the focus from categorizing hazards to measuring exposure and understanding the dynamic interactions between workers and energy.

This approach elevates safety practice by asking:

- What energy is present?
- What is the magnitude of that energy?
- How close are workers to the energy?
- What barriers exist?
- How reliable are those barriers under real working conditions?
- What could cause a rapid change in exposure (environmental shifts, production pressure, fatigue, unexpected conditions)?

LEARNING FROM WORK

Leadership is central to fostering a learning mindset by simplifying systems, clarifying expectations and reducing administrative burdens, which can enable supervisors to prioritize critical controls over paperwork. By promoting cross-functional collaboration and integrating learning into daily processes, leaders cultivate a culture of continuous improvement and adaptation.

Decluttered, energy-based safety recognizes human error is normal, variability is inevitable and perfect compliance is unrealistic.

EXAMPLES OF HIGH-ENERGY HAZARDS

Falls from heights remain the leading cause of workplace-related death in the roofing industry, according to the Bureau of Labor Statistics, driven by missing or poorly designed fall-protection systems, inadequate anchorage or inconsistent tie-off practices.

Heavy equipment contributes to a high volume of struck-by and caught-between events, particularly when workers are exposed to blind spots, uncontrolled movement or inadequate traffic separation.

Electrical energy, often invisible and misunderstood, continues to cause fatalities during equipment operation, overhead work or utility installation.

Structural instability, leading to failure or collapse, can release enormous gravitational and kinetic forces.

Pressurized systems, from hydraulic lines to air receivers, pose immediate and violent hazards when they fail unexpectedly.

So the goal shifts from enforcing rules to a learning-based approach that emphasizes:

- Near-miss and early learning to identify high-energy hazards and opportunities for serious injury and fatality prevention and culture improvement
- Operational dialogue between workers, supervisors and engineers
- Post-task reviews that can include near-miss reporting and analyzing incident reports to identify potential risks before they escalate to serious incidents
- Nonpunitive reporting mechanisms
- Continuous improvement of engineered controls

When organizations learn from everyday work not just incidents, they uncover patterns and conditions that would otherwise remain invisible until a catastrophic event occurs.

TECHNOLOGY

Technology also has a role to play provided it supports rather than complicates the system. Digital tools that replace manual forms, simplify pre-task discussions, automate verification steps and make high-energy exposures visible in real time can be powerful enablers. But technology must be chosen with restraint. Too often, digital platforms merely digitize clutter rather than eliminate it. The goal is a system that reduces friction, simplifies decision-making and aligns seamlessly with how construction work is performed.

Construction technology has advanced rapidly, but without disciplined integration, it can unintentionally add clutter. To support serious injury and fatality prevention, technology should:

- Reduce manual inputs
- Provide real-time visibility into high-energy exposures
- Simplify field workflows
- Automate verification where possible
- Support data-driven learning

Examples include:

- Wearable proximity sensors to alert workers when they are too close to machinery or equipment
- Digital dashboards to monitor safety compliance, track incidents and identify trends
- Automated lockout verification systems
- Drone imagery for elevated inspections
- Simple mobile tools for pre-task dialogues

BENEFITS OF A LEAN APPORACH

Construction companies that adopt uncluttered safety principles typically report measurable reductions in serious injury events, increased supervisor confidence and capability, stronger worker engagement, improved alignment between safety and operations, and reduced administrative burden.

Traditional, paperwork-heavy safety approaches have achieved all they are likely to achieve. They have been effective for reducing minor injuries, but they were never designed to address the physics-driven realities of today's complex project environments. To finally move the needle on serious injuries and fatalities, the industry needs a new model—one that is simpler, clearer and anchored in the physical truths of work.

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

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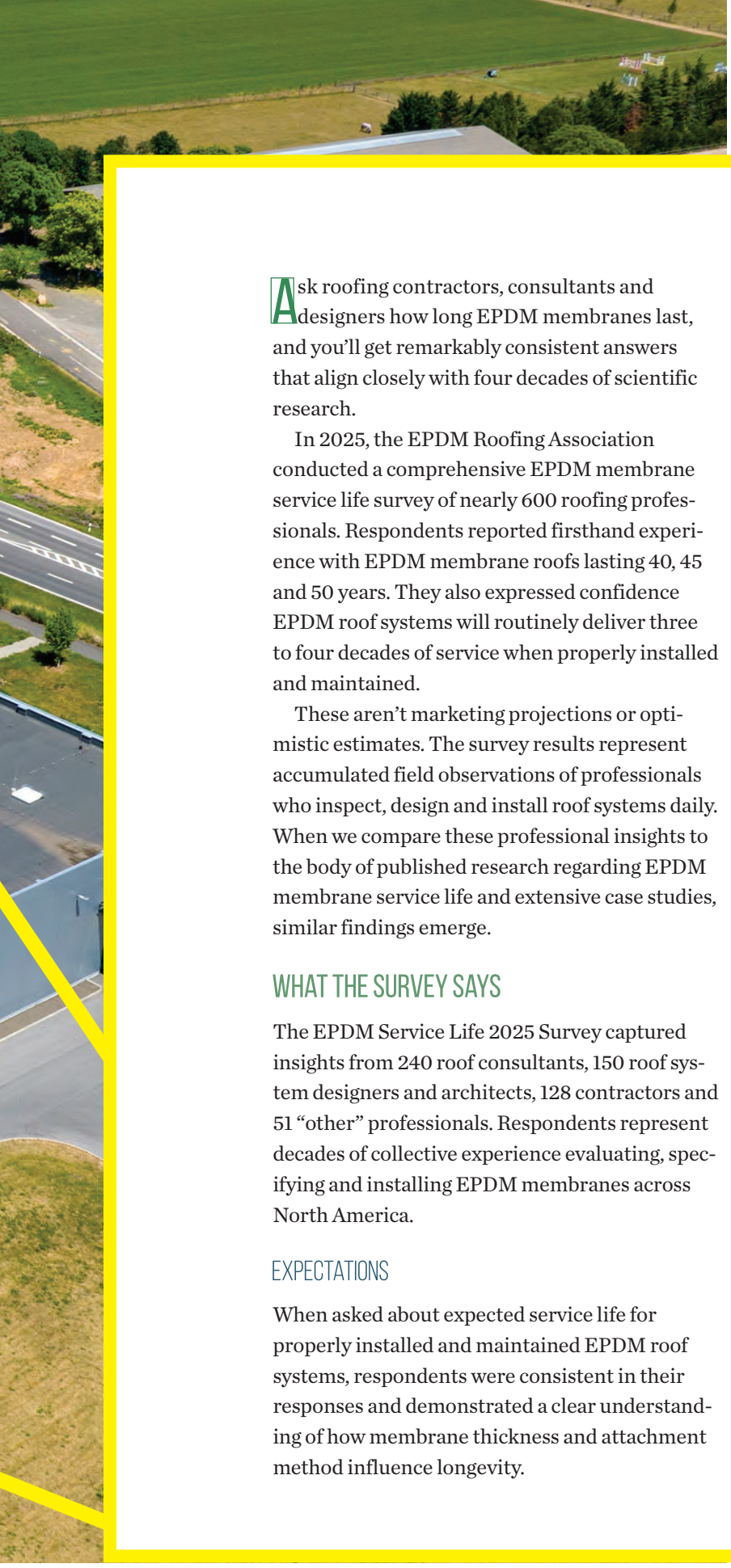
THE VOICE OF EXPERIENCE

Roofing professionals confirm decades of research

by Ellen Thorp



Ask roofing contractors, consultants and designers how long EPDM membranes last, and you'll get remarkably consistent answers that align closely with four decades of scientific research.

In 2025, the EPDM Roofing Association conducted a comprehensive EPDM membrane service life survey of nearly 600 roofing professionals. Respondents reported firsthand experience with EPDM membrane roofs lasting 40, 45 and 50 years. They also expressed confidence EPDM roof systems will routinely deliver three to four decades of service when properly installed and maintained.

These aren't marketing projections or optimistic estimates. The survey results represent accumulated field observations of professionals who inspect, design and install roof systems daily. When we compare these professional insights to the body of published research regarding EPDM membrane service life and extensive case studies, similar findings emerge.

WHAT THE SURVEY SAYS

The EPDM Service Life 2025 Survey captured insights from 240 roof consultants, 150 roof system designers and architects, 128 contractors and 51 "other" professionals. Respondents represent decades of collective experience evaluating, specifying and installing EPDM membranes across North America.

EXPECTATIONS

When asked about expected service life for properly installed and maintained EPDM roof systems, respondents were consistent in their responses and demonstrated a clear understanding of how membrane thickness and attachment method influence longevity.

For mechanically fastened 60-mil-thick EPDM membranes, 237 respondents (42%) predicted service life of 25-29 years, 94 respondents (17%) expected 35-39 years and 70 (12%) anticipated 40 years or more. The pattern held for adhered 60-mil-thick EPDM membranes though with slightly higher expectations: 171 respondents (30%) predicted 25-29 years, 145 (25%) expected 35-39 years and 88 (15%) expected 40 years or more.

The expectations increased notably for thicker membranes. For adhered 90-mil-thick EPDM membranes, 160 respondents (28%) expected 40 years or more of service life, the most common response for any configuration surveyed.

The results reveal professional consensus among roofing professionals: An EPDM roof system has a service life range of 25 to 40-plus years with thickness and attachment method playing predictable roles when determining where within that range a specific installation falls.

EXPERIENCE

When asked about the oldest (still in service) EPDM roof system they personally encountered, 23 respondents reported 30 years; 47 respondents reported 40 years; 20 respondents reported 45 years; and 21 respondents reported 50 years.

These observations extend beyond the oldest membranes documented in research literature, suggesting EPDM membrane installations can achieve service lives exceeding four decades in field conditions across diverse climates and building types.

Membrane thickness varied widely among survey respondents who reported extended EPDM membrane service lives: 126 (22%) witnessed

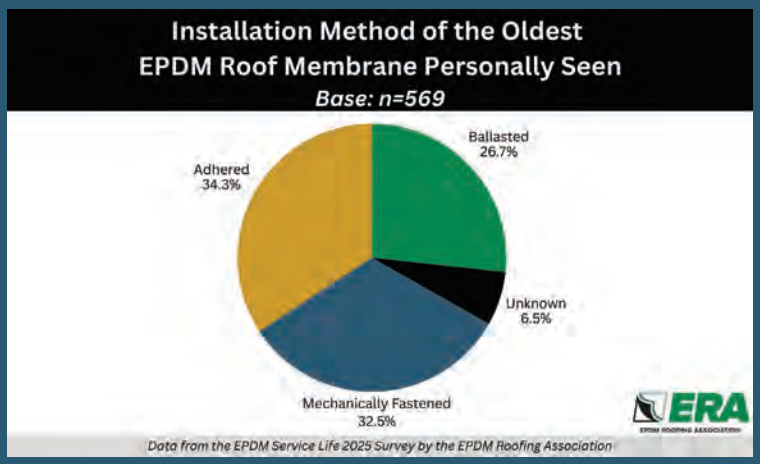
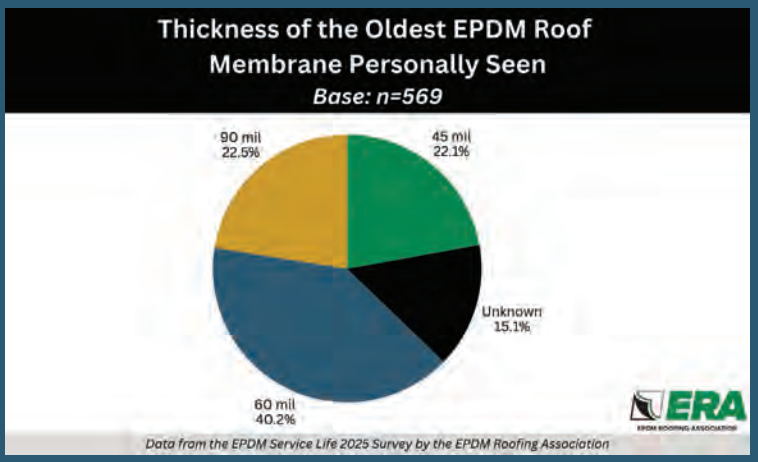


Figure 1: Oldest EPDM membrane roof system experienced by survey respondents

Figure 2: Thickness of oldest EPDM membrane roof system experienced by survey respondents



45-mil-thick membranes achieving extended service lives; 229 (40%) observed 60-mil-thick membranes achieving extended service lives; and 128 (22%) observed 90-mil-thick installations achieving extended sevice lives. This distribution suggests that though thicker membranes may offer longevity advantages, even thinner commercial EPDM membrane products can deliver decades of reliable performance.

Attachment methods for the oldest membranes were distributed across three primary installation types: 195 (34%) respondents cited adhered systems; 185 (32%) reported mechanically fastened installations; and 152 (27%) cited ballasted roofs. This suggests all attachment methods can support extended membrane service life.

The survey's open-ended feedback section revealed how roofing professionals think about EPDM performance and what factors they believe drive longevity. Following strength of the membrane, installation quality emerged as the dominant theme.

The recurring message from professionals: EPDM roof system longevity stems from a combination of material durability, ultraviolet stability and crosslinked structure but only when fundamental installation practices around seams, flashings and penetrations are properly executed.

WHAT THE RESEARCH SAYS

The observations captured in the 2025 survey align with systematic research examining EPDM membrane performance conducted since 1991.

The systematic study of EPDM membrane service life began when roofing science researchers B.D. Gish and K. Lusardi conducted landmark research in 1991 that examined 45 EPDM membranes ranging from three to 17 years old collected from 13 U.S. states. Their work tested fully adhered, mechanically attached and ballasted systems—all manufactured between 1974 and 1988, representing the first generation of commercial EPDM membrane roofing in North America.

Researchers found 87% of sampled roofs exceeded ASTM D4637, "Standard Specification for EPDM Sheet Used in Single-Ply Roof Membrane," criteria for new EPDM membrane. They found no clear correlation between age and properties for roofs ranging from four to 12 years old. Surface appearance proved unhelpful when determining membrane age; the membranes were more durable than standard accelerated aging tests suggested.

By 2004, sufficient time had elapsed for researchers to examine EPDM membrane installations approaching and exceeding quarter-century service lives. Thirty-three membranes (45- and 60-mil-thick) up to 26 years in service

were collected from nine states across diverse U.S. climate zones and tested.

The findings reinforced and extended the 1991 conclusions. All tested membranes remained "watertight and functional" after 17 to 26 years of service. Tensile strength and tear resistance for ballasted and exposed roofs exceeded ASTM D4637 specifications for new and heat-aged membrane performance, which directly validates the 25- to 29-year service life expectations cited by 2025 survey respondents for 60-mil-thick EPDM membranes.

In 2003, Jim Hoff, president of TEGNOS™ Research Inc., Tubac, Ariz., published a white paper, "EPFM Roof System Performance: An Update of Historical Warranty Service Costs," regarding the results of a study that analyzed 3 billion square feet of EPDM roofs and the timing, costs and types of services performed by manufacturers during the warranty periods. The study demonstrated declining EPDM warranty costs as detailing improved, proving system execution, not membrane changes, reduce failures.

Also in 2004, Das Kunststoff-Zentrum, a research and development organization in Würzburg, Germany, published results from testing 39 EPDM membrane roof samples in service for up to 30 years. None of the samples showed visible indications of material damage, and all were fully performing their roofing function.

In 2010, the EPDM Roofing Association released results from testing five membrane samples with 28 to 32 years of in-service life—all 45-mil-thick membrane samples were installed between 1978 and 1982. Four samples were ballasted systems; the fifth was fully adhered. Locations included the Midwest and North Carolina, representing harsh winter climates and hot, humid summer conditions.

The results demonstrated EPDM membranes not only reach but easily exceed the 25- to 30-year service life range. All five in-situ-aged samples exceeded the minimum standard tensile strength for newly manufactured membranes.

SURVEY AND RESEARCH CONVERGE

The convergence between field experience and laboratory testing provides powerful validation.

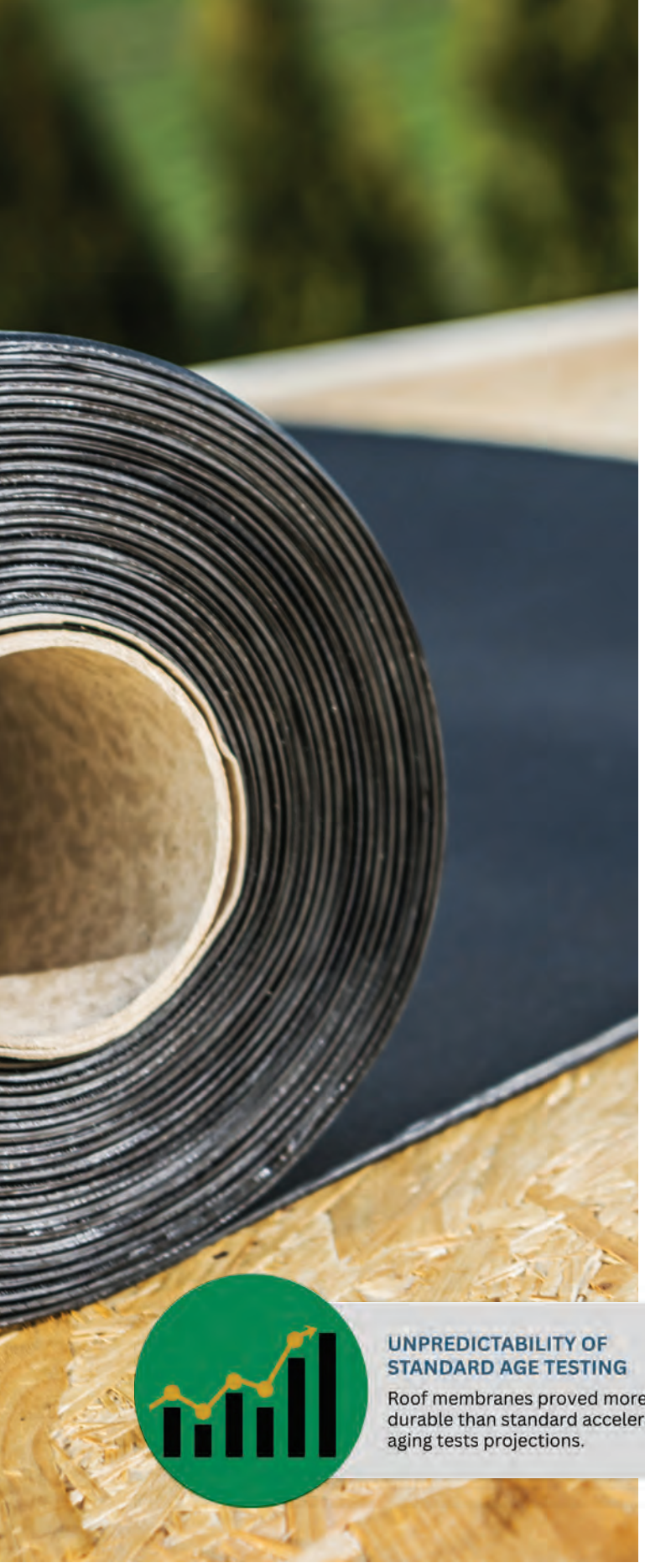
The 2025 survey respondents believed thicker membranes outlast thinner ones. The 160 professionals expecting 40-plus years from 90-mil-thick adhered systems compared with 70 of them expecting similar performance from 60-mil-thick mechanically fastened installations demonstrates this conviction.

Although published research hasn't systematically compared different thicknesses under identical conditions over extended periods, available data supports professional intuition. The German study included 45- and 60-mil-thick membranes reaching 30 years, and the EPDM Roofing Association studies documented 45-mil-thick membranes at 28-32 years still meeting standards for new material.

If 45-mil-thick membranes can reach 30-plus years, the industry's expectation that 60- and 90-mil-thick products will proportionally outlast 45-mil-thick products appears grounded in reasonable extrapolation from material science fundamentals.

The 2025 survey results showed slightly higher service life expectations for adhered systems compared with mechanically fastened installations of equivalent thickness. This preference aligns with research findings.

The 2025 survey respondents' preference for adhered systems likely reflects accumulated experience with how different attachment methods



perform over decades of service, including factors beyond pure membrane longevity such as adherence to manufacturer maintenance protocols.

Perhaps the strongest convergence between professional experience and research findings concerns installation quality. The 2025 survey respondents emphasized EPDM membrane failures typically stem from improper installation. The 1991 studies documenting successful 20-, 25- and 30-year service lives implicitly tested properly installed systems—membranes that survived long enough to be sampled and tested represent installations where fundamental details were executed correctly.

The message professionals delivered through the 2025 survey responses matches what research implies: Membrane longevity depends primarily on proper execution of the installation details that protect the membrane and maintain system integrity.

Throughout four decades of single-ply membrane research, scientists have used accelerated aging—subjecting membranes to elevated temperatures to predict long-term performance. However, laboratory-aged samples consistently underestimate EPDM membranes' real-world durability. Field-aged EPDM membranes, by contrast, often maintain or increase tensile strength and show stable elongation (the percentage by which a membrane can stretch before breaking) for extended periods. Heat aging in a laboratory simply cannot replicate the complex interplay of ultraviolet exposure, thermal cycling, moisture and other environmental factors EPDM membranes experience on actual roofs.

This is why professional field experience has become invaluable when assessing EPDM membrane service life. The 2025 survey observations from experienced contractors and consultants who represent decades of accumulated experience collectively report EPDM membranes outperform laboratory predictions.

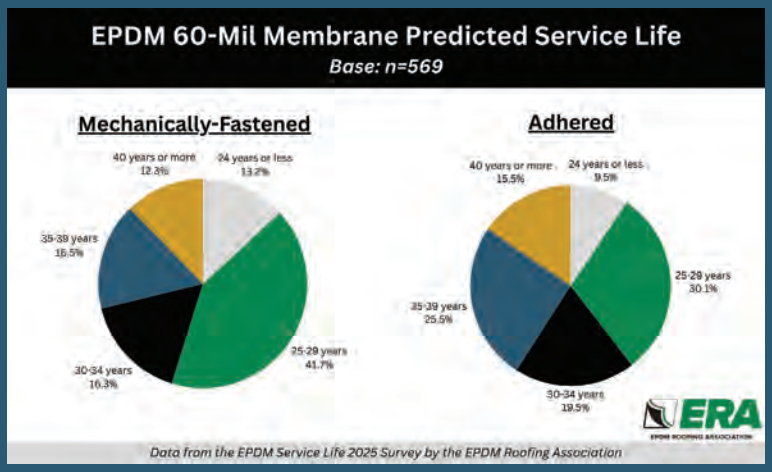
WHAT WE STILL NEED TO LEARN

Despite the strong alignment between professional observations and research findings, significant knowledge gaps remain.

Most published studies examined membranes manufactured between the mid-1970s and late 1980s. Modern EPDM membrane formulations have evolved, incorporating improved compounding technologies, more consistent manufacturing processes and refined reinforcement materials.

The 2025 survey respondents reporting 40- and 50-year-old EPDM membrane installations are observing the same generation of membranes tested in published research. Although physical testing can determine current properties, converting those

Figure 3: Predicted service life of 60-mil-thick EPDM membrane



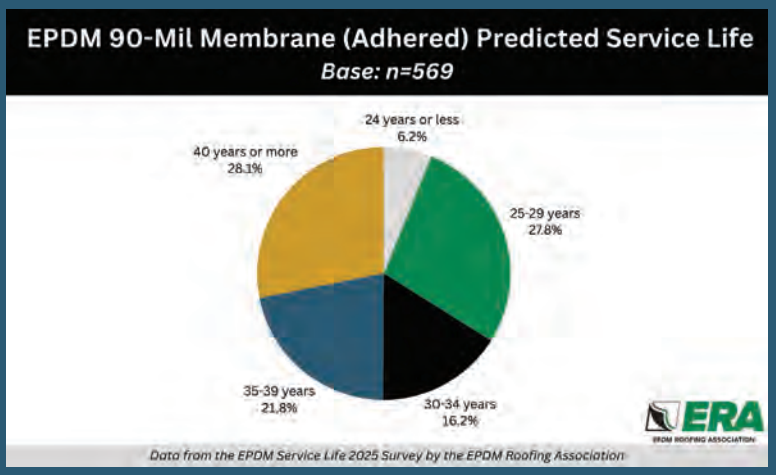


Figure 4: Predicted service life of 90-mil-thick EPDM membrane

measurements into accurate predictions of remaining years requires understanding degradation rates under specific conditions—information not yet available with sufficient precision.

Current research initiatives aim to address these gaps. A forthcoming pilot study conducted by an independent building science and testing company commissioned by the EPDM Roofing Association will examine in-situ aged EPDM membranes manufactured and installed in the 2000s, providing data about modern formulations. Additional research will subject already field-aged samples to further accelerated laboratory aging, working to improve correlation between laboratory predictions and field observations.

Efforts are also underway to develop standardized field assessment protocols that would allow roof consultants to estimate remaining membrane life through a combination of visual inspection, nondestructive testing and limited sampling. Such tools would formalize the pattern-recognition experienced professionals have developed through decades of field observations.

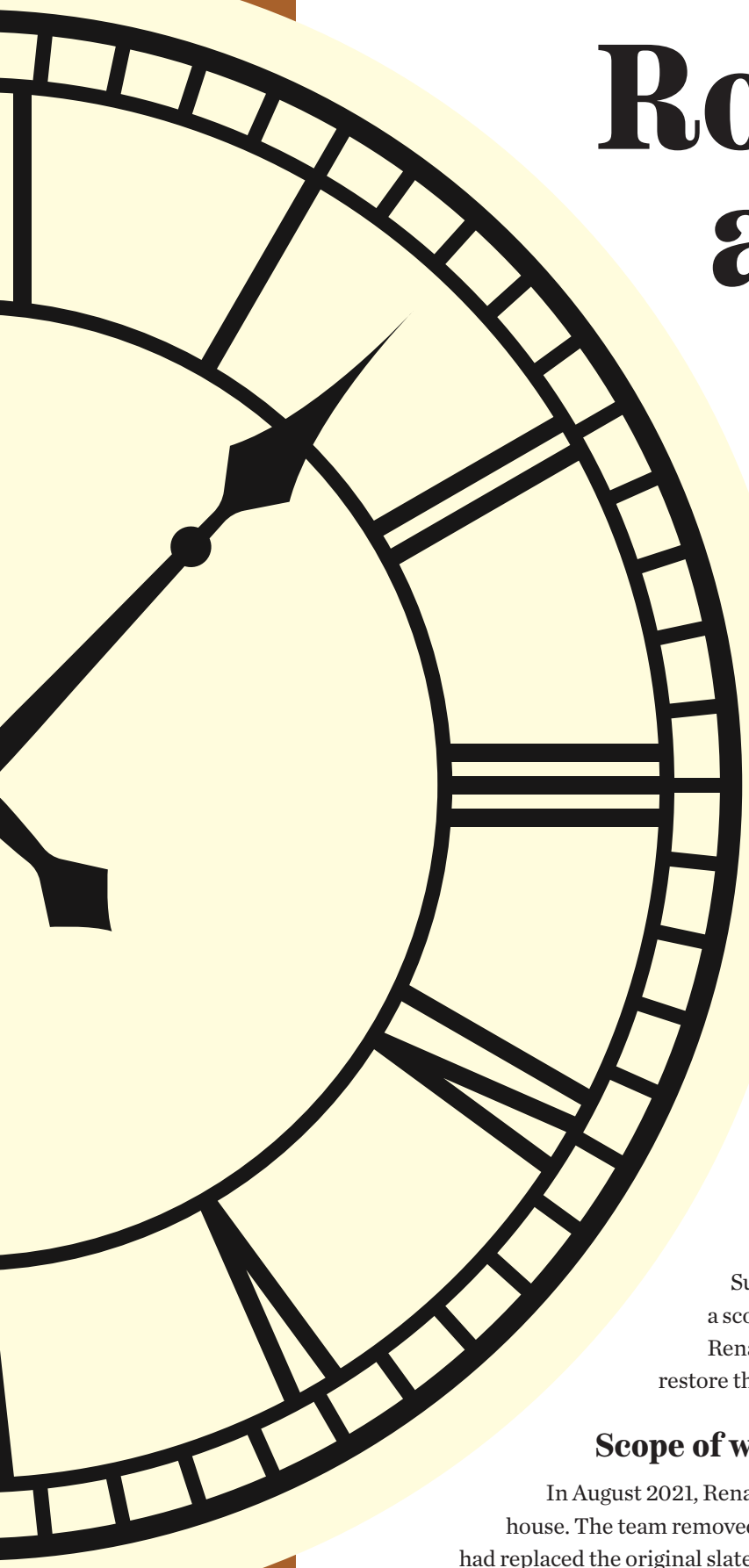
SCIENCE VALIDATED BY EXPERIENCE

The roofing professionals who participated in the EPDM Service Life 2025 Survey aren't speculating about membrane longevity—they are reporting what they have observed firsthand over decades of practice. When nearly 50 respondents cite 40-year-old EPDM membrane installations as reasonable and more than 20 report seeing 50-year-old EPDM membranes on roofs, they are documenting a level of durability many building materials cannot match.

What makes these observations particularly credible is how closely they align with systematic research. The professional consensus around 25- to 40-year service life for standard configurations matches precisely with published testing of membranes at those ages. The reported observations of 40-plus-year installations extend logically from research documenting 28- to 32-year-old membranes still meeting standards for new material. The emphasis professionals place on installation quality echoes the implicit message of research studies: Properly installed EPDM membranes have proven remarkably durable for decades.

As one survey respondent succinctly summarized: "EPDM roofs properly designed and installed and appropriately maintained have some of the longest service lives I've seen."

ELLEN THORP is executive director of the EPDM Roofing Association.



Roofing around the clock

Renaissance Historic Exteriors helps restore Green County Courthouse in Wisconsin

by Chrystine Elle Hanus

Located on Courthouse Square in Monroe, Wis., Green County Courthouse was designed by G. Stanley Mansfield in Richardsonian Romanesque Revival-style and built from red brick and limestone in 1891. The 2 ½-story building features a 120-foot-tall clock tower and limestone porches on two main entrances.

Considered the "crown jewel" of downtown Monroe and a beloved favorite among locals, the building has served as the county's seat of government for 135 years. In 1978, it was listed on the National Register of Historic Places.

In March 2020, Green County representatives contacted Renaissance Historic Exteriors, Belvidere, Ill., to investigate and report the conditions of the roof and gutter systems. A detailed report was submitted to the Green County Board of Supervisors, which used the findings and recommendations to create a scope of work and publicly advertise for bids.

Renaissance Historic Exteriors subsequently won the contract to restore the slate roof and copper gutter and cornice systems.

Scope of work

In August 2021, Renaissance Historic Exteriors began work on Green County Courthouse. The team removed the existing 13,300-square-foot asphalt shingle roof system that had replaced the original slate roof down to the plywood roof deck.

While removing the asphalt shingles, the team fully demolished and rebuilt the upper half of the

Project name:
Green County Courthouse

Project location:
Monroe, Wis.

Project duration:
August 2021-March 2024

Roofing contractor:
Renaissance Historic Exteriors, Belvidere, Ill.

Roof system types:
Copper and slate

Roofing manufacturers:
GCP Applied Technologies, Alpharetta, Ga.; MBTechnology, Fresno, Calif.

Slate distributor:
North Country Slate, Stouffville, Ontario, Canada

Copper distributor:
Revere,™ Rome, N.Y.

Photos courtesy of Renaissance Historic Exteriors, Belvidere, Ill.

Left and above: Thousands of slates were installed on the courthouse roof.

clock tower to original specifications and rebuilt substantial areas of the gable parapet walls.

"The typical process of removing and replacing the roof all at once was not possible because of the intricacies involved in various aspects of the masonry and architectural sheet metal coordination, which was accomplished with detailed planning and coordination with the county," says Robert Raleigh, president of Renaissance Historic Exteriors.

Masonry restoration involved significant interior shoring and engineered support solutions.

"This included installing large steel members that required additional access openings and prolonged temporary waterproofing solutions during roofing work," Raleigh explains. "Our work also included demolition and structural modifications required to eliminate a large chimney no longer used on the east side of the roof."

Safely removing and lowering the clock tower roof structure required coordination among Renaissance Historic Exteriors, the crane company, and city and county personnel. The structure was stored on courthouse grounds for several months while being rebuilt by Renaissance Historic Exteriors craftsmen. Once initial work on the clock's structure was complete, it was lifted and placed back into position on the roof where workers completed the clock structure renovation with new slate.

Thousands of North Country slates in Unfading Black were installed on the roof with copper slating nails to build the courthouse's new roof that included MBTechnology TU43 Layfast SBS Underlayment and Grace Ice & Water Shield® self-adhering roofing underlayment.

"Two steep-slope round turrets required detailed and careful tapering of slates," Raleigh says. "And one steep-slope pyramid turret was difficult to access, requiring significant fall protection, planning and monitoring."

All copper elements were fabricated by Renaissance Historic Exteriors craftsmen with Revere™ copper. This included gutters, downspouts and cornices.

Above and left: All copper elements were fabricated by Renaissance Historic craftsmen.

Above: Snow guards were incorporated into the roof system.

Left: Aerial view of newly completed courthouse roof

Working in Renaissance Historic Exteriors' in-house copper studio, the team of artisans used existing components and historical photos to guide them as they carefully replicated sheet-metal cornices, finials, modillions, dentils and spires to match the originals. Several of the fabricated pieces required aerial lifts and crane services to install on the roof.

To protect the newly restored gutters and architectural sheet-metal cornice, the team incorporated Alpine SnowGuards® into the roof system.

"Throughout the two-year project, the work performance by Renaissance Historic Exteriors was exemplary," says Richard Marti, maintenance director with Green County Wisconsin. "Employees worked on elevated platform decks and in various weather conditions with no safety incidents. With regard to worker safety, property protection and general housekeeping, Renaissance Historic Exteriors was top-notch. They ensured employees and the public were able to safely access the building at all times."

Public safety

Because the courthouse is located in the middle of Monroe's downtown square, significant attention was given to public safety. Pedestrian canopies and handicap ramps were assembled for daily access to the entire building, providing limited interruption to public access.

"Renaissance Historic Exteriors' internal planning and coordination of the scaffolding design and build allowed for multiple trades and operations to take place at the same time, providing the county with optimum flexibility, planning and budgeting timeframes and greater value for the owner," Raleigh says.

Detailed coordination when using the man-lifts and crane was required at multiple key points throughout the project.

"Maintaining pedestrian and worker safety as well as proper material handling and accessibility was a significant challenge to the project's overall success," Raleigh explains. "Using a local crane and rigging service, as well as having personnel trained in crane and aerial operations and safety, allowed for multiple mobilizations and cost-effective usage of crane services as needed during the project."

Back in time

Although Green County set high standards for detailing, methods and materials, Renaissance Historic Exteriors exceeded project requirements.

"As with many historical renovations, this was not an easy project," Marti says. "Renaissance Historic Exteriors rose to the challenge and exceeded expectations in returning the building's roof and clock tower to its original historical and authentic state with slate roof tiles."

For its work on Green County Courthouse, Renaissance Historic Exteriors received a 2025 NRCA Gold Circle Award in the Outstanding Workmanship: Steep-slope category.

"Being selected as the contractor to restore the Green County Courthouse was a rewarding experience for our team at Renaissance Historic Exteriors," Raleigh says. "It is a huge honor to have revitalized this cherished 1891 landmark in Monroe so the community can enjoy its beauty and history for another century."

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

The government is bringing more claims against contractors under the False Claims Act

by Trent Cotney

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

Federal construction projects offer roofing contractors significant opportunities but carry heightened compliance obligations. Whether you install a new roof system for a military facility, perform maintenance under a General Services Administration term contract or provide disaster recovery services through the Federal Emergency Management Agency, working in the federal space means every representation made to the government is subject to intense scrutiny.

FALSE CLAIMS ACT

One of the most powerful enforcement tools available to the federal government (and one of the most dangerous for contractors) is the False Claims Act. Originally enacted during the Civil War to combat fraud against the Union Army, the FCA has evolved into a sweeping statute that imposes treble damages (a legal remedy allowing courts to award a plaintiff three times the actual damages suffered) and civil penalties for anyone who knowingly submits a false or fraudulent claim for payment to the U.S. government. For roofing contractors, false claims liability can arise not only from inflated invoices but also from misrepresentations about immigration compliance, Disadvantaged Business Enterprise participation and materials sourcing.

The modern FCA, codified at 31 U.S.C. §§ 3729–3733, prohibits knowingly presenting or causing to be presented a false or fraudulent claim for payment or approval or knowingly making a false record or statement material to such a claim.

"Knowingly" includes actual knowledge, deliberate ignorance or reckless disregard for the truth. The statute allows the federal government and private whistleblowers, known as "relators," to bring actions on behalf of the government. If liability is established, violators face treble damages, statutory penalties that can exceed $25,000 per claim and potential debarment from future federal work. The Department of Justice recovers billions of dollars annually through FCA settlements, and the construction sector has been a recurring target.

FCA AND ROOFING

In the context of roofing and other specialty trades, the risk of FCA exposure has expanded beyond traditional billing fraud. Agencies and whistleblowers are increasingly using the statute to pursue misrepresentations tied to contractual and regulatory compliance. Three areas in particular (immigration compliance, Disadvantaged Business Enterprise participation and materials sourcing) have generated growing enforcement attention. Each involves certifications or statements made to the government that may later be challenged as false or misleading if the underlying facts are inaccurate.

The first area of concern involves immigration and employment eligibility compliance. Federal contracts routinely incorporate clauses requiring compliance with the Immigration Reform and Control Act and E-Verify regulations. Contractors and subcontractors must certify their workforces are authorized to work in the U.S.

If a roofing company knowingly employs unauthorized workers or fails to verify the status of its labor force while continuing to bill for work performed, those invoices can be deemed false claims. DOJ and the Department of Homeland Security have pursued enforcement actions against contractors who falsely certified compliance with E-Verify or submitted payroll records misrepresenting worker authorization. Even if a contractor did not intend to defraud the government, a pattern of willful blindness such as ignoring mismatched Social Security numbers or accepting suspect documentation can satisfy the "reckless disregard" standard under the FCA.

The second enforcement area relates to Disadvantaged Business Enterprise and small-business participation requirements. Many federal and federally funded roofing projects require a portion of the work be subcontracted to certified Disadvantaged Business Enterprises, which are minority-, women- or service-disabled veteran-owned firms. Contractors must submit utilization plans and periodic reports certifying compliance with these participation goals. False claims liability arises when contractors misrepresent the involvement of such entities, for example, by listing a certified Disadvantaged Business Enterprise as a subcontractor when, in

reality, that firm serves only as a pass-through business with no meaningful performance or control.

In recent years, DOJ and the Department of Transportation have aggressively prosecuted "DBE fraud" schemes under the FCA, resulting in multimillion-dollar settlements and debarments. If you partner with certified firms, ensure those entities are performing commercially useful functions, controlling their own labor and receiving payment consistent with the scope of work. Paper compliance or token participation can lead to significant exposure even when the underlying project work was completed without issue.

The third and increasingly significant area of risk involves representations about materials sourcing and domestic preference requirements. Many federal roofing contracts incorporate "Buy American" or "Buy America" clauses, requiring construction materials and manufactured products be produced in the U.S. or in designated trade partner countries. When contractors certify compliance with these clauses but use foreign-made fasteners, insulation, membranes or other roof system components, those certifications can constitute false statements under the FCA.

In one notable case, a federal contractor paid millions of dollars in damages after falsely certifying that imported steel products met domestic origin requirements. For roofing contractors, verifying supply chains has become more complex as material distributors source components globally. Even unintentional errors, such as relying on supplier assurances without documentation, can trigger allegations of reckless disregard if you fail to exercise due diligence.

The FCA's broad reach is amplified by its qui tam provisions, which allow private whistleblowers to file suits and share in any recovery. In the construction industry, whistleblowers are often former employees, competitors or subcontractors who allege falsification of compliance records. Once filed, these suits are investigated by DOJ and, if meritorious, either intervened in or allowed to proceed independently. Regardless of the outcome, the process can impose substantial legal costs and reputational harm. If you perform federal work, you must maintain robust internal compliance programs to mitigate whistleblower risk.

COMPLIANCE

Key elements of an effective compliance program include workforce verification procedures, written subcontractor oversight protocols and supply-chain documentation controls. Regarding immigration compliance, contractors should ensure I-9 forms are properly completed, E-Verify results are retained and periodic audits are performed by third parties. (For immigration compliance guidance, go to nrca.net/immigrantlabor.)

Relying on subcontractor certifications alone is insufficient; if you are a prime contractor on a project, you are responsible for ensuring downstream compliance when billing the government. Regarding Disadvantaged Business Enterprise participation, verify listed firms are properly certified, perform a commercially useful function and payments correspond to the work performed. For materials sourcing, maintain manufacturer certifications of origin, invoices and correspondence confirming compliance with domestic preference requirements. All such documentation should be organized and retained for audit and potential defense.

Training and communication also are critical. Project managers, estimators and procurement staff must understand compliance certifications are not mere paperwork; they are legal attestations made to the federal government. Train employees to recognize potential red flags, such as unexplained substitutions, subcontractors who lack personnel or equipment, or suppliers who cannot document product origin. Establishing a culture of compliance, supported by leadership from ownership and senior management, is the best safeguard against FCA exposure.

If compliance questions arise, seek legal guidance before making certifications or submitting invoices. Voluntary disclosure may be appropriate

in limited situations when an error is discovered before the government is aware of it. DOJ has a voluntary self-disclosure policy that can mitigate penalties for contractors who promptly report, cooperate and remediate violations. However, once a false claim has been knowingly submitted, subsequent correction will not necessarily shield a contractor from liability. The key is prevention and ensuring accuracy before submission rather than attempting to repair the damage afterward.

It also is important to recognize FCA exposure extends beyond prime contractors. Subcontractors can be liable if they submit false invoices to a prime contractor with the knowledge those invoices will be passed through to the government. Likewise, prime contractors can face liability for subcontractor misconduct if they fail to exercise adequate oversight. Courts have held FCA applies to anyone who "causes" a false claim to be submitted not just the party who signs the invoice. This shared exposure reinforces the need for strong contract language requiring compliance certifications, indemnification for violations and audit rights throughout the project chain.

Recent enforcement trends suggest roofing and specialty contractors will face increased scrutiny under the FCA in the coming years. DOJ has expanded its use of data analytics to identify anomalies in billing and certification patterns while agencies such as the Department of Labor, Environmental Protection Agency and DHS share information that can trigger cross-agency investigations. Cases involving misrepresented Disadvantaged Business Enterprise participation and foreign material sourcing have been particularly active, reflecting the government's focus on equity and domestic manufacturing policies. Expect contracting officers and inspectors general to request more detailed documentation and verify compliance in real time rather than solely during post-award audits.

The financial consequences of an FCA violation can be severe. In addition to treble damages and per-claim penalties, contractors risk suspension or debarment from federal work, loss of bonding capacity and reputational damage that can affect private-sector opportunities. Even settlements without admission of liability can be publicized, making reputational repair difficult. The best defense is a proactive compliance posture supported by documentation, training and a demonstrated commitment to ethical contracting practices.

You should view FCA compliance not as a bureaucratic obstacle but as a cost of doing business in the federal marketplace. The same diligence that protects against liability also enhances operational quality and accountability. Accurate recordkeeping, transparent subcontracting practices and verified sourcing build trust with public owners and reduce risk across the board. Moreover, maintaining compliance readiness positions contractors to compete more effectively for structured federal and state contracts, which increasingly require detailed representations about workforce, diversity and materials.

LITTLE ROOM FOR ERROR

In the current enforcement environment, the FCA functions as a sword and shield for the government. For honest contractors, it rewards integrity and transparency; for careless or deceptive firms, it imposes substantial penalties. Roofing contractors engaged in federal projects must take the statute seriously and invest in systems that ensure truthfulness in every representation made to the government.

By integrating compliance into daily operations from bid submission to final payment, contractors can minimize risk, preserve eligibility for future federal opportunities and demonstrate the professionalism that defines the roofing industry at its best. Diligence, verification and transparency equal not only good compliance but also good business.

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

MANUFACTURER NEWS

MuleHide opens training center

MuleHide, Beloit, Wis., has opened a new MuleHide Training Center in Englewood, Colo. It is the company's fourth location of regional training facilities and will provide in-depth instruction for the commercial roofing products and systems the company offers.

"Training is one of the most important things we do," says Alisha Parker, training manager for MuleHide. "We offer industry-leading products, but they won't perform that way if they're installed incorrectly or used in a situation they're not intended for. That's where training comes in."

MuleHide also has training centers in Avenel, N.J.; Beloit, Wis.; and Orlando, Fla.

Siplast welcomes local students

Siplast, Dallas, recently welcomed 11th- and 12th-grade Arkadelphia High School students to its RISE Center in Arkadelphia, Ark.

The RISE—Research, Innovate, Support and Evolve—Center specializes in testing Siplast's roofing and waterproofing systems while providing educational experience in roofing science. During the visit, Siplast engineers led students through the facility and engaged them in demonstrations of the site's equipment, including a wind-pressure testing unit.

The visit was part of Siplast's efforts to support local youth and inspire the next generation of professionals in the roofing and building materials industry.

Brava Roof Tile partners with Lightbeans

Brava Roof Tile, Washington, Iowa, has announced its partnership with Lightbeans, a leader in material digitization and visualization technology. Through the collaboration, Brava Roof Tile's full library of roofing textures and colors is now available to the architecture and design community directly through the Brava Roof Tile website and the Lightbeans platform.

Brava Roof Tile's integration with Lightbeans also provides valuable data insights for future product development, revealing which colors, textures and regions drive the most engagement.

Additionally, Brava Roof Tile has announced the winners of the 2025 Architectural Awards. The awards honor remarkable roofing designs demonstrated by top architects who have chosen Brava Roof Tile for their projects.

The winners include: The Up Studio, Long Island, N.Y., for the installation of a cedar shake roof in the color Lake Forest; Dreambuilt, Greensboro, Ga., for the installation of a cedar shake roof in the color Lake Forest; Further Architecture, Wilton, Conn., for the installation of a cedar shake roof in the color Canyon Gray; and Still Architecture, Westfield, Ind., for the installation of a cedar shake roof in the color Canyon Gray.

Polyglass provides new roof to family

Polyglass U.S.A. Inc., Deerfield Beach, Fla., recently partnered with Brandon Roofing, Thonotosassa, Fla.; DH2 Building Associates, Parrish, Fla.; and SPEC Building Materials, Kansas City, Kan., to provide a new roof for a Florida Gold Star family.

The parents recently lost their Army Ranger son Josh in service to the country and faced hardship after a storm. Polyglass U.S.A. donated its Polystick IR-Xe underlayment. Brandon Roofing provided labor, DH2 Building Associates contributed asphalt shingles, and SPEC Building Materials provided distribution and logistics support.

The initiative was part of Polyglass U.S.A.'s ongoing Giving Back commitment to support communities, veterans and families affected by natural disasters.

VELUX wins Good Housekeeping Award

VELUX, Fort Mill, S.C., has won a prestigious Good Housekeeping 2026 Home Reno Award for its VELUX Skylight System.

Award recipients are chosen by scientists, engineers and analysts in the Good Housekeeping Institute and judged based on quality, performance, innovation, ease of use and assembly, and value.

Available in fixed and venting models, the VELUX Skylight System features a pre-installed, remote-controlled, solar-powered shade. More information about the product is available at veluxusa.com.

Georgia-Pacific donates to college

Atlanta-based **Georgia-Pacific's** Clarendon oriented strand board facility in Alcolu, S.C., recently donated $5,000 to Central Carolina Technical College's Foundation in support of the college's mechatronics (a blend of computing and engineering) program, bringing the local manufacturer's total donation to the program $15,000.

"This investment shows Georgia-Pacific's commitment to the region and investing in the workforce of tomorrow," says Jim Motes, plant manager for the Clarendon OSB facility. "Through partnerships like this, we are able to show our support for Central Carolina Technical College and the work they are doing to invest in the local student population."

DISTRIBUTOR NEWS

ABC Supply acquires Roofing Supply—Houston

ABC Supply Co. Inc., Beloit, Wis., has acquired Roofing Supply—Houston Inc., Houston. The acquisition marks ABC Supply's 58th location in Texas.

The location will operate under the ABC Supply name. Owners Darren Breaux and Jeff Smejkal will continue to hold leadership roles.

Additionally, ABC Supply has opened a new location in San Juan Capistrano, Calif.

UP THE LADDER

Brava Roof Tile has appointed **Kevin Earnest** east region vice president; **Cory Garrison** west region vice president; **Rod Guanche** southeast region vice president; and **Brad Stalder** central region vice president.

Charles Collins is now president of Malarkey Roofing Products.

MuleHide has made **Judah Lindvall** territory manager of North Florida and **James Schlesiger** territory manager of Nebraska and Iowa.

OTHER NEWS

Long-time friend of NRCA passes away


Rossiter

Walt Rossiter, research chemist and consultant in the roofing industry, passed away Nov. 10. He was 82.

Rossiter earned a bachelor's degree in chemistry from Boston College in 1964 and a doctorate in organic chemistry from the University of California, Santa Barbara, in 1968.

He spent more than 35 years as a research chemist at the National Institute of Standards and Technology, where he worked with distinction until his retirement in 2006. His expertise centered on the performance of roofing materials and systems, building materials, thermal insulations, and the in-situ analysis of lead in paint and dust.

Rossiter also spearheaded NRCA's technical conferences and symposia from 1977 to 2011.

After retiring, Rossiter established a consulting business and worked with the Roofing Consultants Institute (now IIBEC) until 2024. During his career, he authored technical papers, chaired and contributed to ASTM International subcommittees, and served as a respected leader in the field. Rossiter was a member of the RCI staff and foundation; the International Council for Research and Innovation in Building and Construction; and the International Union of Laboratories and Experts in Construction Materials, Systems and Structures. He also served as past chair of the joint CIB/RILEM Committee on Roofing Materials and Systems.

Rossiter is survived by his wife, Marie; children, Paul (Jenny) and Anne; and grandchildren, Nick, Ben and Ella. He also is survived by his siblings, Robert Rossiter and Elaine Keeley, and was predeceased by brother Paul Rossiter.

The family requests donations be made to any of the following: Boston College High school at bchigh.edu; Children's National Hospital Foundation E11ASTRONG at foundation.childrensnational.org; Dana-Farber Cancer Institute at danafarber.org; or the RCI-IIBEC Foundation Scholarship at rci-iibecfoundation.org.

MCA announces 2026 board

The **Metal Construction Association** has announced its new officers for 2026. The board will be led by the organization's first female chair—Lee Ann Slattery, sales support manager of NRCA member ATAS International Inc., Allentown, Pa.

Slattery joins the following executive committee members:

- Vice chair Bill Hartford, sales director and marketing manager of NRCA member Sherwin-Williams Coil Coatings, Pittsburgh
- Treasurer David Stermer, director of engineering for Metal Sales Manufacturing Corp., Sellersburg, Ind.
- Secretary Chandler Barden, president of CIDAN Machinery Group, Peachtree City, Ga.
- Past Chair Brian Partyka, vice president of business development for NRCA member Carlisle Companies Inc., Carlisle, Pa.
- Market Development Chair Jules Dekovics, director of sales for NRCA member OMG Building Products LLC, Agawam, Mass.
- MRA President Todd Miller, president of Isaiah Industries Inc., Piqua, Ohio

"I am excited about the upcoming growth and innovation for MCA, and I believe we will reach new milestones with such a talented team of industry leaders on the board and staff," Slattery says.

RT3 announces 2025 Innovator of the Year

Roofing Technology Think Tank has awarded the 2025 Innovator of the Year award to Nick Zavala, president of American Home Contractors, Fulton, Md. The award was announced during the 2025 Best of Success Conference in Arlington, Texas.

Zavala was nominated for his role in adapting his company in the solar roofing industry by consistently embracing innovation, expanding product offerings and enhancing operational excellence. By leveraging technology for task management and customer engagement, he has created a process-driven design that simplifies project tracking, enhances communication and ensures quality delivery at scale.


Zavala (second from right) receives the 2025 Innovator of the Year award.

"Innovation is more than just fancy technology. Nick looks at first principles and makes every part of the back end, installation and customer journey better," says Ken Kelly, 2021 Innovator of the Year. "That's what makes him a true innovator."

EVENTS

FEBRUARY

4
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24-27
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APRIL

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CERTA Train-the-trainer
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14-15
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JUNE

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Nationwide
Contact: Madison Mahoney, NRCA's social media manager
mmahoney@nrca.net
nrca.net

24-25
SkillsUSA® National Leadership & Skills Conference
SkillsUSA
Atlanta
Contact: SkillsUSA Customer Care
(844) 875-4557 or customer service@skillsusa.org
nlsc.skillsusa.org

JULY

14-17
NRCA's Midyear Committee Meetings
NRCA
Chicago
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or info@nrca.net
nrca.net

NRCA NEW MEMBERS

ARCHITECTS/ENGINEERS/ CONSULTANTS

2LABS AERIAL LLC, Ruckersville, Va.

Colby Baker, Charlotte, N.C.

Insurance Marshals PLLC, Gatlinburg, Tenn.

Jocelyn Roof Consultants, Hamilton, Ontario, Canada

Leon Shabott, Providence, R.I.

Progressive Companies, Grand Rapids, Mich.

Rimkus, Indianapolis

Roof Technical Services Inc., Fort Worth, Texas

Wheeler Keams Architects, Chicago

CONTRACTORS

3 Kings Roofing and Construction, Fishers, Ind.

Adair Contractors LLC, Loganville, Ga.

Alpha Roofing & Siding Inc., Millsboro, Del.

Ambrose Roofing, Houston

Armored Roofing Co., Wichita Falls, Texas

Arrow Design Services LLC, Verona, Wis.

B&B Specialties LLC, Henderson, Nev.

Buddys Roofing & Repairs Inc., Dover, Fla.

Channel Islands Roofing Inc., Oxnard, Calif.

Chicago Roofing Systems, Chicago

DDK Roofing LLC, Wesley Chapel, Fla.

Denver Roofing and Construction LLC, Denver

DKG Roofing & General Contractors, Aledo, Texas

EA Roofing Co., Lancaster, Pa.

Emberline Systems LLC, Orange, Calif.

Flores & Foley Roofing + Sheet Metal, Wilmington, N.C.

Giant Roofing, Sparks, Nev.

Harrington Construction Co. Inc., Rancho Cucamonga, Calif.

IronRidge Roofing, Omaha, Neb.

Kore Roofing LLC, Tempe, Ariz.

Lonestar Roofing Services LLC, Clayton, N.C.

Luck Roofing LLC, Barling, Ariz.

Lynx Enterprises Inc., Federal Way, Wash.

Manjoa Roofing LLC, Indianapolis

National Building General Contracting Co., Dammam, Saudi Arabia

Raleigh Residential Exteriors, Raleigh, N.C.

Resilient Roofing and Repair, Pelion, S.C.

River Roofing LLC, Bend, Ore.

RMV Roofing Solutions Inc., Franklin Park, Ill.

Robert Stevens Roofing, Carmel, Ind.

Roof On Texas, Woodway, Texas

RoofZen LLC, Newton Square, Pa.

RTR Consulting LLC d.b.a. Rocky the Roofer, Alpharetta, Ga.

Skilled Roofing, Lynnwood, Wash.

Soncco Contracting, Meridian, Miss.

Stigs Roofing Solutions, Fairview, Tenn.

Summit Roofing & Construction Inc., Wilmington, N.C.

Summit Roofing and Restoration Inc., Atoka, Tenn.

TECTUM Roofing, A Moriarty Company, Colorado Springs, Colo.

THR Roofing Solutions, Austin, Texas

Titan Roofing, Kalispell, Mont.

Tri-State Roof Masters, South Point, Ohio

Zenith Construction, Santee, Calif.

MANUFACTURERS

PolyCon, Houston

The Ruscoe Company, Akron, Ohio

MEMBER BRANCH

Skyline Roofing, a Tecta America Company LLC, Rockingham, Va

SERVICE PROVIDERS

Instant Roofer, Kula, Hawaii

Storm Law Partners PLLC, Houston

NRCA

Hey! You're going to want to hear this.

RoofTalk with NRCA has something to say.

Every month our expert guests dive into
the biggest issues shaping the roofing industry.
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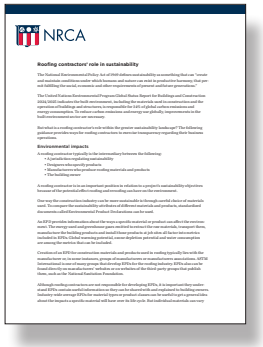
Construction employment has

grown 13%

since January 2020, more than twice as fast as the 6% overall U.S. job growth

Source: ADP Research



NRCA recently released *Roofing Contractors' Role in Sustainability*, a white paper that offers uidance addressing how roofing contractors can exercise transparency regarding sustainability and their business operations.

It is available at nrca.net/roofingguidelines/library.

During a survey conducted by J.J. Keller & Associates Inc. and the American Society of Safety Professionals, nearly two out of five respondents said their organization lacks a "proactive approach to safety and regulatory compliance."

Read about how to declutter your company's safety procedures on page 24.

The largest barriers to companies' artificial intelligence adoption include:

44% Lack of internal expertise

19% Cost of implementation

13% Data privacy or security concerns

Source: Eagleview's AI Impact and Adoption Report

HEAVY-DUTY, NOT HEAVYWEIGHT

Added strength without any added weight.

METAL SHAKE & SLATE PROFILES HVHZ CERTIFIED UP TO 180 MPH

ProVia metal roofing is constructed of highly durable 26-gauge galvanized steel—up to 30% more than the industry average. It's also 67% lighter than asphalt shingles, so it's easier to work with.

It's the right thing to do.

ProVia® THE PROFESSIONAL WAY

DOORS | WINDOWS
SIDING | STONE | ROOFING

6 Reasons to Partner with ProVia Metal Roofing

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15 Years, 90+ Brands, Now Unified As One.

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