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Feed your team

AI is taking over tasks that result in "experience starvation"

by Ambika Puniani Reid



AI can summarize your texts and emails; find the best route to get you to a job site; create a spreadsheet from raw data; and answer customer calls. For the most part, all this is great. Until you realize you can't get anywhere without Google Maps turned on or your office team doesn't know how to diffuse an angry customer.

In *The Wall Street Journal* article, "We All Hated Busy Work. Now That It's Disappearing, It Turns Out We Miss It," Allison Pohle explains the increasing occurrences of "experience starvation" as a result of AI reliance.

Pohle explains that though AI has saved a lot of time and employees are doing less "grunt" work, the unintended consequence is employees are losing their ability to actually be functional in their jobs.

She writes AI is "depriving [employees] of the way entry-level workers have long gleaned the expertise to become valuable players later on—by getting in the reps."

She goes on to explain it is necessary for all people to learn from repetition and patterns, which allow them to make better decisions and exercise better judgment in different scenarios.

So now, companies are using AI to provide sample scenarios to new workers—basically having pretend work take the place of real work.

Pohle writes: "In lieu of all that iterative work, companies are experimenting with new ways to build muscle memory. Some ... have designed simulations to let junior staff practice asking clients for information or confronting a co-worker about a missed deadline. [Others are] blocking out time for workers to role play pitching to a customer, among other exercises."

Mallory Barg Bulman, a senior director analyst at advisory firm Gartner, New York City, told Pohle: "Junior staff are really being asked to take ownership over complex decisions that require experience-based judgment that they don't have."

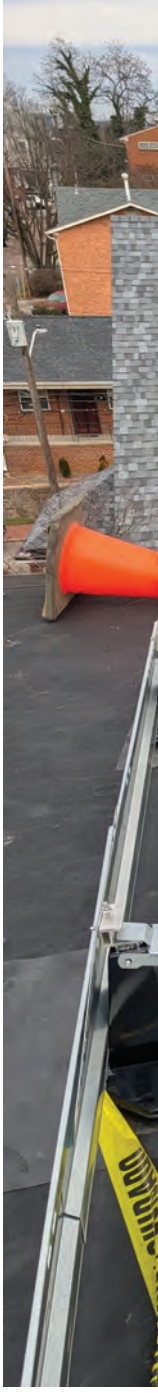
And a survey by the IBM Institute for Business Value reported about 45% of employees said AI was already eating away at their skills.

But maybe there is a bright side. As Ravi Kumar S., CEO of Cognizant, a worldwide technology services and consulting firm, told Pohle: "You don't join entry-level to do entry-level tasks. It's actually a positive that you're suddenly a middle manager on day one of your first ... job."

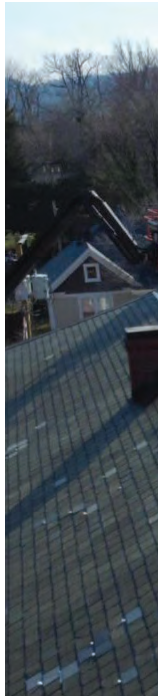
Ambika

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






ENPHASE







CLOSE-UP

The offices, Sunday school classrooms and fellowship hall within Trinity United Methodist Church in downtown Roanoke, Va., recently were converted into 15 elderly affordable housing units.

Affordable housing developer Restoration Housing, Roanoke, used historic tax credits, grants and donations to help offset the rehabilitation costs that included a new asphalt shingle roof system on Worship Hall and a 9.45-kilowatt rooftop solar panel array on the annex wing.

Installed by SolShine Energy, Roanoke, the panels' visibility was intentionally discrete to remain compliant with the historic tax credits. Their positioning allows for maximum exposure while remaining invisible from street view.

The system is projected to generate more than 11,000 kilowatt-hours annually, offsetting a meaningful share of the building's electric costs, a direct benefit to the low-income residents Trinity Commons serves.

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



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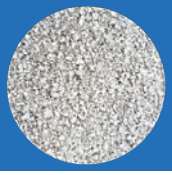
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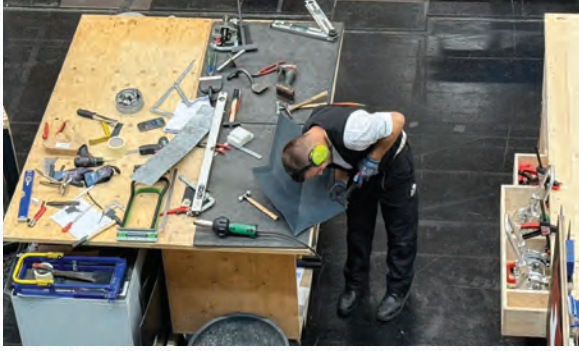
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NRCA



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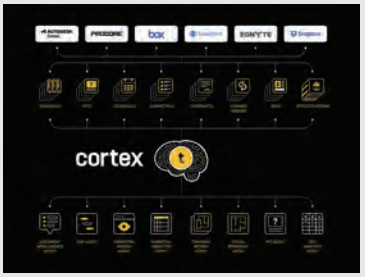
OMG ROOFING PRODUCTS

AI platform reads blueprints

Trunk Tools has announced Cortex, a new AI intelligence layer built specifically as the "brain" of construction. Cortex is designed to read, interpret and structure data from construction drawings. Cortex will act as a unified intelligence layer across project documents beyond blueprints.

Cortex allows teams to interpret drawing data against the full scale of project documentation. The platform is designed to provide all associated data and documentation when clicking on an object or symbol in a drawing, making it possible to navigate the connections and impacts across the span of project documents. Cortex can also reportedly identify changes in revision bulletins, including those that fall outside revision clouds.

trunktools.com



Drivers designed for durability

GripEdge™ has introduced the GripEdge 1/4-inch Drive Standard Flex Head 7/16 Low Profile Dual Action Driver, a purpose-engineered solution for professionals who demand precision, durability and ergonomic efficiency in compact and restrained work environments.

At 6 1/2 inches in length, the driver is made of chrome molybdenum steel for resistance to wear and deformation. It reportedly features a uniquely shaped handle designed for comfort and maintaining grip stability during extended use.

The driver rotates 0-180 degrees and features a pass-through retention cavity, enabling a low-profile configuration by minimizing vertical stack height and maximizing tool-to-fastener clearance.

gripedgetools.com



New edge metal offerings

FlashCo recently released an update to its ES-1 Compliant Edge Metal product line, which includes eight new ES-1 compliant profiles. The update provides 3D renders, installation guides and editable specifications online.



ES-1 Compliant Edge Metal is sold in coated and painted options in a wide range of styles, colors and sizes. All profiles have been tested per the ANSI/SPRI/FM 4435/ES-1 standard to comply with the International Building Code.®

flashco.com



Sealant is insulating

DAP® has introduced DAP Gaps & Cracks High Density Foam with HydroAction™ Polyurethane, an expanding spray foam sealant that combines the high strength and durability of polyurethane with the ease of water cleanup.

DAP Gaps & Cracks High Density Foam is formulated to seal and insulate gaps up to 1 inch wide, effective in temperatures from 25 F to 105 F.

dap.com

Boot has new color option

Georgia Boot has announced its Core 37 6-inch Wedge Steel Toe is now available in black. The boot delivers the protection and comfort you need without overcomplication.

The full-grain SPR™ leather upper stands up to daily wear while the Georgia Waterproof System and breathable mesh lining help keep feet dry when weather shifts. An AMP insole cushions every step, reducing fatigue for the whole workday.

Underneath, a dual-density polyurethane outsole provides dependable grip on slick or uneven surfaces, meeting ASTM slip-resistance standards. A fiberglass shank adds stability when carrying weight or working on uneven ground, and the Ergo-Fit steel toe is shaped to move with a wearer's foot, giving protection without stiffness.

georgiaboot.com





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Don’t do them like that

It’s necessary to earn and maintain trust with the younger workforce

by McKay Daniels

In October, I wrote about the general erosion of trust in institutions and how roofing is uniquely equipped to swim against that tide. However, there’s a twist to this trust deficit you need to be aware of, and its within your own four walls: the trust your employees and teams have in your company and your leadership.

Kids these days—almost instinctively—trust no one. Research suggests younger Americans generally start from a lower baseline of trust than older generations. Building confidence with the next generation will require greater transparency and more authentic engagement than in the past. This presents a unique challenge for employers.

For roofing companies facing workforce shortages and succession challenges, that reality carries important implications. Recruiting younger employees will require more than competitive compensation. It will require demonstrating purpose, integrity and opportunity. The industry’s future

depends on attracting and retaining talent, which means earning trust from a generation that often views institutions differently than previous ones.

Edelman, a global communications firm, performs a yearly survey measuring trust, and it recently released its 2026 findings. With nearly 34,000 survey respondents, the survey provides solid sample of the sentiments.

In the U.S., only 21% of survey respondents believe the next generation will be better off than current generations. That's a decline of nine points from the previous year. But let's set aside the decline and take the previous year's number: Fewer than 1 in 3 people believe "kids these days" will have it better than we do. Ouch.

"Kids these days" believe schools and education systems have betrayed them; old folks are destroying the planet that they'll be stuck living on; greedy old folks are taking government money and leaving them with the trillion-dollar-per-year tab to repay; and on top of all that, AI may make it impossible for them to have jobs to pay the higher costs required to have the quality of life they see today or want tomorrow.

No wonder an 18- or 22-year-old starting work with your shop seems so different from our lens. They are getting beat upside the head every day from hurricane-force headwinds against hope.

And this is the likely mindset of your newest employee. Ready? Go make them part of the team!

But because of the benefit from proximity and relationships I wrote about in October, you and your team are in a unique position to be a lighthouse of hope in the storm of uncertainty.

Edelman reports a net 11-point gain over the past five years in the following statement: "I have gained trust in my co-workers." And there was a nine-point improvement among employees in the trust they have in their company leaders.

"You and your team are in a unique position to be a lighthouse of hope in the storm of uncertainty"

With those wins comes great responsibility. As contractors like to say: "We won the job. Now, we have to DO the job." You need to earn and retain a newly gained employee's trust daily by saying what you will do and doing what you say. By being fair. By being consistent. By being transparent and honest. By being reasonable. By engaging and caring about your teams and their well-being.

I've found people (whether in my past life in politics or in my current daily life) can handle bad news. They understand life happens. They understand there are factors outside of their control. Disappointment is found in the gap between expectations and reality. So being realistic with your team isn't just prudent; it's essential to maintaining trust and long-term relationships. Effective communication is part of that.

Politicians serve as a cautionary tale. They consistently overpromise to get elected and then underdeliver once they take office. And the institutions of Congress and the presidency have record low public approval ratings as a result. But they only need to be evaluated every two, four or six years. You must follow through on promises daily for decades (hopefully) with much the same audience to maintain that trust.

Poorly handled situations can result in bad vibes even if the baseline outcome was good. Good outcomes delivered poorly can be worse than suboptimal outcomes managed well. That may sound counterintuitive, but employee relations, or "internal customer service," is a real thing.

For example, think about a time when a job went well because it got done on time and on budget, but human dynamics had some negative cost. Or the reverse where there was the job that didn't go right because of weather or change orders but the team ended up better (more cohesive, more trusting, more effective) than they were prior because of it. I once knew someone who got the job done by the numbers but was a human bulldozer in the process—verbally or emotionally taking out customers, stakeholders and fellow employees in the process—but the job technically always got done. I ended up letting that person go and finding someone else for the role; we were winning battles but losing the long war.

The faith and trust of our teams should never be taken for granted. And in an era of growing insularity or isolation, personal relationships matter more than ever. Organizations that thrive are the ones that remain accessible and engaged with their teams. They

will listen closely to ideas and encourage them, invest in employee growth, and participate actively in their career paths and future. They will earn their teams' trust daily through countless interactions or pivot points, big or small.

For roofing professionals, that is not a new lesson. You do it daily with your customers. But in the current era where there is a war for talent, don't forget about your other "customer": the group of people who are choosing to engage with you but giving you something even more valuable than money from a client. They are giving you their time, their future and their trust. Earn it. It's simply good business. And it's probably more valuable now than ever before.

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

QXO appoints new president and COO


West

QXO Inc., Greenwich, Conn., has announced Ken West as its new president and chief operating officer effective Sept. 1. West will report to QXO Chairman and CEO Brad Jacobs and will be responsible for QXO's day-to-day operations.

West most recently served as president and CEO of Honeywell Process Technology, which holds the leading global position in process technology. He has more than 20 years of experience leading large, complex industrial businesses across operations, strategy, finance and integration. West was responsible for the acquisition of Johnson Matthey's Catalyst Technologies business and led its integration.

"[West] is an exceptional operator with the executional rigor to lead QXO's operations," Jacobs says. "He has demonstrated an ability to achieve outstanding results across a number of industrial businesses. His leadership will be instrumental as we look to scale our platform and deliver outsized shareholder value."

Job candidates can use AI to cheat their way to an offer



Fabric, an AI interview platform, performed an analysis of 19,368 artificial intelligence-powered interviews conducted between July 2025 and January 2026 and found 38.5% of candidates were flagged for AI-cheating behavior, according to *Forbes*.

Although AI can streamline some processes on the employer side, it also has made the hiring process more complicated. Candidates use AI to try to optimize their resumes—matching job descriptions, exaggerating experience and convincingly describing desired skills even if they are unqualified. Additionally, "AI can now generate interview answers in real time, coach candidates into fluency before they walk into a conversation, and in some cases feed responses during a live interview without the hiring manager knowing," according to the analysis. With AI assistance, a candidate can make it through the entire hiring process without knowing how to do the job.

In a survey done by Checkr, a background checking platform, out of 3,000 hiring managers, 59% said they had suspected a candidate of using AI to misrepresent themselves during the hiring process.

Forbes shares the following tips for shifting the hiring process to lessen the influence of AI.

- Verify a resume before treating it as evidence. Be sure to verify employment history, qualifications, references, certifications and relevant experience.
- Test what candidates can do. Hiring processes should allow candidates to demonstrate their skills through role-specific tasks or practical assessments.
- Build interviews around the candidate's answers. Use a candidate's responses to ask follow-up questions during the interview.
- Keep human judgement in the process. Don't allow AI resume-filtering to throw out good candidates. Your human assessments and insights are crucial for hiring decisions.

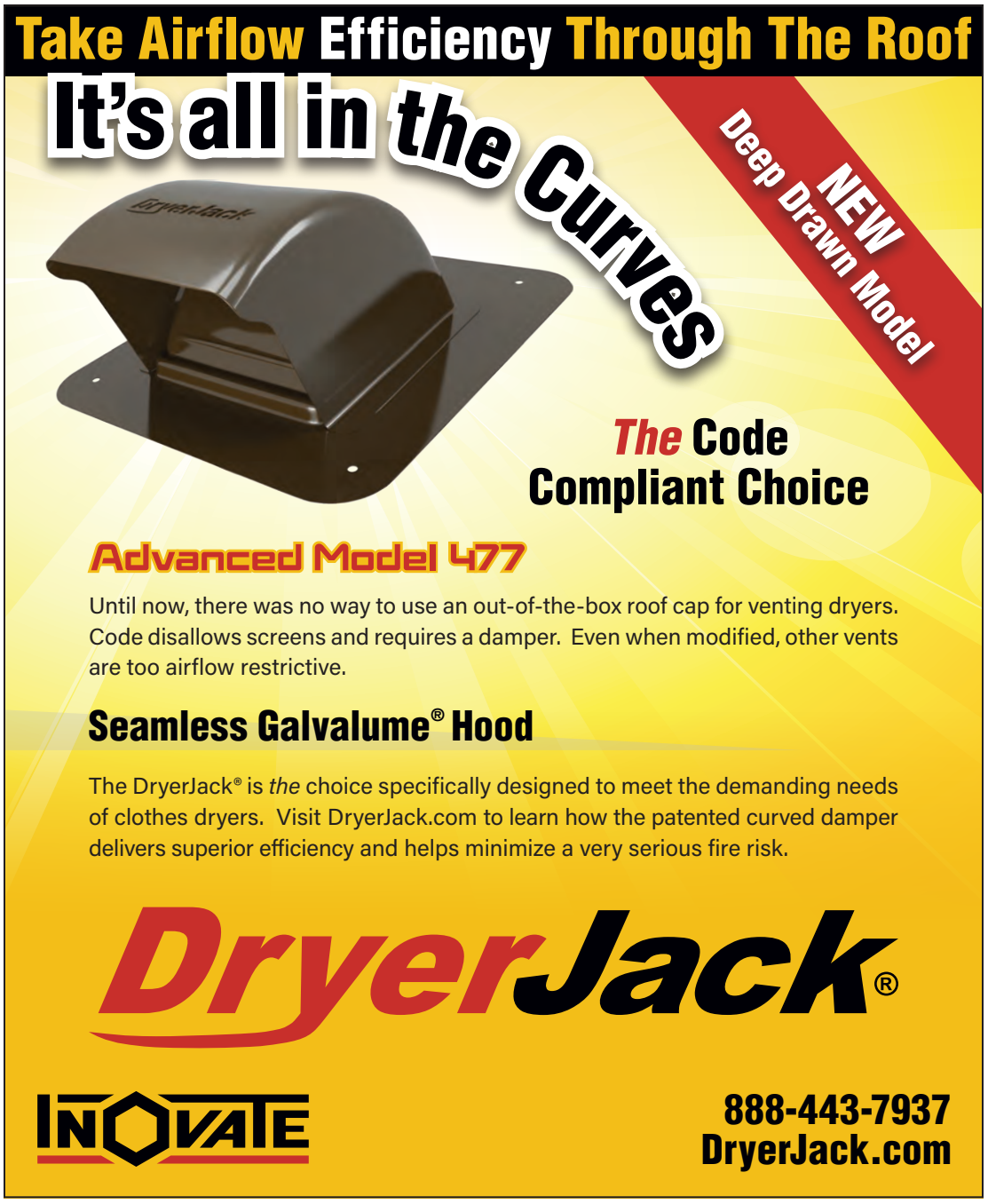
Roofing Alliance offers new class

The Roofing Alliance-Clemson University Professional Training Program has launched its newest course: Roofing Sustainability and Resiliency. This fully online, self-paced training course gives roofing professionals practical knowledge of sustainability and resiliency across the roofing supply chain. Participants can now earn up to eight AIA Continuing Education credits.

Topics explored throughout the new course include sustainability and resiliency, raw material extraction and procurement, manufacturing and production processes, distribution considerations, roof construction and installation, installation quality assurance and quality control, post-construction performance and maintenance, life-cycle assessment, innovations in roofing, market drivers—trainings and certifications, and challenges and commitment to sustainability.

The training program's three existing professional training courses include Roofing Fundamentals, Roofing Management, and Roofing Business and Leadership.

Participants have 60 days to complete each course and earn a Certificate of Completion when they finish the coursework and final examination. NRCA members save $100 per course and Roofing Alliance members save $300 per course. Bulk pricing is also available. For more information, visit roofingalliance.net/education.





What's in that shingle?

Revised asphalt shingle specification permits post-consumer content

by Maciek Rupar

If you order, distribute or install asphalt shingle roofing products, you should be aware of some recent changes to asphalt shingle standards.

In December 2025, ASTM International Committee D08 Roofing and Waterproofing approved revisions to ASTM D3462, "Standard Specification for Asphalt Shingles Made from Glass Felt and Surfaced with Mineral Granules," that permits recycled and recovered pre-consumer and post-consumer materials in asphalt shingles. ASTM D3462 is referenced in the International Building Code® and International Residential Code® as a minimum code requirement for asphalt roofing shingle products. Asphalt shingles sold in the U.S. that comply with ASTM D3462 comply with building codes adopted by U.S. jurisdictions.

The same revisions were approved in August for ASTM D3018, "Standard Specification for Class A Asphalt Shingles Surfaced with Mineral Granules." ASTM D3018 provides fewer requirements for compliant products than ASTM

D3462 and is primarily concerned with asphalt shingles' fire and wind-test performance. ASTM D3018 is not referenced in IBC or IRC. In short, all ASTM D3462-compliant products comply with ASTM D3018, but not all ASTM D3018-compliant products comply with ASTM D3462.

Revisions

The revised standards include the following new definitions:

- Post-consumer material is a "roof cover material generated by the end users of products that has fulfilled its intended purpose or can no longer be used in its present state; this includes material returned from the distribution chain."
- Pre-consumer material is a "roof covering material that is rejected from the prime manufacturing process and which can be combined with virgin material for use in later production of roof membrane but only after significant reprocessing."
- Recovered material includes "materials and by-products that have been separated, diverted or removed from the solid waste stream."
- Recycling is the "processing of recovered material into secondary raw material or product, excluding energy recovery."

The definitions originated in another ASTM International Committee D08 standard, ASTM D8013, "Guide for Establishing a Recycle Program for Roof Coverings, Roofing Membrane, and Shingle Materials," though ASTM D3462 and ASTM D3018 did not adopt all of them in their entirety.

Also, the following new language permitting the use of nonvirgin materials was added to ASTM D3462 and ASTM D3018:

"The asphalt shingles covered by this specification are permitted to include pre-consumer, post-consumer, recovered and/or recycled materials. The resulting composite material construction shall meet or exceed all requirements of this specification."

NRCA opposed including this language in ASTM D3462 and ASTM D3018 but agreed to withdraw its opposition based on a promise the proponent of the proposal would ballot a new product marking requirement that identifies post-consumer content on the asphalt shingle wrapper.

Concerns

NRCA primarily is concerned the language that was balloted and adopted introduces unacceptable raw material variability in asphalt shingle manufacturing. The new language allows unlimited use of recovered and recycled content from post-consumer and pre-consumer materials in all asphalt shingle product components—granules, parting agent, asphalt, asphalt filler, fiberglass mat reinforcement, sealant and laminating adhesive, and release film—without adding any new material testing or tracking requirements to verify recovered or recycled raw materials' suitability for use or claimed post-consumer or pre-consumer origin.

Although asphalt shingle manufacturers generally have processes in place to establish material properties based on a chain of custody for pre-consumer recovered or recycled material, the same is not the case for post-consumer material.

The proponent did eventually ballot a proposal for ASTM D3018-compliant shingle packaging to indicate the "type(s) of recycled content the product contains," but the wording was so milquetoast as to make it ineffective. The proposal drew several compelling negatives, including from NRCA. NRCA proposed alternative wording for another re-ballot. Asphalt shingle manufacturers voted against the new labeling requirement and effectively blocked it. The proposal was withdrawn in accordance with ASTM International's ballot procedure.

> NRCA recommends you not use asphalt shingle products with post-consumer content

Devil in the details

The complete definition of post-consumer material provided in ASTM D8013 indicates "post-consumer material is part of the broader category of recovered material and may come from households or commercial, industrial and institutional facilities in their role as end users of a product."

Also, the complete ASTM D8013 definition of pre-consumer material states "historically, this material has been sent to the landfill" and "most reinforced single-ply roofing membrane scrap that is reprocessed back into the same product fits this definition."

According to ASTM D8013, which

For more information about asphalt shingle standards and the environmental product declaration "Asphalt Shingle Roofing System—Installation: Fastened," go to professionalroofing.net.

ASTM D3462 and ASTM D3018 reference as the source for the recently added definitions, the new language allowing nonvirgin materials in asphalt shingle manufacturing permits recovered and recycled pre-consumer and post-consumer material.

Recovered material is unprocessed pre-consumer and post-consumer solid waste material that would otherwise end up in a landfill. Recycled material is recovered pre-consumer and post-consumer material that has been reprocessed so it may be used again in manufacturing. ASTM D3462 and ASTM D3018 currently permit asphalt shingle manufacturing to use the landfill-bound waste alongside the reprocessed material.

ARMA's position

The Asphalt Roofing Manufacturers Association represents all U.S. and Canadian asphalt shingle manufacturers. NRCA asked ARMA for a statement of its position regarding the recent changes to ASTM D3462 and ASTM D3018.

ARMA provided the following statement: "[ARMA] supports the ASTM consensus-based process for developing standards for the testing and evaluation of asphalt roofing materials. As a trade association, ARMA does not dictate nor does it believe that standards should dictate product composition. Instead, ARMA supports the proposition that all asphalt shingles should meet or exceed performance standards established by organizations such as ASTM and incorporated into local building codes. This includes shingles containing pre-consumer, post-consumer, recovered or recycled content. Because consensus-based standards such as ASTM D3018 and ASTM D3462 establish baseline requirements, contractors, specifiers and code officials should consult individual manufacturers for product-specific guidance and installation procedures."

ARMA also indicated it welcomes the opportunity to work with NRCA to create educational resources and answer questions regarding asphalt roofing products.

Current state

Manufacturers do not disclose whether any post-consumer or pre-consumer recovered or recycled materials are used in asphalt shingle manufacturing.

The environmental product declaration "Asphalt Shingle Roofing System—Installation: Fastened," issued July 1, 2023, does not specify any pre-consumer or post-consumer materials being used as part of material composition in asphalt shingle manufacturing.

The EPD contains the following language regarding the uses of recycled asphalt shingle material: "Uses beyond asphalt paving are developing, including use of recovered components into asphalt roofing and other products. Because these processes are new and emerging on a commercial scale during creation of this EPD, they are not accounted for in the [life-cycle assessment] results presented in this EPD."

To date, no U.S. or Canadian asphalt shingle manufacturer has openly announced plans to manufacture or market shingle products containing post-consumer recycled material. NRCA is aware of several manufacturers that have developed or partnered with others to develop technologies and processes that reclaim asphalt from pre-consumer and post-consumer asphalt shingle material and reprocess it into secondary raw material. At least two asphalt shingle manufacturers claim to have successfully used the reclaimed reprocessed material to manufacture finished asphalt shingle products in test runs.

Building codes

The 2024 editions of the IBC and IRC reference ASTM D3462-19, which predates the revisions that permit pre-consumer and post-consumer materials in asphalt shingle manufacturing. The 2027 editions of IBC and IRC have not been finalized as of press time. Once they are, as a standard practice they will reference the most current version of ASTM D3462.

NRCA's recommendation

NRCA will continue a dialogue with ARMA and its members regarding the recent changes to asphalt roofing shingle product standard specifications. NRCA's objectives are to clarify the intent behind the changes, understand the impact on the products and clearly communicate that information to NRCA members.

NRCA encourages you to contact your asphalt shingle supplier for information about the use of pre-consumer and post-consumer recovered and recycled materials in their products. Until post-consumer content is properly included in asphalt shingle standards, NRCA recommends you not use asphalt shingle products with post-consumer content.

MACIEK RUPAR is an NRCA director of technical services.

AI clones roofing company's website



The owners of St. Louis Roofing & Siding, St. Louis, allege someone used artificial intelligence to clone their company's website and used the company's credentials to solicit business, according to First Alert 4, a local Missouri news station.

When company owners Josh and Amy Vandevender asked ChatGPT for ideas to build a new website for St. Louis Roofing & Siding, they found a website at ExteriorSTL.com that had similarities in layout and wording to St. Louis Roofing & Siding's website, including customer testimonials.

"We advertise an A+ rating with the BBB, 20 years of experience, number of projects done, the drone inspections, Owens Corning preferred," Amy Vandevender says. "The fictitious site almost says that exactly: drone roof inspections, fully licensed, Owens Corning preferred."

The address listed for Exterior STL does not exist, and the company is not listed with the Better Business Bureau or the Missouri Secretary of State's Office.

The Vandevenders asked a neighbor to schedule a roof inspection with Exterior STL. The man who arrived, Claudio, said he was not a roofing worker and only performs inspections. Josh Vandevender asked the man about the website, saying it shows Exterior STL as an Owens Corning Preferred Contractor, which was denied by a local Owens Corning representative. Claudio said they could let him know what was wrong on the website and he would ask the company to change it.

Reporter Heather Sullivan contacted the phone number listed on Exterior STL's website and talked to Gabe Waterhouse, who said Claudio created the website using AI. Waterhouse said they did not intend to take anything from another company, did not have any paying customers and planned to shut down Exterior STL.

Amy Vandevender filed a complaint with the website's host, and the website was removed.

Michael Sweeney, director of cyber defense at Silent Push, a cybersecurity platform, reviewed both websites and said the Exterior STL website was set up to collect leads from people who needed roofing work.

"There are a lot of AI cloning sites to pull information [and] then reproduce the site," Sweeney says. "It seemed to be that the infrastructure was feeding back into their local database and was essentially collecting that information."

Attorneys say information published on a website has automatic copyright protection, according the First Alert 4.

Study identifies gap between AI training and industry needs

DEWALT, Towson, Md., recently conducted an "AI in the Trades" study, surveying construction professionals around the world. In the U.S., 90% of construction professionals believe AI will be indispensable within five years, yet only 8% currently use AI on the job.

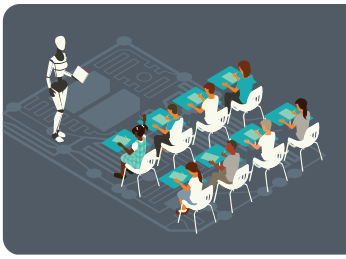
Reportedly, the primary barrier to using AI cited by professionals is a lack of formal, job-relevant training. An overwhelming 87% of respondents say AI education must be embedded in trade schools and technical programs; and 59% reportedly expressed a need for hands-on training directly tied to real construction tasks.

Although 86% of construction professionals expressed feeling somewhat or very prepared to work with AI, most cited fragmented, informal learning as a barrier. Currently, tradespeople rely heavily on self-directed resources such as YouTube (40%) and online platforms like Coursera (39%) for AI education.

Other key findings from the DEWALT survey include:

- 83% of respondents say AI will be standard within three years
- 8% say AI is currently part of their day-to-day work
- 41% are using AI to help with estimation, procurement and supply-chain processes

To address the gap in AI training highlighted by these findings, DEWALT also is launching a pilot program with Associated Builders and Contractors Central Florida chapter's Innovation and Technology Center. The program's goal is to deliver hands-on job-site-relevant AI training for the next generation of skilled trades professionals.



To provide access to AI education nationally, DEWALT has committed $75,000 to ABC's Trimmer Construction Education Fund toward grants that include AI-related initiatives. ABC chapters across the U.S. can apply for funding to initiate AI education programs and resources in their regions.



Give them advocacy

A look at NRCA's legislation efforts behind the curtain

by Brad Stine

Although government bureaucracy and politics can be frustrating, the government is a necessary and, sometimes, valuable partner when planning your company's future. As Winston Churchill famously said: "Democracy is the worst form of government except for all those other forms that have been tried from time to time."

NRCA's government relations team constantly works to keep members informed about key government actions and influence policy decisions affecting the roofing industry. The team's efforts include providing expertise in government affairs and policymaking to give your business a competitive advantage; amplifying the industry's message on Capitol Hill; shaping regulations to minimize potential harm; and navigating the complex process in Washington, D.C.

NRCA's advocacy efforts are built around three pillars: Roofing Day in D.C., the industry's annual advocacy event in Washington, D.C.; political influence; and effective grassroots

> One of the most important actions NRCA members can take to positively influence decision-makers in Washington, D.C., is to invest in ROOFPAC

outreach. These pillars present unique opportunities for roofing professionals to get involved.

Roofing Day in D.C.

Roofing Day in D.C. is held each spring. The event brings hundreds of industry professionals to Washington, D.C., to meet with members of Congress and their staff and share invaluable insight regarding how proposed legislation affects roofing businesses. The event also features expert speakers and panelists to foster an educational experience that complements the event's advocacy goals, and participants have opportunities to network with peers and roofing industry leaders.

This year, 199 registered participants from 33 states engaged with nearly 160 congressional offices to advocate on behalf of solutions to workforce shortages and affordable housing legislation. Roofing Day in D.C. 2027 will be held April 6-7 and is open to everyone in the roofing industry. Registration for the program will open in January 2027.

Since the inaugural Roofing Day in D.C. in 2018, the event has helped NRCA and partner organizations achieve significant legislative victories that have benefited the roofing industry. This includes the enactment of legislation to expand and improve career and technical education; pro-growth tax policy that allows NRCA members to start and grow their businesses; and expanding access to workforce training programs.

Have you considered inviting a member of Congress to tour your company's facility or job site? NRCA can provide everything you need to host your Congressional representative at your business to educate them about the policy issues of importance to our industry. To learn more about this opportunity, contact NRCA's Washington, D.C., team at advocacy@nrca.net.

Political influence

As one of the oldest trade associations in the U.S., NRCA has built a positive reputation and strong brand. Federally elected officials often call on NRCA's collective expertise to create innovative solutions to problems and learn how their legislative ideas could affect their constituents.

There are many instances in which the roofing industry needs the legislative branch to hear its collective voice. The relationships NRCA and its members build with members of Congress help drive desired results. These public-private partnerships are crucial for long-term growth, collaboration and mutual benefit.

One of the most important actions NRCA members can take to assist with fostering these partnerships and positively influence decision-makers in Washington, D.C., is to invest in ROOFPAC, the only political action committee dedicated to supporting the roofing industry's interests in Washington, D.C.

ROOFPAC is the federally registered political action committee of NRCA, and contributions will be used for political purposes. Contributions to ROOFPAC are not tax-deductible. The name, address, occupation and employer's name of individuals whose contributions exceed $200 during a calendar year will be reported to the Federal Election Commission. Contributions are voluntary, and you have the right to refuse to contribute without any reprisal.

NRCA is pleased to report that during the 2025-26 election cycle (through Sept. 30, 2026), ROOFPAC has raised $272,675 and distributed $317,000 to 84 Republican and Democrat candidates willing to champion pro-growth business policies in the U.S. Senate and House of Representatives.

Grassroots outreach

NRCA sustains communication and relationships with an ever-changing landscape of elected officials, and these relationships are deepened through members' personal engagement.

For example, members are encouraged to use NRCA's Action Alert platform, a communication hub between industry professionals and federal policymakers. Email templates are available for anyone who wants to contact his or her representatives and senators expressing thoughts and concerns regarding important topics such as sensible immigration reform; federal

Visit NRCA's Action Alert platform at **roofingadvocacy.nrca.net/actionalerts**.

For more information about ROOFPAC, NRCA's federally registered political action committee, go to **nrca.net/advocacy/ROOFPAC**.

funding for career and technical education; and affordable housing policies.

These collaborations with your elected representatives in Congress will effect meaningful change through advocacy. NRCA is ready to act in 2027, working with the newly elected 120th Congress and beyond. With the help of our members, there is no limit to what can be accomplished.

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

Roofing contractor goes to trial

On Aug. 31, Jacob Kaestner, owner of JK Exteriors, High Ridge, Mo., who is accused of defrauding customers, waived his right to a probable cause hearing; his case will now move to trial, according to First Alert 4, a local Missouri news station. The company is not an NRCA member.

Missouri Attorney General Catherine Hanaway accused Kaestner of defrauding 16 customers—mostly tornado victims—out of $130,000. She said Kaestner took large downpayments from customers and provided little to no work for roofing, siding and window projects.



Steven and Diana Louer are homeowners whose house was damaged by a tornado. JK Exteriors completed work on their roof, but after paying nearly an additional $20,000 to replace siding, gutters and windows, the Louers say work never began and they spent a year trying to get answers.

Kaestner turned himself in May 27 and has been out on a $50,000 bond. As of September, there has not been a trial date set.

NRCA's digital roofing manual now available

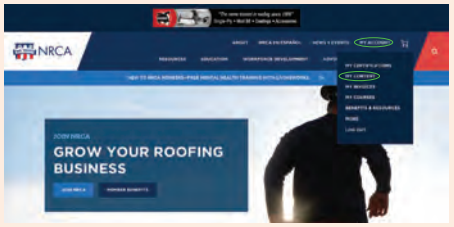
NRCA members now have access to a free subscription that gives them access to a new digital version of The NRCA Roofing Manual.



The digital version features a search tool and an interactive table of contents, allowing users to navigate between volumes, chapters and appendices with a single click.

The NRCA Roofing Manual presents time-tested, best-practice guidelines for installing roof systems on buildings and other enclosed structures. It contains the following four 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; and The NRCA Roofing Manual: Membrane Roof Systems—2023.*

To access the digital version of The NRCA Roofing Manual, log into your NRCA account and click "My Content" under the "My Account" dropdown in the main menu of NRCA's website. On the "My Content" page, under the "Roofing Manual Subscription" header, click on "Click here to access the digital manual" and then click on the "View NRCA Roofing Manual" button.





NRCA attends housing summit sponsored by Chamber of Commerce

On Sept. 14, NRCA participated in the U.S. Chamber of Commerce's Building for Growth Housing Summit that examined the current state of housing in the U.S., which has emerged as a top economic challenge facing the nation. Given the importance of housing policy to the roofing industry, NRCA has made addressing the need for affordable housing an advocacy priority. The event explored why the supply of housing matters for affordable homeownership, workforce growth, business investment and the U.S.' long-term economic competitiveness.



The summit featured dozens of policy experts, business leaders and elected officials addressing everything from the 21st Century ROAD to Housing Act to resilient building practices, innovative financing and workforce pipelines—where it was revealed the construction industry is currently facing an estimated 250,000 to 450,000 worker shortage. Discussions involving solutions to the shortage included passing immigration reform that addresses workforce needs and greater investments in career and technical education; both issues remain top priorities for NRCA.

A major theme of the event was implementation of the ROAD legislation, which was enacted by Congress and became public law during the summer. It serves as the most significant bipartisan housing policy bill in decades. The 381-page bill contained nearly 60 individual provisions designed to increase the housing supply. This includes requiring the Department of Housing and Urban Development to issue best practices regarding zoning and design for cities and states; expansion of affordable housing programs currently available; easing of regulations for development and construction; language to ban large institutional investors from buying single-family homes; and provisions to relax regulations on community banks to free up more capital to increase mortgage lending. NRCA looks forward to engaging with the administration regarding implementation of the new law and analyzing how it will affect members in the future.

NRCA will continue collaborating with the chamber and other stakeholders as Congress continues to consider policy options to address the affordable housing crisis. Given the vital role the roofing industry plays in ensuring an abundance of safe, accessible housing for all Americans, NRCA is in an excellent position to help shape efforts to improve housing supply throughout the U.S.

OSHA releases opioid overdose response guidance

The Occupational Safety and Health Administration released a fact sheet to help employers and workers quickly respond to opioid-related overdose emergencies in the workplace.

The new guidance, "Opioid Overdose Rescue with Reversal Medications," provides practical information to help workplaces recognize the signs of an overdose and act immediately.

The fact sheet highlights the following opioid overdose preparedness strategies:

- Keep lifesaving FDA-approved reversal medications on hand, such as naloxone or nalmefene, which can quickly restore normal breathing and typically have no effect if opioids are not present.
- Store overdose kits in highly visible, easily accessible locations.
- Train workers regarding how to identify critical symptoms of an overdose, such as slow or stopped breathing, blue lips or skin, pinpoint pupils or unresponsiveness.
- Train workers how to administer the medications, safely position the individual and provide supportive care while waiting for first responders.



OSHA's guidance reinforces these crucial medications do not replace emergency services. Workplace responders should always call 911 immediately because the medications effects are temporary and professional medical care is still required.



A MEANINGFUL • PARTNERSHIP •



How a group of roofing contractors built something bigger

by Mark Wilke

More than 20 years ago, a group of commercial roofing contractors challenged the traditional approach to insurance. They came together to create a captive that would give them greater control over how they financed and managed risk. The concept of a group captive itself was not new, but what followed was a complete transformation of how these businesses operated.

In time, Roofers Insurance Ltd. evolved into much more than an insurance structure. It became a dynamic forum where contractors shared ideas; challenged one another; learned from one another's operational experiences; and worked collectively to improve safety, operations and business performance. Supported by experienced partners who shared a long-term commitment to the roofing industry, the captive created an environment where collaboration became just as valuable as coverage.

Throughout the years, members discovered RIL wasn't simply changing how they financed risk—it was changing how they led their businesses. As one of the longest-standing and most specialized roofing group captives, RIL is proof shared accountability creates stronger businesses, safer workplaces and a more resilient roofing industry.

A DIFFERENT WAY TO THINK

For many businesses, insurance is little more than a transaction. Coverage is purchased; premiums are paid; and the hope is a claim never occurs. With this model, risk is often viewed as a cost to be financed rather than a discipline to be actively managed. The captive model turns that thinking on its head, giving members a financial and operational stake in the outcomes they help create where success is measured not only by premium costs but also by how effectively members control losses, strengthen risk control standards and contribute to the overall health of the group.

This means contractors no longer need to manage risk in isolation; they become part of a community where every member shares responsibility to uphold high standards of safety, operational excellence and accountability. For members, this shift creates a different level of ownership.

According to Paul Tomczuk, captive president and president of R.H. Marcon Inc., State College, Pa., RIL gives contractors a more active role in managing outcomes rather than simply reacting to market changes.

"It's managing risk, and it's managing costs," Tomczuk explains. "At the end of the day, if you are going to be a successful commercial roofing company, it is extremely difficult to absorb large premium increases. In the traditional market, you are at the mercy of industry-wide loss trends and carrier appetites, but in a successful group captive, you have much more control over what you pay in premiums."

This ownership mindset has empowered members to take on more responsibility and adopt a more strategic mindset to risk management.

Understanding captives

A member-owned group captive is an insurance company formed and controlled by multiple organizations to insure certain risks for the member companies. The group captives are wholly owned and controlled by the member companies, and they only insure the member companies that own the captive.

Unlike single-parent captives, which are typically viable for large, well-capitalized companies, the group captive structure allows small- and mid-sized companies to enjoy many of the same benefits of captive insurance by combining resources and sharing risk with other like-minded organizations.

Although members own and control the captive, they typically use a captive management company to oversee day-to-day operations, including governance, regulatory reporting, cash management and accounting, audit and tax coordination, and corporate secretarial functions. The captive also contracts with industry service professionals and third-party administrators to provide services such as claims management, loss control, policy issuance, reinsurance and actuarial services. Ultimately, the captive's board

MORE THAN A CAPTIVE

Although traditional business wisdom advises keeping market rivals at arm's length, RIL chose a different path. RIL members recognized the sustained health of the captive depended not on the size of the companies but on the caliber of their leadership.

As Gary Houck, captive strategic director and chairman of Houck Group Inc., Harrisburg, Pa., recalls: "Some of the people I invited were my closest competitors. But they were good competitors. They were people of integrity."

That early emphasis on character over market share established a foundation of trust that transformed competitors into collaborative partners. Over time, relationships evolved and discussions moved well beyond the topic of insurance. Members began sharing operational ideas, exchanging lessons learned and helping one another solve business challenges during RIL's semiannual workshops. The workshops are not passive governance meetings. They are active, hands-on working sessions where competitors dissect claims, analyze safety protocols and share operational strategies.

Between workshops, conversations continued through a shared member portal, creating a year-round exchange of knowledge, experience and best practices. Rather than navigating challenges alone, members have access to a trusted network of peers who are invested in one another's success.

The collaboration between members doesn't just build community; it yields tangible business outcomes.

"After seeing similarly sized companies within the captive invest in dedicated safety leadership, our team decided to bring on a full-time safety director, which has been a real game changer for us. It was more than just a single hire. It reinforced the concept that safety is a shared responsibility across our entire organization," Tomczuk says.

The culture of collaboration, expertise and shared values RIL has become known for are the same reasons so many members have remained with the captive. In fact, 75% of RIL members have

of directors, composed of representatives from the member companies, serves as the final decision-making authority.

Considering a captive?

Although every captive is structured differently, successful group captives often begin with organizations that share similar values, risk profiles and a commitment to long-term accountability. Early challenges typically include building trust among participants, establishing governance structures, securing adequate capital and maintaining alignment around shared risk management goals.

For contractors interested in exploring a captive solution, the process generally begins with evaluating member interest, identifying like-minded organizations, engaging experienced captive advisers and conducting a feasibility study. Captive costs, capital requirements and organizational structures vary significantly. Contractors should consult their broker representative and trusted captive professionals to determine whether a captive arrangement is appropriate for their business.

According to the National Association of Insurance Commissioners, captive insurance companies have been in existence for more than 100 years. The term "captive insurance" was coined by Frederic Reiss, a property-protection engineer in Youngstown, Ohio, in 1955. Reiss established the first captive insurance company in Bermuda in 1962. During the past 30 years, there has been significant growth in the captive market. Now, there are about 8,000 captives globally compared with about 1,000 in 1980, according to Oldwick, N.J.-based AM Best Captive Center, an independent, third-party credit ratings resource.

been part of the captive for more than a decade. It is also what has led to RIL's continued expansion from 19 founding businesses in 2006 to 195 active members representing more than 38 states.

AN ALIGNED PARTNERSHIP

Although committed members are the heartbeat of a successful captive, the model cannot succeed in isolation.

The success of any group captive program is built on strong collaboration between the carrier, broker, service providers and member companies. For example, CNA values all its broker relationships and views them as an integral part of the captive experience, providing ongoing guidance to their clients while working closely with the carrier to identify emerging loss trends and opportunities for education and risk improvement. Equally important is the selection of service providers, such as a captive consultant with deep construction expertise, as contractors face a far more complex set of casualty exposures that require specialized claim adjustment, proactive risk management and industry-specific vendor support that focuses on fleet safety and contractual risk transfer.

Captive Resources, a consultant to captive insurance groups based in Itasca, Ill., believes vendor alignment is one of the defining reasons RIL has remained successful.

John Rozwat, senior vice president of Captive Resources and captive executive for RIL, explains the captive's unique structure means success "isn't dependent on a single organization; it's the result of a highly collaborative partnership among the members, the captive consultant, the carrier, the third-party claims administrator, actuary, auditors, legal counsel and the insurance brokers."

Each brings specialized expertise, "while remaining aligned around the same long-term objectives: improving safety, lowering the total cost of risk, achieving long-term financial stability and creating sustainable value through active member governance."

CNA, RIL's underwriter, also is deeply involved with the management of RIL. CNA has maintained



a consistent underwriting philosophy that has allowed the captive to make thoughtful, strategic decisions even through changing market cycles. CNA has engaged with all RIL members to share expertise about enhancing safety and risk management practices. For RIL, CNA provides insurance coverage for lead umbrella, property, marine, professional liability, errors & omissions and pollution. And CNA has a dedicated group of construction captive professionals to underwrite, service and administer RIL policies and deliver specialized, tailored member support.

Rozwat also points to CNA's visible presence within the roofing industry and RIL itself. Through continued participation in board meetings, risk control workshops, association meetings and member events, the team has remained closely connected to the captive and responsive to its evolving needs. Rather than operating as a transactional vendor, CNA has worked alongside members and industry peers to strengthen the captive at every stage.

SUSTAINING THE MODEL

Building a successful captive is significant. Sustaining one for nearly two decades is far more difficult. Markets evolve. Captive leadership changes. Captive member companies grow, merge and transition to new generations of ownership. These natural evolutions create risk to the captive model and must be managed carefully to ensure success. RIL has endured many of these changes, yet it has remained grounded in the same principles that shaped it from the beginning, focusing on culture, improving risk management practices and making an impact on the broader commercial roofing industry.

To ensure RIL is around for generations to come, financial stability has always been a central focus area. Since its inception, the captive has paid $141 million in declared distributions and experienced a 98% historical retention rate. This strong financial foundation allows the captive to invest beyond its core operations, supporting member education, leadership development, industry advancement, innovative technology partnerships, strategic vendor relationships and initiatives that contribute to the future of the roofing profession.

Sustaining a strong captive also means sustaining a strong profession and nurturing the next generation of leaders who will carry the industry forward.

"The captive provides opportunities for younger professionals to become engaged early in their careers whether through committee participation, educational events or executive committee service," Rozwat explains.

RIL has found engaging with up-and-coming talent has been a mutually beneficial relationship.

"The captive has seasoned industry veterans whose experience provides stability and historical context, and emerging leaders bring fresh ideas, new energy and a different perspective," Rozwat adds.

Ultimately, the success of RIL cannot be measured solely by underwriting performance or financial returns. Its greatest achievement is creating an environment where experience is shared rather than protected and where every generation inherits not only a stronger business but also a stronger industry.

Houck captures that mindset best: "Every member is a contributor and a learner. You always walk away learning something."

Nearly two decades after its inception, RIL stands as proof that joining a group captive is far more than signing on for an insurance program. Rather than simply being transactional, the captive is a community built on trust, a dedication to risk management and a genuine desire to learn alongside peers. With this philosophy in place, the value extends beyond member balance sheets to the larger roofing industry as a whole.

MARK WILKE is vice president and head of specialized construction and commercial captives for CNA, Chicago.

NRCA

DRIVES GROWTH

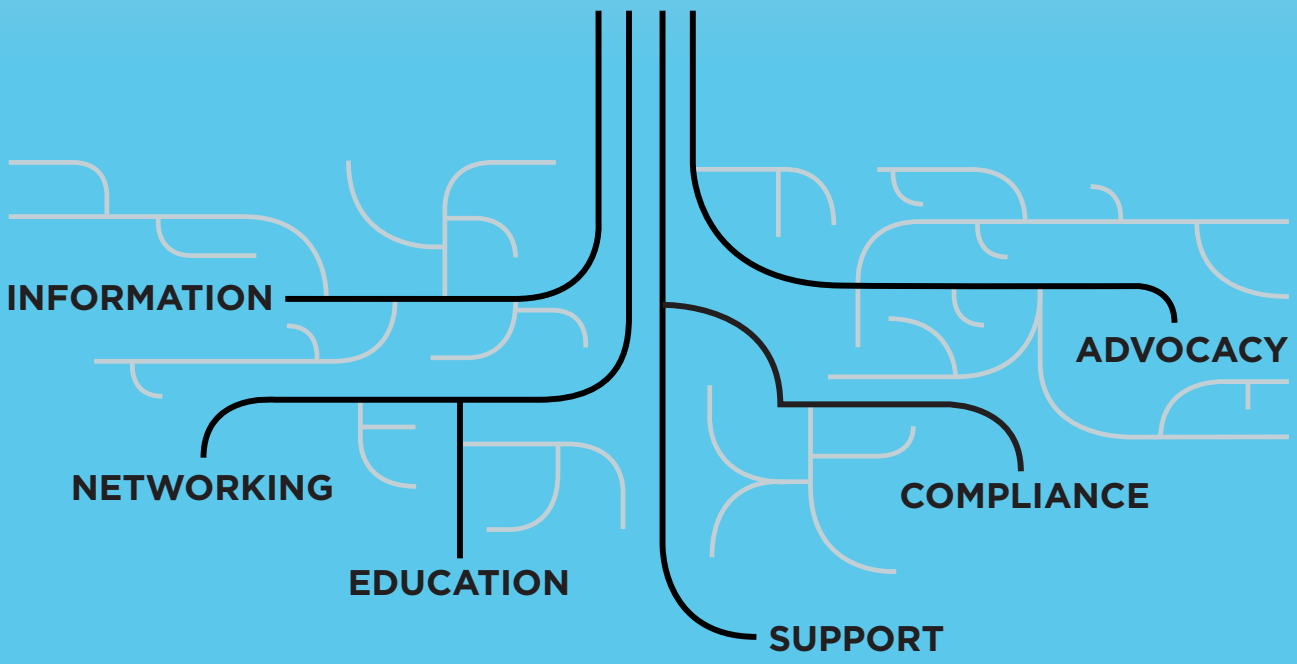
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NATIONAL ROOFING CONTRACTORS ASSOCIATION
MEMBER





Three simple steps

How to build a commercial roof maintenance program customers will actually pay for

by Zac Gaydosh

Once a commercial roof system is installed, it tends to be "out of sight, out of mind" for the building owner. And for years, the roof system will do exactly what it was designed to do, quietly and out of view, until something goes wrong.

Contractors know better. No one in this industry needs to be told a low-slope roof system lasts longer when it is looked after or the years after installation are when a roof's value is either protected or lost. Yet in practice, maintenance is still the part of the job that rarely gets prioritized. A new roof system gets a careful plan, crew, schedule and warranty. What happens after the last fastener goes in is too often left to chance.

Maintenance creates value

A roof that gets checked, cleaned and corrected on a schedule lasts longer, performs closer to the way it was designed and generates far fewer emergency callbacks. And the maintenance work pays the contractor back, too.

Done on a schedule, maintenance becomes predictable, recurring revenue that doesn't hinge on the next storm or next bid. With material and labor costs climbing and crews stretched thin, that stability is worth real money, and it's available to any contractor willing to treat maintenance as a service in its own right.

The catch is it only works if it is a real program. "We'll come look if you call" is not a program; it is reactive work with a friendlier name. And reactive work is the most expensive way to operate with every late-night leak call and rush repair carrying a premium in time, labor and stress.

A real program is defined, repeatable and documented. It consists of a scheduled plan of inspections, minor repairs and drainage management that is backed by documentation and keeps a roof performing instead of waiting for it to fail.

Building a maintenance program comes down to three things: creating a system you can maintain, running a simple program and marketing it so customers actually buy it.

1 Build a strategy

2 Make it simple and repeatable

3 Market the program

Step 1: Build a strategy

Here's the reality that shapes everything else: Most roofs contractors maintain are not roofs those contractors installed. Most roofs are inherited and already aging with a history no one fully documented. So "a maintenance system you can actually maintain" gets built on two fronts. There are the roofs you install, where you can design for maintenance from the start, and the roofs you inherit (the more likely scenario), where your job is to assess what's there and make smart, honest recommendations.

Assess first

On an inherited roof, getting that first look is often the most difficult part. A complimentary, no-obligation roof assessment is one of the most reliable ways in, and few building owners or facility managers will turn down an honest evaluation of an asset they cannot see and rarely think about. This can become the natural starting point for both the relationship and maintenance program.

The first step to a roof assessment is diagnostic. Walk it, document its current condition with photos and notes, and establish a baseline: membrane type and approximate age; the condition of seams, flashings and penetrations; how well it's draining; and where it's already showing wear. This baseline becomes the foundation for everything that follows. It tells you what the roof needs now, what can wait, and what the owner should be planning and budgeting for in the years ahead.



Pro tip: Work closely with your local supplier, such as ABC Supply, when specifying a roof system. Your supplier can help ensure the components are complete, compatible and designed to perform together for the long term.

Plus, it gives you the first thing you hand to the customer: not a sales pitch but a clear, prioritized picture of their roof, which they've probably never seen. Providing that kind of transparency builds credibility and makes it much easier to earn trust in the maintenance program.

Life cycle not cost

The most useful framework for a customer conversation is life-cycle cost. Installation cost is the number on day one. Life-cycle cost is the number that actually matters; it is what the roof costs to own across its full service life, including inspections, minor repairs and the difference between a system that reaches its expected life span and one that fails early.

The gap is not small. Studies have put the average service life of a proactively maintained commercial low-slope roof at roughly 21 years versus about 13 years for one managed reactively. The cost difference is just as compelling; proactive maintenance is typically far less expensive than emergency repairs and reactive roof management.

That said, the goal is not to talk every customer into the highest-priced roof on the market. In fact, the best roofing decisions are not always the most expensive ones. They are the ones that deliver the most value over the life of the roof. Plenty of reliable, cost-effective systems can perform for decades when they are matched to buildings, installed properly and maintained over time.

When you specify a new roof system, you are recommending a complete membrane system (membrane, insulation, cover board, fasteners or adhesive, and flashings engineered to work together) and materials matched to the building's real exposure—not just the lowest line on the bid. A quality mid-tier system that is properly maintained will outlast a premium roof that is ignored. Framing it this way keeps the conversation honest and puts maintenance at the center of the value where it belongs.

Understand then explain

No contractor needs a primer about how weather affects a roof system. But the way you explain weather and its effects to a customer is often what sells a maintenance program. Every roof ages in response to its environment: ultraviolet light breaks down membrane surfaces and sealants; moisture works into seams and laps; thermal cycling expands and contracts the membrane, stressing seams, flashings and fasteners day after day; and severe weather piles sudden loads (wind

uplift, hail and ponding water after heavy rain) on top of the slow, daily wear.

Membrane type shapes how aging shows up. TPO and PVC typically use heat-welded seams, so inspections should confirm weld integrity while checking for surface weathering, punctures and stress at transitions. EPDM generally offers strong UV resistance, but its adhesive- or tape-based seams, flashings and penetrations need close attention. Polymer-modified bitumen should be checked for surfacing wear, granule loss, cracking and lap integrity. Knowing the system helps you identify what to inspect first and how often.

Because every roof faces a different combination of environmental stressors, no two roofs age exactly the same way. That variation is what should shape your maintenance plan.

For example, a roof in a high-UV, storm-prone region needs more frequent attention than one in a milder climate. Translate those conditions into a specific, written recommendation for the building, including how often you will inspect the roof and why, and your maintenance program stops sounding generic and starts sounding like it was built for the building. Because it was.

Design for maintenance

When you do get to install a new roof system, you get to make it easier to maintain, and that is worth doing deliberately. A few questions you should ask on every new job:

- Can the roof be accessed safely for routine inspection (roof hatches, fixed ladders, walkway pads) or will the visit be a fall hazard to solve from scratch?
- Are the details (flashings, membrane terminations, curbs and penetrations) built so a localized repair is possible without disturbing half the system?
- Are the materials and components compatible with the membrane so a repair years from now can be made with products that work with what is already there?

Compatibility matters a lot. A repair made years from now is only as good as how well the new material bonds to the membrane that is already on the roof, so choosing compatible components from the start is a quiet form of future-proofing.

These choices compound over time: A roof that cannot be reached safely tends to get inspected late or not at all, and details that were not designed with future repairs in mind can force bigger, costlier fixes later. Installing a roof system to be maintained is the first maintenance decision you should make. When you have inherited a roof, the equivalent first decision is to assess it honestly and put a real plan in writing.

Step 2: Make it simple and repeatable

Once you know the roof, whether you built it or inherited it, the work is the care itself. Complexity is the enemy of consistency, and consistency is the goal. A repeatable program comes down to a handful of habits run the same way every time:

1. *Inspect on a schedule.* Routine beats reaction. Check a roof at predictable seasonal points before and after the harshest-weather months, so issues are caught while they are still small. Then, layer post-storm inspections: After significant wind, hail or heavy rain, the roof gets looked at regardless of the calendar. Tie the cadence to the building's real exposure and put it in writing, so the owner knows what they are getting and when.
2. *Prioritize the high-risk areas.* Most roof problems start in the same handful of places, and a good inspection goes there first.





Flashings, membrane seams and laps, base and counterflashings, pitch pans, and curbs and penetrations around rooftop equipment are where the field of the roof is interrupted and where water is most likely to get in. Checking them thoroughly matters more than a fast pass over the whole roof.

3. *Manage drainage as its own discipline.* Water is only a problem when it has nowhere to go. Standing water, or ponding, that lingers long after rain stops adds weight, accelerates wear and signals the roof isn't shedding water the way it should. Keeping drains, scuppers and gutters clear and confirming low-slope areas still move water rather than hold it is some of the highest-value work an inspection can do.
4. *Fix small things while they are still small.* An open seam, a failing bead of sealant, a lifting flashing or a small membrane puncture—each is quick, inexpensive to correct on a scheduled visit. Left alone, any of them can open a path for water, and that damage rarely stays where it started. Catching these problems early is the whole economic argument for the program, made one repair at a time.
5. *Train your crews on access and upkeep.* A program is only as good as the people running it. Crews need to know how to move across a membrane roof safely, avoid puncturing it with foot traffic or dropped tools, and perform the basic upkeep the program calls for. Proper access and careful handling protect a crew and roof and make every visit faster and more reliable.
6. *Document everything.* Documentation is what separates a real program from a series of one-off visits, and it is a program's best marketing tool. Every visit should produce a record: a service report, photos of conditions and repairs, and inspection data that accumulates over time. Over several visits, that record becomes a history of the roof (what has changed, what is trending and what to watch) and the basis for the prioritized plan you will walk the owner through: fix now, watch this, budget for that.

These habits, run consistently, don't just protect the roof. They build the evidence that makes the program easy to sell and easy to renew.

Step 3: Market the program

A maintenance program only creates value if customers buy into it. That is why the final step is not about roofing at all. It is about communication. A well-run program generates its own sales material, and the most common objections have clear, honest answers.

Make the value visible

The record from every visit, including reports, photos and inspection history, is the story. Most building owners never see their roofs and have no way to judge their condition; the service record changes that. A simple before-and-after of a sealed flashing or a cleared drain paired with a short note on what it prevented turns invisible work into something a customer can value.

This record is the natural starting point for the next conversation. When an owner can see a year of small, documented saves, maintenance stops being a pitch and becomes the obvious next step.

That visibility also puts the cost of inaction into perspective for owners. A maintenance program gives them control over when and how they spend money on their roofs. Without one, the roof decides for them, usually at the worst possible time and often with interior damage, possible business disruption and emergency repair costs.

Overcome the misconceptions

There are two misconceptions you are likely to hear more frequently than others:

- **"No leaks, no problem."** A dry ceiling is not proof a roof is healthy; it is what maintenance is working to keep true. By the time a roof

leaks, the problem is usually well-advanced. Water has already worked through the system, and what shows up inside is a late symptom not the first sign. The goal of a maintenance program is to catch the conditions that lead to leaks while they are still cheap and contained.

- **"The warranty will cover it."** Many building owners see a warranty as a safety net, but that safety net often depends on ongoing maintenance. Most manufacturer warranties include maintenance expectations, and a neglected roof can put coverage at risk when a claim arises. Far from making maintenance unnecessary, a warranty is one of the strongest reasons to have a documented maintenance program in place.

Use warranties as a selling point

Warranties are one of the most misunderstood documents, which makes them one of the best places for a contractor to add value. Clearing up what a warranty does and doesn't cover and where maintenance fits in builds trust and leads naturally into the program. A few angles worth raising:

- **Maintenance protects coverage:** A maintenance program keeps a roof system within the conditions a warranty assumes, and the service record provides the documentation that supports a claim instead of undermining it. Neglect works the other way. It is exactly what lets a manufacturer deny a warranty claim.
- **Stronger warranty options are often overlooked:** Some of the most robust commercial roofing warranties available, including full-system coverage, are often not fully understood by building owners. No Dollar Limit (NDL) coverage, in particular, is typically secured at the time of a qualifying new installation and depends on the system, installer certification and manufacturer requirements. For existing roofs, the selling point is helping customers understand what coverage may still be in force and the maintenance and documentation required to protect it. In both cases, that guidance can be a meaningful differentiator.

All this adds up to one of the strongest business advantages a contractor can have: staying involved after the installation is complete. Every inspection, repair and recommendation is another opportunity to demonstrate expertise, strengthen customer relationships and address issues before they become bigger problems.

Over time, that ongoing involvement turns a one-time project into a long-term partnership—one that is more difficut for competitors to disrupt and far more valuable than the original sale alone.

Maintenance is a long-term advantage

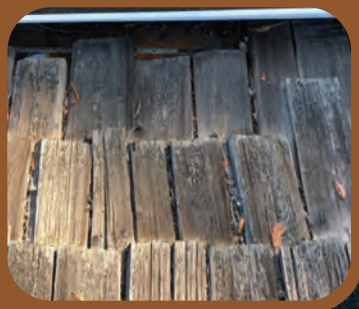
Put these three steps together, and preventive maintenance becomes much more than routine roof system care. It creates a framework for delivering value long after installation day and helps turn a one-time project into an ongoing customer relationship.

Maintenance is how contractors stand behind the commercial roofs they install, demonstrate their expertise and help customers protect one of their most important assets. The contractors who do it well are not just maintaining roofs. They are building trust, strengthening customer relationships and earning the opportunity to be the first call when the next need arises.

Although contractors are ultimately the ones building those relationships, they don't have to do it alone. Delivering long-term value often requires support beyond the job site, from selecting compatible systems to understanding warranty requirements and planning for future performance. With resources and local knowledge from suppliers such as ABC Supply Co. Inc., Beloit, Wis., contractors are better-equipped to guide customers throughout the lives of their roofs. For those looking to differentiate themselves in a competitive market, that's an advantage worth building on.

ZAC GAYDOSH is director of commercial roofing sales at ABC Supply Co. Inc., Beloit, Wis.









Cedar shake to slate

Natural Slate Roofing transforms a residential roof

by Chrystine Elle Hanus





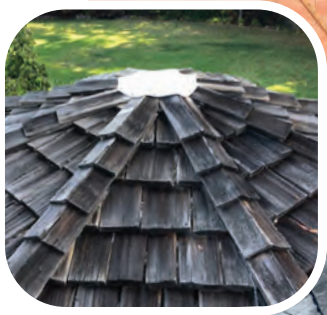






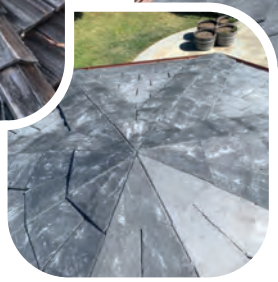
Left and right: Cedar shakes were removed down to the plywood deck.





Left and right: Before and after photos of a gazebo's new roof





New lightweight slate roof

Project name:
San Mateo residence

Project location:
San Mateo, Calif.

Project duration:
February-March 2020

Roofing contractor:
Natural Slate Roofing Inc., Belmont, Calif.

Roofing materials:
Lightweight slate and copper

Roofing manufacturers:
North Country Slate,® Uxbridge, Ontario, Canada; Polyglass® U.S.A. Inc., Deerfield Beach, Fla.

Located about 20 miles south of San Francisco on the San Francisco Peninsula is San Mateo, a suburban and economic hub in the San Francisco Bay area. Residents enjoy a moderate climate, but even the best weather will not stop the eventual degradation of a roof system.

The original cedarwood shakes on a residential roof in the San Mateo community were cracked, warped and splitting. NRCA member Natural Slate Roofing Inc., Belmont, Calif., was selected as the roofing contractor to transform the aging cedarwood roof into a durable slate roof system.

The new roof

Because the San Mateo region is prone to wildfires, the homeowners requested a Class A fire-classified roof assembly for safety and insurance purposes. The Natural Slate Roofing crew recommended North Country Slate's Lightweight Roofing System.

After incorporating fall-arrest systems, the six-person crew removed the wood shakes and galvanized gutters, downspouts and flashings from the 5,000-square-foot roof. Team members then applied Polyglass® Polystick XFR self-adhering dual-compound (polymer-modified bitumen and elastomeric) underlayment on the plywood roof deck.

Next, the team installed 12-inch-long North Country Slate® in Unfading Black. The team used copper nails to install the lightweight slate in varying widths with a 4-inch overlap throughout the roof. As part of the lightweight slate roof system, a course of 21-inch-wide high-density polyethylene interlayment was applied with each course of lightweight slate to provide three-layer coverage throughout the roof system. The lightweight slate weighs less than 6 pounds per square foot and did not require additional structural support.

In addition, Natural Slate Roofing craftsmen custom-fabricated and installed new copper downspouts, gutters and flashings to complement the lightweight slate. Stone cladding at the base of the chimney was temporarily removed to install the flashings and then reinstalled.

A striking transformation

Thanks to Natural Slate Roofing's attention to detail, the aging cedarwood shake roof on the San Mateo home was transformed into a slate roof masterpiece.

"The most rewarding part of the project was seeing how thrilled the homeowners were with their new roof," says Allan Parker, president of Natural Slate Roofing.

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

NRCA

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2.8 BILLION ROOF OBSERVATIONS

New research examines how climate conditions are shortening roof life spans across the U.S.

by David Tobias

Two roofs installed on the same day can age quite differently. That is obvious to anyone who has spent time in the field. What's more difficult to measure is how much and how local climate conditions help explain the difference.

A roof's age tells us how long it has been there. Its condition tells us what it has been through.

Most of the attention paid to weather and roofs understandably goes to an event: a hurricane, hailstorm or severe rainfall that produces visible damage. Another part of the story happens in the days in between. Heat, humidity, daily temperature fluctuations and intense rainfall place repeated demands on roof systems over years—even without a single catastrophic event to point to.

To better understand how those conditions correspond with roof age, my company, Nearmap, an aerial technology and property intelligence company, analyzed billions of AI-derived roof observations across the U.S. The analysis looked for relationships between climate conditions, average observed roof age and replacement frequency.

To read the full report, "What America's Roofs Reveal About Climate Risk," visit professionalroofing.net.

The results showed substantial differences in the age and replacement frequency of roofing stock across the U.S.

ABOUT THE STUDY

More than 2.8 billion AI-derived roof observations from nearly 2,100 U.S. counties were studied. County-level roof-age data was paired with five-year average climate conditions from gridMET, a climate dataset developed by the Climatology Lab at the University of California, Merced.

The analysis focused on relationships between climate conditions, average observed roof age and replacement frequency. The findings represent population-level patterns not a formula for predicting the service life of an individual roof.

KEY FINDINGS

Following are key findings of the study at a glance.

- Three climate factors had the strongest relationship with younger average roof age: daily temperature swings, heat combined with humidity and extreme rainfall.
- The average observed roof age varies by more than seven years across the U.S. (see Figure 1 on page 43): Average roof age ranged from 16.2 years in Nevada to 8.9 years in Louisiana. States with the youngest average roofs showed replacement frequency more than 80% higher than states with the oldest averages.
- Large daily temperature swings corresponded



with younger roofs: Counties where mean daily temperature fluctuations exceeded 23 degrees F had an average observed roof age of 9 years compared with 11.1 years where fluctuations remained below 20 degrees F, a difference of about 23%.

- Heat and humidity together were associated with the youngest average roofs: Hot, high-humidity counties had an average observed roof age of 8.5 years compared with 11 years in cool, low-humidity counties.
- The geographic footprint of intense rainfall has grown considerably: In counties experiencing the highest rainfall intensity, the youngest average roofs were observed.

For contractors, the practical takeaway isn't climate history replaces an inspection. It doesn't. It gives more context before, during and after the inspection: where to look more closely; what may help explain deterioration that seems early for a roof's age; and how to have more specific conversations about maintenance, repair and replacement.

The seven-year spread in average roof age also needs context. Climate is one part of the explanation. Construction standards, material choices, maintenance, installation practices, development and severe weather can all contribute to when roofs are replaced. When roof-age patterns are compared with long-term climate conditions across nearly 2,100 counties, several relationships stand out.

What to watch for: In markets with large daily temperature swings, repeated movement can make fasteners, sealants, flashing, vents, penetrations and other transition points worth closer attention depending on the roof system being inspected.

THERMAL CYCLING

Here's what we found when we looked at the climate factors individually.

Of the climate variables studied, daily temperature fluctuation had one of the strongest relationships with average observed roof age.

Roofing materials expand as they heat during the day and contract as temperatures drop. That movement happens repeatedly during the life of a roof, placing stress on components such as fasteners, sealants, flashing and, depending on the roof system, the material itself.

Counties where mean daily temperature fluctuations exceeded 23 degrees F had an average observed roof age of 9 years. Counties where those fluctuations remained below 20 degrees F averaged 11.1 years, a difference of 2.1 years or about 23%.

A few degrees of additional variation on any given day may not sound like much, but a roof doesn't experience that difference once. It experiences it thousands of times. Unlike hail, wind or heavy rain, thermal stress doesn't necessarily leave behind a single event that explains the wear. It builds through repeated expansion and contraction across seasons and years.

That history can also shape the condition of a roof when severe weather eventually arrives. Two roofs may have the same installation date, but years of different thermal exposure can leave them entering the same storm in quite different conditions.

The specific effects will vary by roof system. Asphalt shingles, tile, metal, single-ply membranes and low-slope assemblies don't respond identically to environmental exposure. Material, installation, maintenance and property-specific conditions all factor into performance.

Temperature history alone can't determine the remaining service life of a roof. But for a roof performing differently than its age would suggest, thermal exposure may help explain what's happening.

HEAT AND HUMIDITY

Heat and humidity each showed a relationship with average observed roof age; together, they were associated with the youngest average roof age of any climate pairing in the analysis.

Hot, high-humidity counties had an average observed roof age of 8.5 years compared with 11

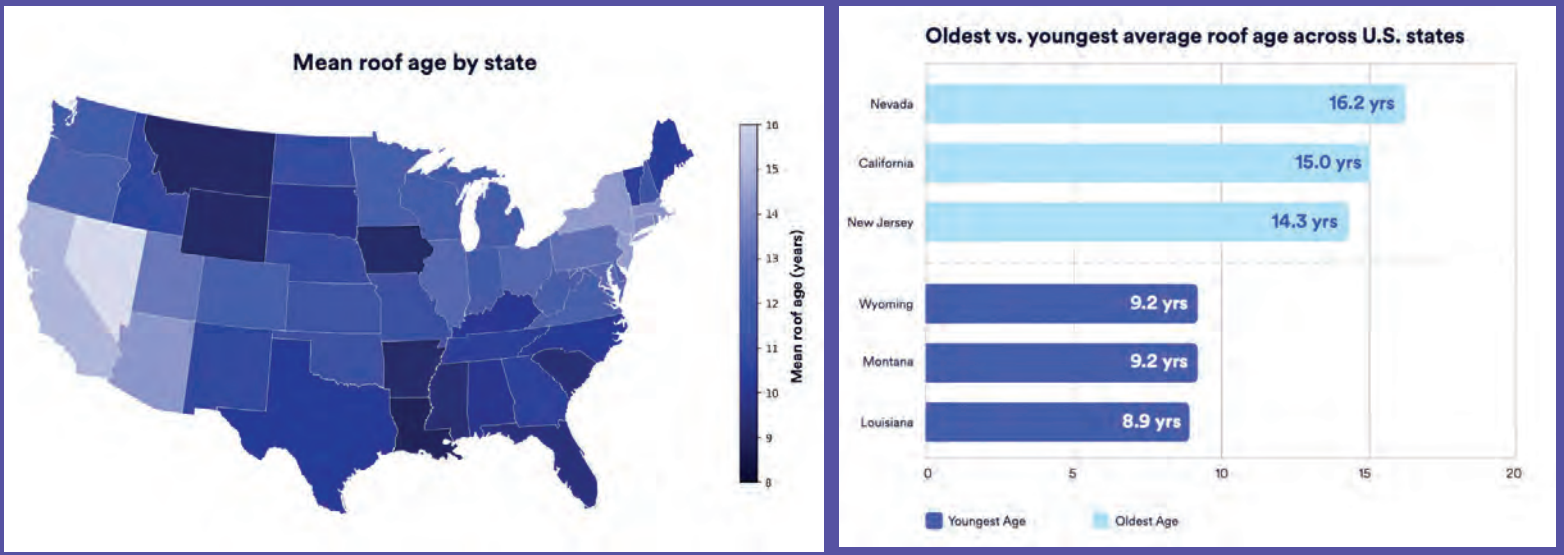


Figure 1. Average observed roof age varies by more than seven years across U.S. states—from 16.2 years in Nevada to 8.9 years in Louisiana.

Source: Nearmap's 2026 study, "What America's Roofs Reveal About Climate Risk"

years in cool, low-humidity counties. Heat and humidity can contribute to biological growth, moisture issues and material breakdown, which may help explain part of the observed difference.

Some county-level differences were even larger. Taylor County, Fla., averaged 5 years; Walthall County, Miss., averaged 5.2 years; and Madison County, Fla., averaged 5.6 years. Roofs in those counties were being replaced about twice as frequently as those in cooler, drier parts of the U.S.

These regional averages are not expected service lives for individual roofs. A younger average roof age can have several explanations, including new construction and development. Across a large population of properties, it can also correspond with more frequent replacement.

The combined heat-and-humidity finding also shows why temperature alone doesn't tell the full story. Two markets can share similar temperatures while exposing their roofing stock to different conditions. A system performing under hot, dry conditions has a different exposure history from one experiencing similar heat alongside persistent humidity.

HEAVY RAINFALL

Rainfall presents a different issue because the exposure itself is shifting. Heavy rainfall can stress drainage systems, exploit weaknesses in flashing and seals, and contribute to water intrusion. Counties experiencing the highest rainfall intensity also tend to have the youngest average observed roofs.

From 1980-84, about 35,000 square miles of U.S. land fell within the highest precipitation band studied. By 2024, that footprint exceeded 300,000 square miles, an increase of about 750%.

The side-by-side maps in Figure 2 on page 44 show how much that footprint has expanded. Areas that historically experienced more moderate rainfall now may be encountering conditions that were less common when some current roof systems were installed. The roofs have not moved, but the conditions around them have.

For a roof system expected to remain in service for decades, conditions at installation may not represent everything it encounters during its lifetime. Materials selected now are expected to perform years down the road. Maintenance practices develop from experience about how systems behave locally.

What to watch for: In hot, humid markets, signs of moisture intrusion, biological growth and material deterioration may warrant additional attention. The specific failure modes will vary by system and assembly.

What to watch for: Where intense rainfall is common or has increased, drainage capacity, ponding, flashing, seals, penetrations and existing points of water intrusion may deserve closer attention. Long-term climate data can also add context to changes contractors observe across successive inspections and generations of roofs.

Replacement expectations are informed, in part, by what contractors have seen across earlier generations of roofs in a given market.

The rainfall finding shows the geographic boundaries of exposure can change during the service life of the roof itself. Contractors can work in the same market for decades while the roofs around them encounter different rainfall patterns.

COMBINATION OF CONDITIONS

The study isolates climate variables so we can see how each relates to roof age. In practice, of course, no roof experiences them one at a time. Thermal cycling, heat, humidity and intense rainfall can overlap across a roof's service life, layered on top of differences in materials, installation quality, ventilation, drainage and maintenance.

Therefore, the findings shouldn't be read as a formula for predicting the life span of an individual roof. A certain temperature swing doesn't subtract a fixed number of years, and living in a hot, humid county doesn't dictate when a roof will need to be replaced. What the scale of the data can show is whether certain conditions consistently correspond with different roof-age and replacement patterns across large populations of properties.

Patterns that are difficult to spot from a single roof, neighborhood or season become clearer when billions of observations are considered across thousands of counties. An inspection can tell you a great deal about the condition of one property. Regional data can show whether that property's experience resembles what's happening across thousands of others exposed to similar conditions.

Field expertise provides the property-specific judgment while large-scale data adds context that can be challenging to see one roof at a time. Put them together, and you get a more complete picture: what's happening on the roof and whether that condition is typical for properties facing similar exposure.

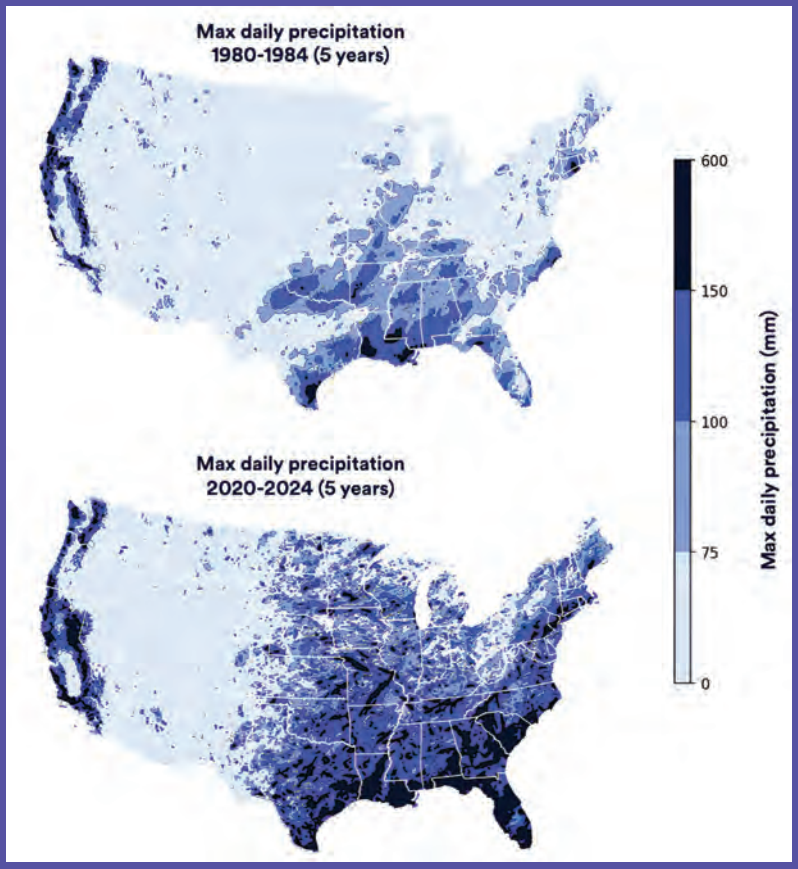


Figure 2: The U.S. land area within the study's highest precipitation band expanded from about 35,000 square miles during 1980 to 1984 to more than 300,000 square miles between 2020 and 2024.

Source: Nearmap's 2026 study, "What America's Roofs Reveal About Climate Risk"

SERVICE-LIFE CONVERSATIONS

The climate-specific takeaways can help guide what roofing contractors look for on a roof. The research also has broader applications for how roof age is discussed with customers and how performance is considered from one market to another.

"How much longer will my roof last?" sounds like a simple question. Anyone who has inspected enough roofs knows the answer depends on more than the installation date. Customers naturally want a number. A roof installed in a certain year and the material installed carries an expected service life and the temptation is to subtract one from the other. Real life makes the math less tidy.

The findings give contractors another way to explain why two roofs of the same age can be in different conditions.

A roof that has spent years cycling through large temperature swings has one exposure history. A roof that has experienced persistent heat and humidity has another. A roof system in a market where intense rainfall has become more common may encounter different conditions during the second half of its service life than it did during the first.

That context can make conversations about maintenance, repair and replacement more specific to the roof in front of the customer. Expected service life works better as a benchmark than an expiration date. The installation date establishes where the clock started; observed condition and exposure history help explain what happened after that.

For property owners, this can turn a conversation about "How old is my roof?" into a more useful discussion about "How is my roof actually performing?"

LOCAL SERVICE LIFE

Roofing is local in ways that don't always show up on a product spec sheet. Materials and installation practices vary by region. So do building codes and the mix of heat, humidity, temperature swings and rainfall a roof system encounters during its lifetime.

A contractor expanding into a new service area may know a roof system extremely well while having less history with how that system performs under the new market's conditions. The state and county differences in the study show how much average observed roof age and replacement behavior can vary geographically.

A low average roof age also needs to be interpreted in context. It may reflect recent construction or development; across a larger population, it can also signal more frequent replacement. Knowing the market helps distinguish between those explanations.

Replacement introduces another local variable: sourcing. Material availability and pricing differ by market, so comparable roofing materials may not be equally available or cost the same from one location to another. An estimate is most useful when it reflects what the material can actually be sourced for in the market where the work will take place.

For companies working across multiple regions, these differences add up. The same roof system can encounter different environmental conditions, replacement patterns and sourcing realities from one market to another.

Someone who has spent years inspecting roofs in a region develops an understanding of what tends to fail, when it fails and how materials respond to local conditions. Large-scale data can show how those observations compare with patterns across a broader region.

THE FULL PICTURE

Climate risk doesn't only arrive with hurricanes, hailstorms or wildfires. Roofs are exposed to their environments every day, and those exposures accumulate over time.

For roofing contractors, the opportunity is to connect what they see in the field with what a roof has experienced over time. Property intelligence can provide a record of age, condition and change; regional weather patterns add the environmental history. Together, they provide a fuller picture of why otherwise similar roof systems can age quite differently.

The environment doesn't stand still. A roof installed 10 or 15 years ago may face heat, humidity or rainfall patterns today that were less common in that market when it was installed.

A roof installed for yesterday's conditions may spend much of its service life facing tomorrow's conditions. Understanding that shift can help inform how roofs are inspected, maintained, repaired and replaced.

DAVID TOBIAS is chief product officer for Nearmap, Lehi, Utah.

MANUFACTURER NEWS

VELUX opens North American Experience Center

VELUX, Fort Mill, S.C., opened a North American Experience Center in September. Located in Mountain View, Calif., the Experience Center is designed as an immersive destination for homeowners, architects, builders, remodelers, roofing contractors, designers and the broader community.



The Experience Center reportedly brings VELUX products to life through interactive exhibits, fully designed living environments, educational displays and personalized consultations that help visitors better understand how natural light, ventilation and smart skylight technology can improve wellness, comfort and home design.

Professionals and consumers get to learn how daylight and fresh air sustainability transform homes and improve everyday living. The center will also serve as a hub for the building industry that will house VELUX's third U.S. Pro Partner Academy and is designed to be a place where contractors can participate in no-cost installation and business training.

Amrize acquires Rapid Redi-Mix

Amrize, Nashville, Tenn., has entered into an agreement with Rapid Redi-Mix LLC, a fast-growing concrete producer in the Dallas-Fort Worth metro area. With a network of modern batch plants and mixer fleet, Rapid Redi-Mix brings significant synergies with Amrize's aggregates operations and cement network in the region.

This acquisition reportedly strengthens Amrize's network in the growing Texas market, adding to the recently announced production expansion of its Midlothian cement plant and the acquisition of PB Materials, the leading aggregates business in West Texas.

GAF updates Spec Advisor



GAF, Parsippany, N.J., has unveiled its newly updated Spec Advisor, an interactive digital tool designed to help architects, designers and roofing professionals effortlessly navigate product sustainability documentation.

This resource reportedly maps out exactly how GAF products contribute to major green building rating systems—now updated to include LEED v5 and Green Globes, alongside WELL and the Living Building Challenge.

By offering an interface where users can hover over a document name and click to download directly from the gaf.com library, Spec Advisor eliminates paperwork.

The tool serves as a living, continuously updating repository, ensuring industry professionals have instant access to GAF's most current sustainability data to streamline their project certification workflows.

For more information, visit gaf.com/specadvisor.

DISTRIBUTOR NEWS

QXO announces female professional winner



Fusco

QXO, Greenwich, Conn., announced Vanessa Fusco, CEO of Rejoice and Restore LLC, Naugatuck, Conn., as the winner of its 2026 North American Female Roofing Professional of the Year campaign, a national program that recognizes exceptional women working in the roofing industry across the U.S. and Canada. As this year's honoree, Fusco will receive $10,000 and tickets to the 2027 National Women in Roofing Days and the International Roofing Expo.®

Now in its sixth year, the program shines a spotlight on female roofing professionals who are making a difference through innovation, mentorship, safety and a commitment to excellence in their field. Fusco won in a nationwide public vote against four other accomplished finalists.

Fusco built Rejoice and Restore from the ground up. Since completing its first project in 2024, the company has quickly scaled to multimillion-dollar revenue. Fusco leads with a mission-driven approach, creating opportunities for individuals in recovery while delivering strong business results. Her leadership blends operational excellence with a deep commitment to community impact.

To learn more about QXO's annual Female Roofing Professional of the Year program, the finalists or program rules, visit go.qxo.com/femaleroofpro.

CONTRACTOR NEWS

Wedge Roofing celebrates 50 years





Wedge Roofing Inc., Petaluma, Calif., is celebrating 50 years of residential and commercial roofing services across Marin, Napa and San Francisco.

Founded in 1976, Wedge Roofing has grown into a multiple award-winning regional contractor providing roof system replacement, repair and maintenance, emergency leak response, historical restoration, roof-integrated solar and specialized roof systems for homeowners, businesses, schools, public agencies, nonprofits, wineries and historical properties.

This milestone represents a 50-year commitment to technical expertise, customer service, ethical business practices and responsibility for the long-term performance of every roofing project.

Wedge Roofing sponsors every crew member through a 44-month California State Apprenticeship Program, providing a path to journeyman-level certification and college credit; members of the Wedge Roofing team serve as classroom and hands-on instructors.

Some titles awarded to Wedge Roofing include the BBB Torch Award for Ethics and sustained community recognition in the *Marin Independent Journal, Marin Magazine,* Northbay biz and Nextdoor.

OTHER NEWS

RoofersCoffeeShop launches microsite

RoofersCoffeeShop, Sisters, Ore., has launched a Canadian microsite in partnership with the Canadian Roofing Contractors Association and the Association Canadienne des Entrepreneurs en Couverture.

The Canadian microsite underscores RoofersCoffeeShop's mission to tell the stories of the roofing industry everywhere while providing a strong digital presence and reliable content for professionals across the trade.

Visitors to the site will find a full digital community experience with a robust newsroom, classified advertising, directories, events, podcasts and webinars tailored to the needs of Canadian roofing professionals.

Canadian roofing professionals are invited to follow the microsite and social media channels, explore RoofersCoffeeShop's R-Club and take part in the conversations shaping the industry.

To learn more, visit rooferscoffeeshop.ca.

Online community launched for coating professionals

InteractiveCoatings.org, a new online community built for coating professionals, launched late summer 2026.

Created to serve the people who apply, specify, manage, inspect and support coatings every day, InteractiveCoatings.org is designed to bring together professionals from across the coatings industry to share knowledge, solve problems, discuss technologies, build relationships and learn from one another's experiences.



The platform's mission is to create a place where real-world experience matters and practical knowledge is valued. Although many industry resources focus on products, publications or marketing messages, InteractiveCoatings.org is reportedly built around the people doing the work and the lessons learned in the field.

Professionals are encouraged to ask questions, share project experiences, post job opportunities, contribute educational content and participate in discussions that help move the industry forward.

Membership will be free and supported by industry sponsors, including equipment manufacturers, coatings manufacturers, distributors, service providers and industry partners.

Organizations interested in sponsorship opportunities, partnership discussion, editorial contributions or early involvement in the community are encouraged to contact Larry Robertson, publisher and founder at Interactive Coatings, at larry.robertson@interactivecoatings.org.

SPRI announces revisions to standards

SPRI has announced SPRI RP-4 2022, "Wind Design Standard for Ballasted Single-Ply Roofing Systems," and SPRI NT-1, "Detection and Location of Latent Moisture in Building Roofing Systems," are being revised and will be recanvassed for approval as an American National Standard.

SPRI RP-4 2022 provides a method of designing wind-uplift resistance of ballasted single-ply roof systems. It is intended as a design and installation reference for individuals who design, specify and install ballasted single-ply roof systems. It must be used in conjunction with the installation specifications and requirements of the manufacturer of the specific products used in the ballasted single-ply roof system.

SPRI NT-1 provides a minimum set of procedures for conducting surveys of moisture in membrane roof systems and for the analysis of the data obtained in such surveys. Included are operating, verification and reporting procedures, as well as operator qualification criteria.

Those wishing to participate in either canvass process may contact SPRI at info@spri.org.

UP THE LADDER

ABC Supply Co. has appointed **Darcy Tringham** as British Columbia district manager.


Tringham


Dunson

Central States Inc. has named **Melissa Dunson** vice president of sales and marketing.

MuleHide has expanded its business development team, adding **Ryan Baldwin** as a strategic account manager.


Baldwin


Gross

Amrize has appointed **Mario Gross** as president of Building Envelope. He previously served as the COO of the Building Envelope business from 2024-2025.

NRCA NEW MEMBERS

ARCHITECTS/ENGINEERS/CONSULTANTS

Allen Prim, Arlington, Texas
ALSP, Tucson, Ariz.
ECS Mid-Atlantic LLC, Roanoke, Va.
LSC Construction Consultants, Brooksville, Fla.
Mercer Forensic Engineering, Cardington, Ohio
NV5, Hollywood, Fla.
Setiadi Architects LLC, Maite, Guam
SSR, Nashville, Tenn.
Total Engineering & Asset Management LLC, Sand Springs Okla.

CONTRACTORS

A-1 Contractors Inc., Great Falls, Mont.
Alcove Roofing Inc., Omaha Neb.
ALS Group Roofing LLC, Churchville, Pa.
Alta-Cal Roofing, Hollister, Calif.
Austin Roofing Co., Austin, Texas
Base Contracting Inc., Colfax, N.C.
Christopher Leighton Construction, East Kingston, N.H.
Cornett Roofing Systems, Franklin, Ind.
Edge Roofing, Tallahassee, Fla.
FBC Commercial Roofing LLC, Wylie, Texas
Florida Roofing and Renovations, Palm Bay, Fla.
Fossil Ridge Roofing and Construction, Denison, Texas
Golden Sky Roofing, Castle Rock, Colo.
Huntington James, El Paso, Texas
King Construction and Builders, Grand Prairie, Texas
Kingdom Remodeling LLC, Bucker, Mo.
Lionz Roofing, Fort Lauderdale, Fla.
Mica Commercial Roofing, New York
Nordmann Roofing Co. Inc., Toledo, Ohio
Right Above Roofing LLC, Clifton, N.J.
Rosscrete Roofing Inc., Rialto, Calif.
Tim Gabroski Roofing Inc., Deerfield Beach, Fla.

INDUSTRIAL/INSTITUTIONAL

Florida Exam Prep LLC, Orlando, Fla.

MANUFACTURER

Dynamic Metals LLC, Stuart, Fla.

EVENTS

NOVEMBER

4-5
Fall Protection Trainer Course for Roofing
NRCA
Elgin, Ill.
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or info@nrca.net
nrca.net

5
Making the Most of Your NRCA Membership
NRCA
Online
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or info@nrca.net
nrca.net

9-12
NRCA Fall Committee Meetings/ Roofing Alliance Member Meeting
NRCA
Nashville, Tenn.
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or info@nrca.net
nrca.net

18
Basic Rooftop Propane Torch Training
NRCA
Elgin, Ill.
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or info@nrca.net
nrca.net

18-19
Midwest Roofing Contractors Association's Leadership Summit
MRCA
Cape Coral, Fla.
Contact: MRCA's front office
(800) 497-6722
mrca.org

19
CERTA Train-the-trainer
NRCA
Elgin, Ill.
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or info@nrca.net
nrca.net

19
Making the Most of Your NRCA Membership
NRCA
Online
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or info@nrca.net
nrca.net

DECEMBER

2
Virtual CERTA Train-the-trainer
NRCA
Online
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or info@nrca.net
nrca.net

17
Making the Most of Your NRCA Membership
NRCA
Online
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or info@nrca.net
nrca.net

JANUARY 2027

15-17
SPRI Annual Conference 2027
SPRI
Tucson, Ariz.
Contact: SPRI Customer Service
(781) 647-7026 or info@spri.org
spri.org

FEBRUARY 2027

10
Virtual CERTA Train-the-trainer
NRCA
Online
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or info@nrca.net
nrca.net

16-17
IFD Qualifying Competition World Championship for Young Roofers
Las Vegas
Contact: NRCA's Customer Service Department
(866) ASK-NRCA (275-6722) or teamusa@nrca.net
nrca.net



The percent of roof issues that are preventable with regular inspections and maintenance

To learn about roof system maintenance, see **page 30**.

Source: cprankin.com



Twice per year

The recommended frequency for maintaining and inspecting a residential roof system

To read about roof life spans, go to **page 40**.

CHARCOAL

The most popular roof color in the U.S.

Source: GAF's and Owens Corning's color guides





California, Florida and Illinois

These states employ the largest shares of the roofing workforce in the U.S.

Source: consumeraffairs.com



140 YEARS

1941-45

The years when the industrial production rate was 100%. The lack of available manpower at the time created an opportunity for women to enter the ranks of workers.



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