



May 21, 2019

Meeting Report

The Roofing Alliance Member Meeting

April 26-27, 2019

The Wigwam Resort, Litchfield, AZ

1. Call to Order and Self-Introductions

A regular meeting of the members of the Roofing Alliance was held on Friday and Saturday, April 26-27, 2019 at The Wigwam Resort, Litchfield, AZ. The following were in attendance:

Roofing Alliance Board of Trustees

Rudy Gutierrez	Rod Petrick, President
Josh Kelly, Vice President	Chris Salazar
Steve Kubicka	Kyle Thomas
Dave Lawlor	Tom Walker

Roofing Alliance Members

David Adams	Chad Frank	James Patterson
Tara Adams	Jim Hanson	Stephen Phillips
Charles Antis	Greg Hudson	Reid Ribble
Tim Blue	Jack Krapf	Steve Schwar
Tommy Bullough	Michelle Lane	Brian See
Dennis Conway	Jim MacKimm	Philip Siegel
Trent Cotney	Daryl Maronic	Robert Therrien
Rick Damato	Rob McNamara	Dwight Thorson
Jason Dark	Dudley Miles	Kelly Van Winkle
Piers Dormeyer	Sherri Miles	Lance Van Winkle
John Embow	John Miller	John Yuko
Ken Farrish	Bob Morgan	
Mark Forbes	Mark Paine	

Guests/Other

Heidi Ellsworth, HJE Consulting
Dhaval Gajjar, Clemson University
Rick Graber, The Lynde and Harry Bradley Foundation
Fred Hill, speaker
Bill Good, NRCA Senior Advisor
Bennett Judson, Roofing Alliance, recorder
Alison LaValley, NRCA
Jessica Priske, Roofing Alliance
Hilary Ward, Ronald McDonald House Charities©

Roofing Alliance President Rod Petrick called the meeting to order at 8 a.m. Mountain time. He began by welcoming all members and thanking them for attending. He explained this meeting is very important as members set the course for the next fiscal year. President Petrick extended a special welcome to several members who were attending for the first time: David Adams, National Roofing Partners; Tommy Bullough, Wagner Roofing Co.; Mark Forbes, United Materials; Chad Frank, Georgia-Pacific; Jim Hanson, Tremco; Michelle Lane, Firestone; Stephen Schwar, Carlisle; Dwight Thorson, United Materials and John Yuko, GSM Roofing. He then asked all members and guests in attendance to introduce themselves.

Bill Good shared with members that long-time member, Rob McReynolds, Commerce City, Colo. is fighting some very serious health issues. Bill brought a t-shirt, which he plans to send to Rob, for members to sign.

2. Minutes from the April, 2018 Roofing Alliance Meeting

Upon a motion duly made, seconded and unanimously carried, the minutes from the April 27-28, 2018 Roofing Alliance Member Meeting in Amelia Island, FL were approved as submitted.

3. NRCA-Roofing Alliance Relationship

NRCA CEO, Reid Ribble, explained the relationship and differences between NRCA and the Roofing Alliance. Predominately, NRCA is the industry's advocate with government officials, building codes, workforce development and the overall growth of the industry. The Roofing Alliance is NRCA's educational foundation which funds scholarships, technical research, education and philanthropic work.

4. Finance and Financial Development Committee Report

Acting Chair, Jason Dark, reported on highlights from the Roofing Alliance Finance and Financial Development Committee meeting held Thursday morning. He reported that the meeting was very productive and that both the scholarship fund and the general fund are in good shape. As of March 31, 2019, the general fund balance was \$9,234,947 and the scholarship fund balance was \$1,779,361.

Mr. Dark further reported that the Finance committee approved the following:

- ▶ moving \$300,000 out of Bahl and Gaynor, the Dividend Growth manager, and placing it into fixed income.
- ▶ the Administrative Fee of \$213,067 for the 2019-20 fiscal year (*A 1.5% CPI was used to calculate this year's fee.*)
- ▶ a maximum spending cap of \$275,000 for 2019-20 Project Funding (to include continued/committed and new projects)
- ▶ the 2019-20 Melvin Kruger Endowed Scholarship Operating Budget as presented which included \$55,000 for 11 scholarships (7 renewals and 4 new)
- ▶ the 2019-20 General Operating Budget as presented without any new project funding and with the understanding that the following line items are subject to review, discussion and approval by the Roofing Alliance Board of Trustees:
 - \$18,231 – Employee Outreach expenses (MVP program)
 - \$ 4,275 – Gold Circle Awards program expenses
 - \$93,300 – Construction Management Initiative
 - \$10,000 – final installment for Colorado State University's CM Cares program
 - \$70,870 – Ronald McDonald House Charities® Partnership and funds earmarked for house projects
 - \$196,676
- ▶ adding an additional \$5,000 in scholarship funds (\$60,000 total) to the 2020-21 budget for the 2020-21 school year for the Reid and DeaNa Ribble named scholarship which is earmarked for students entering vocational-technical trade schools.

5. Investment Performance and Economic Outlook

Jack Krapf reviewed the March 31, 2019 investment performance reports with the Board. Mr. Krapf then shared his economic perspective. Following are bullet points from Mr. Krapf's remarks to the committee.

▶ Review November 2018 Comments

- a. Equity Markets were at support levels and I thought Market would recover, but if support broke, Market would drop 5%-10%.
- b. Spoke about inflation and provided an explanation what inflation is. That's why I didn't think the Fed would raise rates significantly.
- c. Oil would bottom around \$50.00 then trade higher.
- d. Economy was good and markets would rise in January if support broke.
- e. Concerns at that time were, fear Rates would rise, China Trade, Inflation fears.

▶ Where are we now and what happens this year:

- f. Fed is not raising rates significantly.
- g. China Trade deal close
- h. Fear of inflation subsides.
- i. Global economy slows, in my opinion due to tariffs.
- j. Think equity markets will rise another 10%.
- k. I do have concern of economic slowdown next year, but it's a Presidential election year and historically economic slowdowns happen year after election.
- l. A lot depends trade deals.

6. Roofing Alliance Board of Trustees Report

President Petrick reported on the following action items that were approved by the Board of Trustees at their meeting held Thursday, April 25, 2019.

The Board approved both the 2019-20 Melvin Kruger Endowed Scholarship operating budget and the 2019-20 General Operating budget as presented. *(Updated copies of both were available at each table.)*

President Petrick explained that the budget being recommended includes:

- \$55,000 in annual Melvin Kruger Endowed Scholarship funds
- funds to continue with media and digital communications outreach in order to continue increasing our brand awareness
- funds to continue working with Bill Good on fundraising, our RMHC partnership and our construction management initiative

The proposed budget also includes continued/committed expenses for the MVP program, the Gold Circle Awards program, the construction management schools initiative (which includes the student competition expenses and the balance due for the workforce study with Arizona State University), the final installment in Colorado State's CM Cares program, and \$50,000 for our continued partnership with RMHC®.

A motion was made, seconded and passed by Roofing Alliance members present to approve the 2019-20 Melvin Kruger Endowed Scholarship and the General Operating Budgets as presented and recommended.
(Copies of the approved budgets with new project funding are included with the minutes.)

President Petrick explained that the Board approved two recommendations from the Scholarship Committee: (1) the 2019-20 Melvin Kruger Endowed Scholarships which include 7 students who are eligible for renewal and 4 new students and (2) adding an additional \$5,000 annually (starting with the 2020-21 budget) for the Reid and DeaNa Ribble named scholarship which is earmarked for students entering vocational and technical trade schools.

Mr. Petrick presented the following slate of officers and new trustees the Board had approved:

- Josh Kelly, OMG Roofing Products, Agawam, Massachusetts – President for 2019-20
- Kyle Thomas, Thomas Roofing, Mobile, Alabama - Vice President for 2019-20; President for 2020-21
- Jason Dark, Saginaw, Michigan - Secretary-Treasurer for 2019-20

Trustees for 2019-2023:

- Charles Antis, Antis Roofing & Waterproofing, Irvine, California
- Jason Dark, Duro-Last, Saginaw, Michigan
- Piers Dormeyer, EagleView Technologies, Tarpon Springs, Florida and
- Kelly Van Winkle, King of Texas Roofing, Grand Prairie, Texas

7. Recommended Funding Requests

President Petrick advised members that the Board approved and is recommending two new funding requests:

- ▶ \$25,000 to fund NRCA's partnership with SkillsUSA as part of a Career and Technical Education (CTE) Outreach Initiative, and
- ▶ \$48,600 for a proposal by Dr. Dhaval Gajjar with Clemson University to Bring Awareness to the Roofing Industry by Developing and Implementing a Roofing Focused College Course.

After Reid Ribble presented the CTE Outreach funding request, a **motion was made, seconded and unanimously approved for \$25,000 to fund NRCA's partnership with SkillsUSA as part of a CTE Outreach Initiative.**

Following Dr. Gajjar's presentation, a **motion was made, seconded and unanimously approved to provide \$48,600 in funding for the Clemson proposal to Bring Awareness to the Roofing Industry by Developing and Implementing a Roofing Focused College Course.**

8. Program/Project Updates

President Petrick advised members that they would find written status reports for current programs and projects in Section V in their meeting notebooks. The following in-person reports were given at this point in the meeting.

- ▶ Alliance Branding Task Force/Communications/Marketing Efforts – *Heidi Ellsworth, Jay Thomas*
- ▶ Ronald McDonald House Charities© Partnership – *Hilary Ward, Bill Good*
- ▶ Construction Management Schools Initiative (and 2019-20 Student Competition Recap) – *Kyle Thomas, Bill Good*
- ▶ Member Development, Fundraising, Planned Giving – *Rob Therrien*
- ▶ Vo-Tech/Technical Trade School Task Force – *James Patterson*
(*Going forward, this committee will be disbanded and replaced by the newly formed joint NRCA/Roofing Alliance Career and Technical Education (CTE) Outreach Task Force*)
- ▶ NRCA Pro Certification Series – *Reid Ribble*
- ▶ NRCA Silica Objective Data Collection – *Reid Ribble*

At this point in the meeting, members broke for lunch with guest speakers, Fred and Fran Hill.

Saturday, April 27, 2019

9. Saturday, April 27, 2019 – Roofing Alliance Member Meeting Resumes

The Saturday morning meeting began with guest speaker, Rick Graber, President and CEO of The Lynde and Harry Bradley Foundation. Mr. Graber shared the history of the foundation; their four core principals used to guide their grant-making process (constitutional order, free markets, civil society and informed citizens); some lessons learned and a few stories from his serving as the U.S. Ambassador to the Czech Republic.

10. An update from the Arizona State University Research team's "Study of the U.S. Roofing Industry and its Workforce" – Dr. Kenneth Sullivan and Hasini Delvinne.

Dr. Sullivan and Ms. Delvinne reported on the preliminary findings from the survey responses that have been received to date. They explained the study is on track but they are seeking additional survey participants. They need input from smaller companies and their employees. *[Following the meeting, information on the survey and the link were sent to Roofing Alliance members in attendance. All members were asked to take the survey if they had not already done so and manufacturing and distributor members were asked to reach out to their customers and ask them to participate.]*

11. Recognition of Retiring Roofing Alliance Board of Trustees and President

President Petrick acknowledged and thanked following Board of Trustees, whose terms expire May 31, 2019, for their service: Dane Bradford, Bradford Roof Management, Billings, MT; Tom Saeli, Duro-Last Inc., Saginaw, MI; Tom Walker, ABC Supply, Carmel, IN and himself.

Incoming President Josh Kelly formally acknowledged and thanked Rod Petrick for his service both as President of the Roofing Alliance this past year and as a member of the Board of Trustees.

12. Other Business, Concluding Remarks and Adjournment

President Petrick asked if there was any other business. There being none, he reminded members:

- ▶ to review the Current Committee/Task Force Rosters (Section VI) in the meeting notebooks and to let Leadership or staff know if there are any they'd like to serve on
- ▶ to complete the meeting evaluation forms
- ▶ the next meeting will be held in conjunction with NRCA's Fall Committee Meetings on Friday, Nov. 15, 2019 at Trump International Hotel in Chicago.

There being no further business, President Petrick thanked everyone for attending and adjourned the meeting at approx. 10:30 a.m. Mountain time.

Enclosure - Approved operating budgets for 2019-20