



May 12, 2020

Meeting Report

**Roofing Alliance Virtual Member Meeting**

April 28, 2020

1. Welcome and Call to order

Roofing Alliance President Josh Kelly called the meeting to order at Noon/Eastern. Mr. Kelly welcomed everyone for participating in the first Roofing Alliance virtual member meeting, explained the importance of this meeting to setting the course for the new fiscal year and covered the meeting format. The following were in attendance:

Roofing Alliance Board of Trustees:

Charles Antis	Jonathan Reader
Greg Bloom	Chris Salazar
Jason Dark, Secretary-Treasurer	Kyle Thomas, Vice President
Piers Dormeyer	Dan Tinker
Rudy Gutierrez	Kelly Van Winkle
Josh Kelly, President	David Workman
Steve Kubicka	
Dave Lawlor	

Roofing Alliance Members:

Vinny Abbondanza	Kevin Gwaltney	John Plescia
David Almario	Helene Hardy-Pierce	Chris Reilly
Kim Baxter	Alex Hernandez	Reid Ribble
Brad Beldon	Scott Howard	Tom Saeli
Tim Blue	Greg Hudson	Jerry Schaefer
Suzie Boyd	Chris Jurin	Michael Schneider
Dane Bradford	Aaron Kock	Kent Schwickert
Tommy Bullough	Rob Kornahrens	Rodney Shrader
Dick Bus	Jack Krapf	Len Sensenig
Bill Collins	Allen Lancaster	Philip Siegel
Dennis Conway	Michelle Lane	Mike Steele
Trent Cotney	Bruce McCrory	Kent Summers
Naomi Dupre	Rob McNamara	Dave Tilsen
John Embow	Sherri Miles	Rob Therrien
Bill Fischer	Bob Morgan	Lance Van Winkle
Jennifer Ford-Smith	Dan Murphy	Tom Walker
Tom Fuerst	James Patterson	John Yuko
Allan Gillespie	Rod Petrick	
Reed Gooding	Stephen Phillips	

Guests/Others

Lee Cobb, Duro-Last	Bennett Judson, Roofing Alliance, recorder
Anne Cope, IBHS	Scott Keith, Jobba Trade Technologies, Inc.
McKay Daniels, NRCA	Jessica Priske, Roofing Alliance
Dan Ervin, Duro-Last	Saeed Rokooei, Mississippi State University
Dhaval Gajjar, Clemson University	Harry Ryder, NRCA
Bill Good, Roofing Alliance	Anne Schroeder, NRCA
Chris Huettig, Karnak	Alireza Shoajei, Mississippi State University
Mike Jackson, Clemson University	

2. Minutes

**A motion was made, seconded and unanimously carried to approve the minutes from the April 26- 27, 2019 member meeting held in Litchfield, AZ.**

3. Investment Performance Update

Mr. Krapf reviewed the March 31, 2020 Investment Performance Reports which show the general fund balance at \$8,795,184 and the scholarship fund balance at \$1,705,908. He reported that both portfolios are currently down from a year ago.

4. Finance and Financial Development Committee Report

Chairman Jason Dark reported on the Finance Committee highlights from the Joint Finance Committee and Board of Trustees meeting held April 23. It was a very prudent meeting. The committee made decisions to make sure the Roofing Alliance remains strong moving forward. He reported that both the scholarship fund and the general fund are down from several months ago. As of March 31, 2020, the general fund balance was \$8,795,184 and the scholarship fund balance was \$1,705,908. He then remarked:

On the revenue side -

- ▶ we added 7 new members to date
- ▶ NRCA has begun paying back the \$250,000 TRAC loan; the amount received to date is \$19,113

On the expense side -

- ▶ the 2019-20 overall year-end projection expenses are favorable
- ▶ the committee spent a considerable amount of time discussing the 2020-21 proposed expenses
- ▶ the branding expenses were reduced to \$50,000; members will be called upon to help promote our initiatives
- ▶ the committee reduced the fundraising expenses by eliminating the Thursday evening reception that is held during NRCA's Fall Committee meetings
- ▶ the Planned Giving campaign line items was reduced by postponing the Planned Giving Donor Dinner held each April
- ▶ the maximum number of winners to be selected for the MVP program was reduced from 10 to 5
- ▶ we were able to rebook our April 2021 meeting back at the Ritz-Carlton so the \$23,756 deposits paid for this year's meeting will be applied to the 2021 meeting
- ▶ the committee sent a maximum spending cap at \$150,000 for new project funding

Mr. Dark then re-introduced Jack Krapf who share his economic perspective. Following are highlights from Mr. Krapf's remarks.

- ▶ Every time I speak about my thoughts regarding the economy and where I think the markets will end up for a calendar year, I always state, but it's subject to a conflagration.
  - We all know things can happen that might stifle an economy in its tracks, but don't expect these things to happen.
  - The last time we had an event like what we are experiencing now was 9-11. This Virus has stopped economic activity.
  - Market declines like we experienced several weeks ago, happen due to fear, trading models, and margin calls.
- ▶ "Unprecedented speed and support by policy makers to support markets and households:"
  - While liquidity dried up in fixed income markets, The Fed, stepped in to purchase, Government Mortgages, High Yield Bonds.
  - Companies that were BBB and slid below investment grade
- ▶ Out of the \$6 Trillion or so dollars in stimulus about \$3 Trillion will end up on Fed's balance sheet
- ▶ Last fall I spoke about my long-term concerns regarding US debt.
  - The Government has no choice but to respond to this crisis.
  - But this response will add to US complications of a positional debt reset in years to come.
- ▶ Today the question is, when businesses open, what will it look like? -- V- shape, U-shape, L-shape, W-shape or even stagflation?
- ▶ Will people be willing to congregate before there is a cure? Might depend on one's social economic class?
- ▶ We will get through this, but it's going to take time.

Mr. Dark thanked Mr. Krapf and added – the P and L is under control; the committee made some wise cuts; the investment buckets are under great management; the committee will watch the funds; we have a solid investment strategy.

#### 5. Roofing Alliance Board of Trustees Report

President Kelly reported on the following action items that were approved by the Board of Trustees during the Joint Finance Committee and Board meeting on April 23.

He explained the Board approved both the 2020-21 Melvin Kruger Endowed Scholarship operating budget and the 2020-21 General Operating budget which include:

- ▶ \$50,000 in annual Melvin Kruger Scholarship Funds
- ▶ \$50,000 for branding expenses
- ▶ funds to continue working with Bill Good on fundraising, our RMHC partnership and our construction management initiative and
- ▶ expenses for the following continued programs:
  - Gold Circle Awards program
  - the MVP Awards program
  - our construction management initiative – which includes our student competition
  - \$50,000 for our continued partnership with Ronald McDonald House Charities®

**A motion was made, seconded and passed by Roofing Alliance members present to approve the 2020-21 Melvin Kruger Endowed Scholarship Budget as presented.**

**A second motion was made, seconded and passed by the Roofing Alliance members present to approve the 2020-21 the General Operating Budgets as presented.** *Copies of the approved budgets with new project funding are included with the minutes.)*

President Kelly continued reporting on the following items approved by Board – no member action required:

- ▶ a \$2,500 expense item to sponsor Reid Ribble’s podcast with Charles Antis, Bill Good about working with Ronald McDonald House Charities. The podcast is scheduled to air this June. It will be a great way to gain exposure the Roofing Alliance. The funds will come out of this year’s budget.
  
  - ▶ the Scholarship Committee’s recommendations for the 2020-21 Melvin Kruger Scholarships which Include 8 students who are up for renewal and new students. There were no Career Technical Education scholarships awarded this year.
  
  - ▶ the following new Trustees whose terms begin June 1:
    - Michelle Lane, Firestone, Nashville, Tennessee
    - Steve Little, KPost Company, Dallas, Texas
    - Stephen Phillips, Hendrick Phillips Salzman & Siegel, Atlanta, Georgia
    - Dave Tilsen, Tilsen Roofing Company Inc., Madison, Wisconsin
- and, the following new Officers:
- President – Kyle Thomas, Thomas Roofing Company Inc., Mobile, Alabama
  - Vice President – Dave Lawlor, ROCKWOOL, Milton, Ontario, Canada, and
  - continuing as Secretary-Treasurer – Jason Dark, Duro-Last Inc., Saginaw, Michigan

#### 6. Recommended Funding Requests

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

- ▶ \$136,212 (over 2 years) to fund “Workforce Education & Retention Initiatives for the Roofing Industry” (\$80,098 for 2020-21 and \$56,114 for 2021-22) and
- ▶ \$58,671 to fund “Evaluating the Efficacy of the Virtual Reality Technology for Improving the Roofing Construction Worker’s Safety Perception” with the stipulation that a task force will be formed; the task force will have further discussions with faculty to (1) identify some preliminary issues that the study should focus on, (2) to discuss/understand the process involved and (3) to have a clear understanding of the deliverables. The task force will then determine whether to release the funds for the study.

After hearing Dr. Dhaval Gajjar’s presentation on Workforce Education & Retention Initiatives for the Roofing Industry, a **motion was made, seconded and unanimously approved for the funding request of \$136,212 (over 2 years).**

Following Professor Saeed Rokoei and Dr. Ali Shojaei’s presentation on Evaluating the Efficacy of the Virtual Reality Technology for Improving the Roofing Construction Worker’s Safety Perception, a **motion was made, seconded and approved by a majority vote to fund the request for \$58,671 with the stipulation that a task force will be formed; the task force will have further discussions with faculty to (1) identify some preliminary issues that the study should focus on, (2) to discuss/understand the process involved and (3) to have a clear understanding of the deliverables. The task force will then determine whether to release the funds for the study.**

7. Recognize Retiring Roofing Alliance Board of Trustees

President Kelly acknowledged and thanked the following Board of Trustees whose terms expire May 31, 2020, for their service: Bob Daly, Kaw Roofing & Sheet Metal Inc., Kansas City, Kansas; Chris Salazar, Karnak Corporation, Clark, New Jersey and David Workman, RoofConnect, Sheridan, Arkansas. President Kelly explained his term will also expire May 31.

8. Other Business/Concluding Remarks

President Kelly asked for any other business. Jason Dark stated he had received communication from a member, wishing to remain anonymous, asking if Roofing Alliance members would want to create a fund to assist roofing workers impacted by COVID-19. This member stated that if there was interest, he/she would contribute \$1,000 to start the fund.

President Kelly asked for a vote to gage the interest level. A majority of members present said they would be interested. President Kelly stated Leadership and staff would discuss further and report back to members. *(Note: After looking into this further and doing some due diligence, it was decided that this is a little out of our scope right now. So, there is no recommended action to be taken at this time.)*

President Kelly shared the following:

- ▶ We have rebooked with the Ritz-Carlton Sarasota, FL for our meeting, April 21-24, 2021.
- ▶ Due to the timing of our virtual meeting, written updates were included in the meeting materials instead of having in-person reports.
- ▶ He asked members to help promote our two newest reports, “A Study of the U.S. Roofing Industry and Its Workforce” and “Moisture in New Concrete Roof Decks.” Both reports are available for sale in NRCA’s bookstore. As a member benefit, all voting representatives received a complimentary copy.
- ▶ Members are encouraged to participate, not only in social events and meetings, but also committees and task forces.
- ▶ January 1, 2021 will be the beginning of the Roofing Alliance’s 25<sup>th</sup> Anniversary!

9. Adjournment

There being no further business, the meeting was adjourned at 2:15 pm/Eastern.