



December 16, 2020

Meeting Report

Joint Roofing Alliance Board of Trustees and Full Roofing Alliance Member Meeting

Nov. 13, 2020

10 – 11:30 a.m./Central

Virtual Meeting

1. Call to Order

Roofing Alliance President Kyle Thomas called the meeting to order at 10 a.m./Central time and welcomed everyone in attendance. He extended a special welcome to the Roofing Alliance's newest member in attendance – Anne Cope with IBHS, Tampa, FL.

Roofing Alliance Board Members present: Charles Antis, Antis Roofing & Waterproofing; Gregg Bloom, Beacon Roofing Supply, Inc.; Jason Dark, Duro-Last Inc.; Piers Dormeyer, EagleView; Rudy Gutierrez, Shell Roofing Solutions Group; Steve Kubicka, Polyglass USA; Michelle Lane, Firestone Building Products; Dave Lawlor, ROCKWOOL (Vice President); George Patterson, Bennett & Brosseau Roofing Inc.; Jonathan Reader, R&B Roofing LLC; Kyle Thomas, Thomas Roofing Co. Inc. (President); Dave Tilsen, Tilsen Roofing Company Inc.; and Kelly Van Winkle, King of Texas Roofing Company LP

Roofing Alliance Board Members absent: Steve Little, Stephen Phillips, Dan Tinker

Roofing Alliance Members present: Troy Baker, SRS Distribution; Tim Blue, Blue's Roofing Co.; Curt and Suzie Boyd, Academy Roofing Inc.; Dane Bradford, Bradford Roof Management; Tommy Bullough, Wagner Roofing Co.; Dick Bus, ATAS International Inc.; Marc Cameron, Diamond Roofing; Bill Collins, William Wallace Collins; Anne Cope, IBHS; Trent Cotney, Cotney Construction Law LLP; Peter and Kerry Coyne, OMG Roofing Products; Bob Daly, Kaw Roofing; Matt Dupuis, Structural Research Inc.; Jennifer Ford-Smith, Johns Manville; Scott Gipson, FiberTite Roofing Systems Seaman Corp.; Reed Gooding, GSM Roofing; Helene Hardy Pierce, GAF; Peter Horch, Horch Roofing; Greg Hudson, Georgia Pacific; Chris Huntingdon, AAA Roofing; Chris Jurin, Jurin Roofing Services Inc.; Scott Kawulok, B&M Roofing; Josh Kelly, OMG Roofing Products; Candace Klein, Klein Contracting Co.; Aaron Kock, CNA; Doug Koeltzow, North American Roofers Insurance IC; Jack Krapf, Merrill Lynch/Global Wealth Management - The Krapf/Bonfim Group; Melvin Kruger, L.E. Schwartz and Son; Steven Kruger, L.E. Schwartz and Son; Allen Lancaster, Metalcrafts a Tecta America Company LLC; Daryl Maronic, Dataforma, Inc.; Bruce McCrory, Nations Roof Gulf Coast; Rob McNamara, F.J.A Christiansen Roofing Co. Inc., a Tecta America Company; Sherri Miles III, J.D. Miles & Sons, Inc.; Bob Morgan, Upstate Roofing & Painting, Inc.; Dan Murphy; Jim Patterson, CentiMark; Rod Petrick, Ridgeworth Roofing; Reid Ribble, NRCA; Tom Saeli, Duro-Last Inc.; Tiffany Schmeisser, USG Corp.; Stephen Schwar, Carlisle Construction Materials; Philip Siegal, Hendrick Phillips Salzman & Siegel; Lisa Sprick, Sprick Roofing Co. Inc. (NRCA VCL); Mike Steele, Tremco Roofing; Sid Teachey, USG Corp; Rob Therrien, The Melanson Company, a Tecta America Company; Lance Van Winkle, King of Texas Roofing Company LP; Tom Walker, ABC Supply; David Workman, RoofConnect; Chris Yeatts, GAF; Johnny Zamrzla, Western Pacific Roofing Corp.

Others present: McKay Daniels, NRCA; Heidi Ellsworth, HJE Consulting Group; Dhaval Gajjar, Clemson University; Bill Good, Roofing Alliance; Bennett Judson, Roofing Alliance Executive Director and recorder; Jessica Priske, Roofing Alliance staff; Harry Ryder, NRCA; Anne Schroder, NRCA

2. Minutes

A motion was made, seconded and unanimously passed to approve the minutes from the April 20, 2020 Virtual Roofing Alliance Board of Trustees meeting.

President Thomas reported that the Board of Trustees had previously approved the following recommendations by electronic votes. The approved items were presented at the meeting as a matter of record, there was no action required. Both electronic votes were unanimously approved by the Board of Trustees.

- ▶ Naming the 2nd Place Student Competition Scholarship Award – the Fred C. Good Scholarship
- ▶ Offering Clemson’s first course, “Principles of Roofing from Design to Installation and Beyond” at no charge to Roofing Alliance members and construction management schools who are members of the ACCE.

3. Investment Performance Update

After reviewing the October 2020 Investment Performance Reports, Jack Krapf shared his outlook based on the current status explaining it could change as events unfold.

- we still don’t know who our country’s next President will be.
- Odds at this time are Biden will win. But my guess is there are going to be many lawsuits dealing with mail-in ballots, not absentee ballots, as well as with some states that did not allow poll watchers to view and prove that signatures on mail-in ballots could be identified.
- It does appear with high probability that the Senate will stay with the GOP. A split Government is not always bad for an economy.
- I think it’s irrelevant to speak about the current economy because the data looks great, but the data is false and real. It’s false because economic conditions hit a depression level due to the COVID-19 shutdown and the economy is beginning to bounce back from shut down.
- What about the future? My assumption is we will have a split Government:
 - Policies matter
 - Will not stack Supreme Court
 - Will Not have significant tax increase
 - 60 vote rule in Senate will stay in place giving the minority party a voice in all matters
 - Would imagine the Senate will be more conservative regarding spending and deficits
 - Not good for Mid-East peace talks
 - Probably be good for trading partners but not good for US
 - Regulations will increase on business
 - The Senate will have to ratify any deal regarding trade, energy, other, not sure what this means regarding fracking and energy industry at this time.
 - Would expect equity markets to be stable and normal which means we will have corrections and growth over cycles.
- **LONG TERM CONCERNS THAT ARE VERY DISCONCERNING 5-7 YEARS AWAY.**

4. Finance and Financial Development Committee Report

Jason Dark, chairman of the Roofing Alliance Finance and Financial Development committee, reported that the committee met on Nov. 6, 2020. After reviewing the financials, the committee feels the overall health of the general and scholarship funds is in good shape. Both funds are up at the time of reporting. The Roofing Alliance remains strong and the investment policy remains strong.

The committee discussed two topics which were both tabled for further research and further discussion.

- ▶ Melvin Kruger Endowed Scholarship Program – Named Scholarships - Currently a maximum of 11 scholarships (at \$5,000/each) can be awarded for the Accredited Post-Secondary Institution Scholarship Category and there are currently 10 named scholarships. A maximum of 5-\$1,000 scholarships can be awarded for the Accredited Career Technical Education Scholarship Category and there is currently one named scholarship.

The committee discussed whether there should be a designated length of time that named scholarships are awarded? Or should they be offered in perpetuity.

The matter will be taken to the Scholarship Committee for their consideration. Then, the Finance Committee will reconvene to continue discussion.

- ▶ “Principles of Roofing from Design to Installation and Beyond” - Currently the Clemson-developed course materials are available at no charge to Roofing Alliance members and to construction management schools that are members of the American Council for Construction Education (ACCE).

The committee discussed whether a selling price should be established for the course. If so, what should that price be? Due to time constraints, the discussion was tabled and will be continued at a later date. In the meantime, staff is to check on whether or not the course can qualify for CEU credits.

When Mr. Dark concluded, Harry Ryder reviewed the Audited Financial reports for fiscal year ended May 31, 2020. He reported that we had another successful audit. In the packet of materials were the Auditors letter, the engagement letter and the audited report. Mr. Ryder highlighted the follow from those documents – the Auditors letter reported that there were no reportable matters as to management judgments and accounting estimates. The engagement letter details our responsibilities during the course of the audit. Mr. Ryder explained the details of the auditor’s report being qualified as to us not recording promises to give as either a receivable or income in the year of the committed promise to the Alliance or the Scholarship program and its effect on the financials as described in foot Note 2 of the report. Mr. Ryder reported this has been the practice since the inception of the Alliance and establishing the Endowed scholarship program.

When Mr. Ryder concluded, President Thomas thanked Mr. Ryder for a successful audit and called for a vote. **A motion was made, seconded and unanimously carried to approve the Audited Financial Reports for fiscal year ended May 31, 2020 as presented.**

5. Special Guest

Before continuing the meeting with updates, President Thomas introduced a special guest who joined the meeting – Melvin Kruger. Mr. Kruger shared a few brief remarks. He said it was gratifying to see where the Roofing Alliance is today. He encouraged members to stay steady to the course. He was happy to see such commitment from so many industry professionals. What had started out as a vision had grown into a vibrant organization.

6. Updates - Programs, Projects and Committee/Task Forces

President Thomas began the updates section of the meeting by advising members that the following written updates were included in their meeting materials but there would not be formal presentations.

- Bill Good's Activity Report
- Branding Committee Report
- Member Development
- 2021 Gold Circle Awards Program (*program is closed, deadline was Oct. 23, 2020*)
- 2020-21 Most Valuable Player (MVP) Award Program (*program is closed, deadline – Nov. 20, 2020*)
- 2021-22 Melvin Kruger Endowed Scholarship Program (*deadline – Jan. 28, 2021*)

For the updates, highlights/key points from the in-person reports are noted in the minutes.

A. Construction Management Schools Initiative

2020-21 Student Competition – Chairman Allen Lancaster gave a brief report.

- this will be our 7th construction management student competition
- our goal continues to be to create awareness among CM students about our industry in general and to promote career opportunities in roofing industry management.
- thanks to Dennis Conway with Commercial Roofers for providing the project for this year's competition – the teams will be bidding to install a new roof system on the lower levels of Las Vegas Raiders Indoor Practice Facility in Henderson, NV.
- the details for the competition went out to 95 schools with construction management programs who are members of the American Council for Construction Education
- as of the report, 3 schools have committed: Clemson, Colorado State and Texas A&M (*since the report – we have a total of 8 schools, one of which is a brand-new school*)
- the 1st part of the competition is the written proposals which are due Feb. 8
- the 2nd part, the oral presentations, are scheduled to take place April 15 (*since the meeting, it has been decided they will be done virtually since IRE is no longer in April*)

Clemson University Curriculum Development – Workforce Education and Retention Initiatives for the Roofing Industry, Phase II - Dr. Dhaval Gajjar shared an update on the project.

- the objective is to educate Millennials and the Gen Z generation about the Roofing Industry (and to attract and retain)
- Phase II includes (1) the online conversion of Phase I course materials; (2) the development of two additional online courses and (3) the creation of a formal Roofing Certificate program.
- Phase II also includes an economic study regarding salary, benefits and career advancement within the industry to promote worker retention and to set appropriate expectations for those entering the industry. To date, surveys have been completed and several round-table discussions have been conducted to collect data.

- Timeline: Spring 2020/the first course (Principles of Roofing I) were offered at Clemson University; these course materials are now available for other schools; Spring 2021/the second course (Principles of Roofing II) will be offered at Clemson; Spring 2022/the third course (Roofing Business) will be offered at Clemson; all course materials and the Roofing Certificate Program will be complete by August 2022.

(Dr. Gajjar's power point presentation is available upon request.)

B.25th Anniversary Update – Dave Lawlor, Roofing Alliance Vice President and Task Force Chair

- a 25th anniversary logo has been created – and is available for members to download and use on their websites, emails, other materials going out to their customers
- a 25th anniversary page is being created on the Roofing Alliance website (it will be ready by the end of December); it will include information and materials that can be downloaded
- an announcement will be going out to all NRCA and Roofing Alliance members with NRCA's January "For Members Only"
- a number of industry media partners will be helping us announce our anniversary with a January media blitz

(A complete list of promotional plans was included with the meeting materials.)

C. Mississippi State Virtual Reality Technology Task Force Update – Josh Kelly, Task Force Chair

- the module (or modules) being developed are to focus on two main areas: ladder safety and an overall assessment of rooftop safety.
- the idea is that the program will be aimed at a new hire, an entry-level worker with no prior experience; exposing them to some of the key concepts of ladder safety
- some elements that are to be included: accessing the jobsite for best ladder location; selecting the ladder to use based on building height and weight rating; inspecting the ladder; setting it up; securing it; etc.
- faculty team is working on the storyboard and defining the activities as VR action items.

7. Wrap-Up

President Thomas finished the meeting with a few closing remarks and reminders.

- ▶ Project funding requests. The Roofing Alliance will be considering funding requests at the April, 2021 member meeting. Proposals are due Jan. 1, 2021. Mr. Thomas pointed out that the criteria for funding requests was in the meeting notebooks
- ▶ If members are interested in servicing on any other committees or task forces, let Mr. Thomas or staff know.
- ▶ Mr. Thomas told members that, at this time, the following events were planned for the April 2021 IRE in Las Vegas:
 - ◆ Roofing Alliance "dessert and cordial" reception on Tuesday, April 13
 - ◆ Construction Management Student Competition Oral Presentations, Thursday, April 15
 - ◆ NRCA Industry Awards Ceremony and Cocktail Reception also Thursday evening, April 15

(Since the meeting, the IRE will no longer be held in April. We will advise members alternate plans once they have been finalized.)

► Mr. Thomas advised members that at this time we are planning to hold our next Roofing Alliance member meeting, in person April 21-24, 2021 at the Ritz-Carlson, Sarasota, Florida. We will keep members advised as we draw closer to the dates.

8. Adjournment

There being no further business, the meeting concluded at 11:30 a.m./Central Time.