



December 13, 2019

Meeting Report

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

Nov. 15, 2019

8 – 11:30 a.m.

Trump International Hotel and Towers

1. Call to Order

Roofing Alliance President Josh Kelly called the meeting to order at 8 a.m. and welcomed everyone in attendance. He explained that this was a joint meeting of the Roofing Alliance Board of Trustees and full Roofing. Before going around the room for self-introductions, he extended a special welcome to the Roofing Alliance's newest member in attendance – Peter Horch, Horch Roofing, Warren, Maine.

Roofing Alliance Board Members present: Charles Antis, Antis Roofing & Waterproofing; Greg Bloom, Beacon Roofing Supply, Inc.; Jason Dark, Duro-Last Inc.; Piers Dormeyer, EagleView; Rudy Gutierrez, Shell Roofing Solutions Group; Josh Kelly, OMG Roofing Products; Steve Kubicka, Polyglass USA; Dave Lawlor, ROCKWOOL; George Patterson, Bennett & Brosseau Roofing Inc.; Chris Salazar, Karnak Corp.; Kyle Thomas, Thomas Roofing Co. Inc.; and Kelly Van Winkle, King of Texas Roofing Company LP

Roofing Alliance Board Members absent: Bob Daly, Jonathan Reader, Dan Tinker and David Workman

Roofing Alliance Members present: David Adams, National Roofing Partners; Danielle Beehler, Georgia Pacific; Tim Blue, Blue's Roofing Co.; Marc Cameron, Diamond Roofing; Chad Collins, Bone Dry Roofing Co.; Dennis Conway, Commercial Roofers; Trent Cotney, Cotney Construction Law; Peter Coyne, OMG Roofing Products; Doug Duncan, Nations Roof; Naomi Dupre, Kirby Fiberglass, Inc.; Matt Dupuis, Structural Research Inc.; Mark Forbes, United Materials LLC; John Geary, Nations Roof; Scott Gipson, FiberTite Roofing Systems Seaman Corp.; Stan Graveline, Sika Sarnafil, Inc.; Jim Hanson, Tremco Roofing; Helene Hardy Pierce, GAF; Peter Horch, Horch Roofing; Greg Hudson, Georgia Pacific; Scott Kawulok, B&M Roofing; Aaron Kock, CNA; Jack Krapf, Merrill Lynch/Global Wealth Management - The Krapf/Bonfim Group; Steve Little, KPost Roofing & Waterproofing; Daryl Maronic, Dataforma, Inc.; David Martiny, Firestone Building Products; Rob McNamara, F.J.A Christiansen Roofing Co. Inc., a Tecta America Company; J. Dudley Miles III, J.D. Miles & Sons, Inc.; Sherri Miles, J.D. Miles & Sons, Inc.; John Miller, Acme Roofing and Sheet Metal Co.; Bob Morgan, Upstate Roofing & Painting, Inc.; Rod Petrick, Ridgeworth Roofing; Stephen Phillips, Hendrick Phillips Salzman & Siegel; Mike Steele, Tremco Roofing; Brad Sutter, Sutter Roofing Co. of Florida; Reid Ribble, NRCA; Rob Therrien, The Melanson Company, a Tecta America Company; Lance Van Winkle, King of Texas Roofing Company LP; Tom Walker, ABC Supply; Jayne Williams, KPost Roofing & Waterproofing; and John Yuko, GSM Roofing

Others present: Rick Bonfim, Merrill Lynch/Global Wealth Management - The Krapf/Bonfim Group; Richard Burt, Auburn University; Jamie Christensen, Roofing Alliance staff; McKay Daniels, NRCA; Heidi Ellsworth, HJE Consulting Group; Dan Ervin, Duro-Last Inc.; Dhaval Gajjar, Clemson University; Bill Good, Roofing Alliance; Mark Graham, NRCA; Mike Jackson, Clemson University; Bennett Judson,

Roofing Alliance Executive Director and recorder; Alison LaValley, NRCA; Ashley Lavore, Ronald McDonald House Charities; Duane Musser, NRCA; Wande Olude, Ronald McDonald House Charities; Jessica Priske, Roofing Alliance staff; Nick Sabino, Deer Park Roofing; John Schehl, NRCA; Kyron Schuch, Polyglass USA; Anne Schroder, NRCA; Amy Staska, NRCA; Ken Sullivan, Arizona State University; Robert Ries, University of Florida; and Hilary Ward, Ronald McDonald House Charities;

2. Minutes

A motion was made, seconded and unanimously passed to approve the minutes from the April 25, 2019 Roofing Alliance Board of Trustees meeting in Litchfield, Arizona.

3. Previous Board Approvals by Electronic Votes

President Kelly 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. A copy of the audited financial report and details for the 2020-21 Melvin Kruger Endowed Scholarship Program were included in the meeting notebooks which Roofing Alliance members had access to prior to the meeting. Following are the recommendations that were unanimously approved:

- ▶ A recommendation from the Roofing Alliance Finance and Financial Development Committee to approve the Audited Financial Report for Fiscal Year Ended May 31, 2019
- ▶ Recommended changes to the Melvin Kruger Endowed Scholarship Program by the Scholarship Committee starting with the 2020-21 program.

4. Finance and Financial Development Committee Report

Jason Dark, chairman of the Roofing Alliance Finance and Financial Development committee, reported that the committee had met on Thursday. As of September 30, 2019 the fund balances were \$9,620,719 for the Roofing Alliance's general checking and investment funds and \$1,834,760 for the scholarship investment fund. All revenues and expenses are in line with the budget three months into the fiscal year. Financials were included in the meeting notebooks which Roofing Alliance members had access to prior to the meeting.

Mr. Dark reported that the committee discussed how to distribute the recently completed demographic study. The committee agreed that all Roofing Alliance members will receive one complimentary copy. The Finance committee and Board will hold a joint conference call to determine prices for (1) Roofing Alliance members who want to purchase additional copies; (2) NRCA members and (3) other non-members.

Mr. Dark then reported that a Helping Our Own Request had been received. Both the Balanced Program Committee and the Finance committee approved and recommended that the Roofing Alliance make a \$5,000 contribution to the Dale Tadlock family to help with the cost of a "Hero's" arm and related expenses for their daughter, Isabella Tadlock.

A motion was made, seconded and unanimously carried to contribute \$5,000 to help with the cost of a "Hero's" arm and related expenses for Isabella Tadlock.

President Kelly then introduced Jack Krapf who reported on the status of the investment funds and gave his economic overview. Following are highlights from Mr. Krapf's report.

Predictions:

- President will be impeached in the House only
- No Recession near Future
- Long Term Concerns

Why there will not be a recession:

- US Consumer Strong with low debt
- Solid income growth
- High savings rate-3x 2007
- Households richer- \$ 13 trillion equity growth 60% greater wealth than last recession

Economy:

- Labor market healthy
- Government hiring census workers
- Government spending will add \$300 billion to economy next 2 years
- Housing starts will pick up, but prices declining

Trump's economic policies:

- Lower taxes, reduced regulations expanding economy, but Government debt expanding
- Debt expanding
- Debt levels rising largest economies
- Highest peacetime level in 150 years
- Corporate debt highest since 07
- 50% of all Corporate debt rated BBB
- Largest 50 US companies rated BBB and will turn to junk soon. Ford fell last month

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

President Kelly began the updates section of the meeting by advising members that the following four written updates are included in the meeting notebooks but would have no formal presentations.

- Colorado State's CM Cares Program
- 2019-20 Gold Circle Awards Program
- 2019-20 Most Valuable Player (MVP) Awards Program
- 2020-21 Melvin Kruger Endowed Scholarship program

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

A.Roofing Alliance Partnership with Ronald McDonald House Charities®

- ▶ All 165 standalone Ronald McDonald Houses in the U.S. have been connected with Roofing Alliance and NRCA members
- ▶ our marketing team developed a Toolkit with tips on how our members can work with their Houses – for inspections, volunteer opportunities and media outreach
- ▶ the RMHC® Global office is working with our marketing team on a digital marketing campaign to help us gain even more exposure for this initiative
- ▶ President Kelly presented Hilary Ward, with RMHC® Global, with a wooden plaque, *“In recognition of our partnership to adopt the roofs of 165 standalone Ronald McDonald Houses in the United States to keep families together.”*
- ▶ Hilary Ward thanked our members for their overwhelming generosity and shared some outcomes of our sponsorship funds.

B.Branding Task Force

Heidi Ellsworth gave an overview of our marketing efforts to date.

- ▶ The goal of our digital marketing strategy is to expand the Roofing Alliance audience, increase awareness of the Roofing Alliance and its initiatives, and position the Roofing Alliance as a thought leader in the roofing industry. Our marketing campaign is currently focusing on:

- ◆ Digital Marketing – Social Media, Web, Email, SEO
 - we have a redesigned website which is visually compelling, user-friendly, and mobile-optimized
 - our email template was redesigned so that it matches our new branding and website
 - we developed SEO strategy to increase search visibility and attract more visitors
 - we launched social media strategy to grow audience and increase engagement
- ◆ Public Relations and Content Marketing – Blogs, Articles, Testimonials, Press Releases

Our press releases, media alerts and articles have been picked up and shared by a number of publications in addition to Professional Roofing magazine and other NRCA communication channels: Roofing Magazine, Florida Roofing, Western Roofing, Building Design Online, Roofing Contractor, Roofers Coffee Shop, etc.
- ◆ Video & Collateral Public – Updated Brochures, Testimonials
- ◆ Comprehensive Editorial Calendar with Press Releases and Articles – Monthly
- ◆ Advertising Barter – Magazines, Online, Affiliate Associations
- ◆ Events – IRE 2020, Roofing Week, Regional Shows

C. Construction Management Schools Initiative

Kyle Thomas, Co-chairman of the Roofing Alliance Construction Management Schools Initiative committee reported on the 2019-20 Student Competition:

- ▶ 9 teams are participating; 3 are new teams
- ▶ this year's project is the Ford Center, the indoor practice facility of the Dallas Cowboys. The Ford Center is part of the Dallas Cowboys World Headquarters in Frisco, Texas. (Special thanks to Keith Post, Steve Little and Chris Evans with KPost Roofing who are responsible for this year's project.)
- ▶ written proposals are due Dec. 9, 2019
- ▶ judges will select a maximum of five finalist teams who will come to the 2020 IRE in Dallas and give oral presentations on Wed., Feb. 5, 2020.
- ▶ winning teams will be announced at the NRCA Industry Awards Ceremony and Cocktail Reception being held Wednesday evening.
- ▶ members are encouraged to show their support by interacting with the students at the Roofing Alliance member reception and by attending the Student Competition on Wednesday morning.
- ▶ we are seeking projects for the 2020-21 competition in Las Vegas and the 2021-22 competition in New Orleans; members are to let Mr. Thomas or staff know if they have projects

Kenneth Sullivan, with the Arizona State University research team, gave an update on A Study of the U.S. Roofing Industry and Its Workforce which will be available in time for the IRE in Dallas.

The purpose of the study:

- ▶ Capture: Detailed description of the roofing industry workforce, its stakeholders and the work that they do
- ▶ Gather: Employment and demographic information on the roofing workforce, including an understanding of its challenges, trends and emerging issues
- ▶ Strengthen: NRCA's voice and role in Washington D.C. by gathering important statistical data that can be shared with regulatory and federal agencies
- ▶ Serve: As a member and industry resource by supplying key statistical data as a national association

Focus areas:

- ▶ Number of Roofing Contractors in US
- ▶ Construction Roofing Workforce Demographics
- ▶ Construction Roofing Workforce Challenges
- ▶ Manufacturing, Design Roofing Workforce Demographics

Dhaval Gajjar reported on the progress of the college-level course, "Principles of Roofing from

Design to Installation and Beyond” being developed at Clemson.

- ▶ the objective is to educate Millennials & the Gen Z Generation about the roofing industry - attracting & retaining
- ▶ it’s a two-phased approach: (1) offering a roofing-focused college course that will (2) lead to a formal roofing certificate program
- ▶ proposed topics to be covered:
 - ◆ Types of Roofing Systems
 - ◆ Installation Details of Roofing Components
 - ◆ Reading Blueprints & Specifications
 - ◆ Safety
 - ◆ Estimating
 - ◆ Building Codes in Roofing
 - ◆ Technology in Roofing
 - ◆ Career Options in Roofing
 - ◆ The Roofing Industry & the Environment
 - ◆ Roof Repair & Maintenance
- ▶ course details:
 - ◆ Undergraduate / Graduate Course
 - ◆ Thursday from 12:30 PM to 3:00 PM
 - ◆ 15+ Roofing Alliance companies have agreed to give in-person guest lectures
- ▶ student details:
 - ◆ 15 students enrolled within two days of registration open; plan to cap at 20 students
 - ◆ Class Demographics
 - 75 / 25 split between Construction Management and Civil Engineering students
 - 50 / 50 split between undergraduates and graduates
 - 4 females
- ▶ next steps, Phase 1: January – 1st student survey; February-May – course offering; April – 2nd student survey; June – final report
- ▶ proposed next steps, Phase 2:
 - ◆ convert current in-person course to an online course
 - ◆ conduct a small-scale economic study – pay scale, benefits, career advancement opportunities
 - ◆ develop an online roofing certificate program that would include two additional courses plus the current course for university students and corporate industry professionals

D.NRCA/Roofing Alliance Career Technical Education (CTE) Task Force

Nick Sabino, current NRCA Chairman and chairman of the task force gave an update on current CTE efforts.

- ▶ partnering with NCCER to develop new steep- and low-slope curriculum
- ▶ partnering with ABC to develop a model based on their apprenticeship program and utilizing training available training centers
- ▶ partnering with SkillsUSA to introduce roofing to CTE and high school students and educators; the June 2020 competition in Louisville will include a roofing component in the TeamWorks competition.
- ▶ a toolkit is being developed that can be used to reach out to CTE schools, local middle- and high-schools, counselors, educators, parents, veterans, prisons/inmates, and general materials for trade shows and career fairs.
- ▶ a white paper is being developed and will be distributed to members on the Perkins Act to educate them on CTE funding that is available

E.Member Development

Rob Therrien, chairman of the Membership Development Committee, gave a brief update.

There are three key objectives to generate revenue for 2019-20 through multiple avenues for the

Roofing Alliance, as well as to expand the organization's visibility:

- ▶ Expand Alliance membership and generate \$250,000 in new member commitments (Three new members have joined since June 1, 2019.)
- ▶ Raise \$25,000 for the Melvin Kruger Endowed Scholarship campaign
Contributions for the 2020 National Roofing Week Giving Day will go to the scholarship fund. The goal is \$25,000.
- ▶ Secure at 2-3 new Planned Giving donors.

Mr. Therrien also recognized and thanked the latest donors Nelson and Jaclyn Braddy and current donor, Dennis Conway, for increasing his gift. (A total of \$757,409 in gifts has been pledged and received to date from Roofing Alliance Donors who have left charitable bequests, established charitable trusts or used some other form of estate planning to support our planned giving initiative)

F.NRCA ProCertification™ and TRAC

NRCA COO, McKay Daniels, gave an overview of the three separate but related entities:

- ▶ education – Training for Roof Application Careers (TRAC) is a blend of online and hands-on training companies can use to provide new and inexperienced field workers with information and skills to help them become quality roof system installers who thrive in their careers. There currently are two packages available for purchase: Thermoplastic Roof Membrane Installation and Asphalt Shingle Installation.
- ▶ training – Qualified Trainers are professional trainers and coaches for roofing companies who possess the focus, dedication and knowledge to:
 - ◆ Explain how NRCA's training and certification programs work together
 - ◆ Conduct engaging training sessions designed to help installers learn about roof systems and their installation
 - ◆ Coach installers to develop their installation skills
 - ◆ Guide installers through NRCA's online and hands-on training activities
 - ◆ Trac installer's training efforts
 - ◆ Champion the training function at their companies
 - ◆ Train new employees, getting them onboarded faster and more efficiently
 - ◆ Provide guidance to midlevel employees looking to further their careers
 - ◆ Assist seasoned employees who are pursuing NRCA ProCertification™
- ▶ certification - ProCertification™ - Through a series of assessments, NRCA will certify workers who have met all the requirements for each type of roof system installation allowing them to earn professional credentials

G.Moisture Release in Concrete Roof Decks

Matt Dupuis with Structural Research gave an update on the moisture release in concrete roof decks study. Following are bullet points from the update.

- ▶ December 2018 to December 2019 data collection
 - ◆ Full scale concrete roof decks and roof built, then instrumented in SRI's lab.
 - ◆ Roofs with and without vapor retarders
 - ◆ Normal weight and light weight structural concrete
 - ◆ Taken to failure
- ▶ What is failure?
 - ◆ 2015 research for CRC presented to CRCA
 - ◆ Majority of roofs constructed with Paper Faced Polyisocyanurate
 - ◆ Approximately 10 lb/ft in the paper facer
 - ◆ Used data to validate computer model for these roofs
- ▶ Thousands of simulations conducted
 - ◆ Results matched field observations of moisture locations
 - ◆ Warm temperature moisture accumulated at insulation to concrete interface
 - ◆ Cold temperatures moisture accumulated at the membrane to insulation interface

- ▶ Tables assembled of results
 - ◆ Sample tables for stripped form, normal weight concrete deck
- ▶ the goal is to have the finished report by the February, 2020 IRE®

6. Wrap-Up

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

- ▶ Project funding requests. The Roofing Alliance will be considering funding requests at the April, 2020 member meeting. Proposals are due Jan. 1, 2020. Mr. Kelly 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. Kelly or staff know.
- ▶ Mr. Kelly encouraged members to plan to attend Roofing Alliance events at the 2020 IRE® in Dallas:
 - ◆ Roofing Alliance “dessert and cordial” reception on Monday evening, Feb. 3
 - ◆ Construction Management Student Competition Oral Presentations, Wednesday, Feb. 5
 - ◆ NRCA Industry Awards Ceremony and Cocktail Reception also Wednesday evening, Feb. 5
- ▶ Mr. Kelly asked members to mark their calendars and plan to attend the next Roofing Alliance member meeting, April 23-25, 2020 at the Ritz-Carlson, Sarasota, Florida. The meeting immediately follows Roofing Day in DC, which concludes April 22. Details for the April meeting will be sent out in the near future.

7. Adjournment

There being no further business, the meeting concluded at 11.10 a.m.