



November 19, 2021

Meeting Report

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

November 12, 2021

8 – 11:30 a.m.

Trump International Hotel and Towers, Chicago, IL

1. Welcome Remarks, Call to Order, Anti-Trust

Roofing Alliance President Dave Lawlor called the meeting to order at 8 a.m. and welcomed everyone in attendance. He extended a special welcome our two newest Roofing Alliance member companies:

- ▶ Ken Kelly with Kelly Roofing, Bonita Springs, Florida and
- ▶ Chad Paris, Jason Stanley and Brunno Batista with IB Roof Systems, Grapevine, Texas

He also gave an honorary mention to the three companies that joined during the pandemic:

- ▶ Robert Cantaley, Complete Building Maintenance Company, Lombard, Illinois
- ▶ Mark Zehnal with IBHS, Tampa, Florida and
- ▶ Bryan Peck with Peck Brothers LLC, Elmwood Park, New Jersey

He asked Kelly Van Winkle, the Roofing Alliance's first female Vice President to stand and be recognized.

President Lawlor then officially called the meeting to order; he explained that this was a joint meeting of the Roofing Alliance Board of Trustees and full Roofing Alliance members; and he gave a brief reminder that the meeting was governed by the Roofing Alliance's Anti-Trust Policy.

Roofing Alliance Board Members Present: Charles Antis, Antis Roofing & Waterproofing LLC; Greg Bloom, Beacon Building Products; Jason Dark, Duro-Last Inc.; Piers Dormeyer, eagleview; Rudy Gutierrez, Shell Roofing Solutions Group; Stephen Kubicka, Polyglass U.S.A. Inc.; Michelle Lane, Firestone Building Products Co. LLC; Dave Lawlor, ROCKWOOL (Roofing Alliance President); George Patterson, Bennett & Brosseau Roofing Inc.; Kyle Thomas, Thomas Roofing Co. Inc.; and Kelly Van Winkle.

Roofing Alliance Board Members Absent: Steve Little, KPost Roofing & Waterproofing; Stephen Phillips, Hendrick Phillips Salzman & Siegel; Jonathan Reader, R&B Roofing LLC; Dave Tilsen, Tilsen Roofing Company Inc.; and Dan Tinker, SRS Distribution Inc.

Roofing Alliance Members Present: Troy Baker, SRS Distribution Inc.; Brunno Batista, IB Roof Systems; Tim Blue, Blue's Roofing Co.; Marc Cameron, Diamond Roofing; Dennis Conway, Commercial Roofers Inc.; Peter Coyne, OMG Roofing Products; Rick Damato, Damato Enterprises; Mark DeFritas, SOPREMA; Tupac De La Cruz, Roofing Solutions LLC; Christina Donovan, A.W. Farrell & Son; Doug Duncan, Nations Roof; Naomi Dupre, Kirby Fiberglass Inc.; John Embow, Grove Roofing; Jennifer Ford-Smith, Johns Manville Roofing Systems; Scott Gipson, FiberTite Roofing Systems Seaman Corp.; Lorie Herman, A.W. Farrell & Son; Alex Hernandez; Clark Roofing Co.; Peter Horch, Horch Roofing; Monte Horst, OMG Roofing Products; Michael Johannes, Nations Roof; Scott Kawulok, B&M Roofing of Colorado Inc.; Josh Kelly, OMG Roofing Products; Rob Kornahrens, Advanced Roofing; Allen Lancaster, Metalcrafts a Tecta America Company LLC; David Martiny, Firestone Building Products Co. LLC; Bruce McCrory, Nations Roof Gulf Coast; Rob McNamara, Tecta America Corporate Office; Dudley Miles, J.D. Miles & Sons Inc.; Sherri Miles, J.D. Miles & Sons Inc.; Bob Morgan, Upstate Roofing & Painting Inc.; Dan Murphy; Chad Paris, IB

Roof Systems; Jim Patterson, CentiMark Corporation; Rod Petrick, Ridgeworth Roofing Co. Inc.; Helen Hardy-Pierce, GAF; Chris Salazar, KARNAK; Kent Schwickert, Schwickert's a Tecta America Company LLC; Jason Stanley, IB Roof Systems; Joe Stassi, Carlisle Construction Materials; Peter Stevens, Duro-Last Inc.; Brad Sutter, Sutter Roofing; Curtis Sutton, Rackley Roofing Co. Inc.; Rob Therrien, The Melanson Company a Tecta America Company; Kent Tolley, Nations Roof; Kelly Van Winkle, King of Texas Roofing Company LP; Lance Van Winkle, King of Texas Roofing Company LP; Tom Walker, ABC Supply Co. Inc., David Workman, RoofConnect; John Yuko, GSM Roofing and Mar Zehnal, IBHS.

Others Present: McKay Daniels, NRCA; Heidi Ellsworth, HJE Consulting; John Esbenshade, NRCA; Dhaval Gajjar, Clemson University; Bill Good, Roofing Alliance; Mark Graham, NRCA; Jeff Jarvis, NRCA; Bennett Judson, Roofing Alliance Executive Director and Recorder; Jack Krapf, Merrill Lynch/Global Wealth Management - The Krapf/Bonfim Group; Alison LaValley, NRCA; Marcia Martin, J.D. Miles & Sons Inc.; Susanna Massey, Topps Products; Duane Musser, NRCA; Jessica Priske, Roofing Alliance; Harry Ryder, NRCA; John Schehl, NRCA; Anne Schroeder, NRCA; Amy Staska, NRCA.

2. Minutes

A motion was made, seconded and unanimously passed to approve the minutes from the April 22, 2021, Joint Board of Trustees and Finance and Financial Development virtual meeting.

Board Recommendations Approved by Electronic Votes

President Lawlor 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 was included in the meeting notebooks which Roofing Alliance members had access to prior to the meeting. Following are the recommendations that were approved:

- ▶ There was a motion regarding the Roofing Alliance providing funds to NRCA for development of their TRAC program. The motion was for the 10-percent royalty (which was part of the original funding request) to begin when TRAC program revenue reaches \$1 million or in 5 years, whichever comes first. Then, once the royalty begins, it will continue for 5 years after that.
- ▶ The next recommendation was regarding a proposed research topic on wage and benefit rates and to have it developed by Clemson University. *Note: since this electronic vote was taken, there was further discussion and the topic was tabled for now.*
- ▶ A recommendation was to approve the criteria for the 2022-23 Melvin Kruger Endowed Scholarship program, and
- ▶ A recommendation was to approve the Audited Financial Report for the fiscal year ended May 31, 2021.

3. 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.

- ▶ We are in good financial condition and are within budget.
- ▶ The investment funds as of Oct. 31, 2021:
 - the general fund balance is \$12,500,000 – up \$556,000
 - the scholarship fund stands at \$2,427,000 – up \$155,620
- ▶ We had received \$21,000 in new participant commitments – which we do not budget for any.
- ▶ Two unbudgeted items were presented for funding; they were approved by the Finance committee and are being recommended to the Board for approval.

-up to \$10,000 for a Boy Scout Memorial Pavilion in memory of Vinny Abbondanza

-\$35,000 for a Construction Management Faculty Boot Camp hosted by Arizona State University

Both requests will be presented later in this meeting and will need to be voted upon.

- ▶ Mr. Ryder advised the Finance committee that the National Roofing Service Corp. is in the process of being dissolved. Because the Roofing Alliance owns 35 percent of the NRSC, once everything is finalized, the Roofing Alliance will receive between \$110,000 and \$120,000. There is no decision needed at this time. But, once the funds are received, a decision on where the funds should be applied will need to be made.

Once Mr. Dark finished his Finance committee report, James Patterson presented the request for \$10,000 to build for a project in memory of Vinny Abbondanza, an OMG Roofing Products employee and long-time Roofing Alliance member. The project is an outdoor pavilion that will be used for scouting activities at the Horace A. Moses Reservation. Vinny was actively involved the scouting program for over 16 years. The Roofing Alliance would be one of several industry organizations and companies that are contributing to the pavilion.

A motion was made, seconded and unanimously passed to approve up to \$10,000 to the Vinny Abbondanza memorial Boy Scout pavilion.

4. Investment Performance Update

Jack Krapf with Merrill Lynch reviewed both the Roofing Alliance and Scholarship investment portfolios. As of Nov. 1, 2021, the market value of the Alliance fund was \$12,487,711 and the scholarship fund balance was \$2,421,957. Mr. Krapf then shared his economic perspective.

Thomas Jefferson said, Thomas Jefferson said, "The democracy will cease to exist when you take away from those who are willing to work and give to those who would not."

- A. US Budget Mandatory vs. Discretionary spending.
- B. The Covid shut down cost the US economy five trillion dollars
- C. Fed will taper. Rates will go higher market may correct short term.
- D. Short lived correction if it happens.
- E. 20 – 30 percent upside from these levels for 1 year to 18 months
- F. Why Tailwinds
 - a. Positive Monetary and fiscal policy
 - b. Low interest rates
 - c. Pent up demand
 - d. Expanded Vaccinations
 - e. Increase savings rate and solid growth per household
 - f. Pending Infrastructure
- G. Headwinds
 - a. Supply Chain disruptions
 - b. Covid expansion
 - c. Geopolitical
 - d. Interest rates rising
 - e. Worsening credit analysis
 - f. Energy costs
 - g. Tax rates
- H. Long Term Concerns

5. Member Project Initiatives

President Lawlor introduced a new segment being added to the member meetings going forward. Roofing Alliance members will be given an opportunity at each meeting to present different programs, projects and initiatives they are involved with. To start this new segment, Jason Stanley with IB Roof Systems shared information on two programs they support – Boys and Girls Clubs of America and the work they do with the Oklahoma prison system certifying inmates for roof application.

Following Mr. Stanley's presentation, it was recommended that two new task forces be created. (1) a task force to explore opportunities for members to connect with their local Boys and Girls Clubs to help maintain the roofs of their facilities and to share more about our industry and career opportunities. (2) a task force that would look at the work IB Roof does with the Oklahoma state prison system and use it as a model for other areas. *(Members can reach out to Roofing Alliance staff for more information on either of these two initiatives.)*

Members interested in being involved with either task force are to contact President Lawlor or Roofing Alliance staff.

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

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

- 2020-21 Gold Circle Awards Program
- 2020-21 Most Valuable Player (MVP) Awards Program
- 2022-23 Melvin Kruger Endowed Scholarship program

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

Allen Lancaster, chairman of the Roofing Alliance Construction Management Schools Initiative committee reported on the 2021-22 Student Competition:

- ▶ 7 teams are participating
- ▶ the Four Points Sheraton Hotel on Bourbon Street in New Orleans is the project
- ▶ we are set with mentors and judges
- ▶ written reports are due Nov. 19; finalist teams will give oral presentations on Feb. 2 during the 2022 IRE in New Orleans
- ▶ members are encouraged to show their support by attending the oral presentations on Feb. 2

Dhaval Gajjar reported on the progress of the college-level course, "Principles of Roofing from Design to Installation and Beyond" being developed at Clemson.

- ▶ first course was offered in person; the materials have been converted into an online course; materials are available for use by other schools – 10 students took the first course
- ▶ second course was offered in person; materials are being converted into an online course; materials will be made available to other schools – 17 students took the second course (during covid)
- ▶ currently developing material for the third course which will be offered at Clemson the spring of 2022 -registration has been open for 2 weeks – 31 students are currently registered
- ▶ August 2022 is the planned completion date when the three courses will be fully developed for a formal Roofing Certificate and will be available for other schools
- ▶ We are seeing an impact of the course on students who are selecting the roofing industry as a career of choice. Five students have been placed with roofing contracting companies that we are aware of.
- ▶ a possible next step is to create a manual for the course

Bill Good presented a request for \$35,000 for Arizona State University to host a Construction Management Faculty Boot Camp.

- ▶ Once we have the completed course materials from Clemson, the challenge will be getting it into

other schools

- ▶ Arizona State University, Tempe, has proposed their hosting a construction management faculty boot camp for approx.. Ten instructors (as a pilot program) March 6-13, 2022.
- ▶ The goal of the boot camp would be to (1) promote the roofing course materials, (2) provide an overview of roofing for faculty who may not have experience in the roofing industry or may not be teaching roofing courses and teach them to use our roofing specific course materials being developed by Clemson University; and (3) to help improve their teaching skills.
- ▶ the success of the boot camp would be determined by: (1) having more schools integrate the course materials into their curricula (2) having more CM students enter the roofing industry as a result of taking the roofing courses and (3) getting more roofing specific materials into the schools and creating more general awareness for our industry.

A motion was made to approve \$35,000 for an Arizona State University Hosted Construction Management Faculty Boot Camp, March 6-13, 2022. The motion was seconded and unanimously Approved.

Mr. Good continued by reporting on his involvement with the ACCE as the Roofing Alliance Representative, fundraising and the RMHC initiative. Mr. Good's full update was included in the meeting notebooks.

Josh Kelly, chairman of the Mississippi State VR Technology Task Force reported that the project is complete and shared some of the Task Force conclusions.

- ▶ VR has potential.
- ▶ Getting it right depends on the developer and takes time and money for good story writing and content development.
- ▶ The content developed during this project is not ready for distribution, however, the Task Force believes the technology has potential, and an alternative approach to VR could benefit the industry and membership
- ▶ Stay tuned – more to come.

Rudy Gutierrez, chairman of the Heat Stress Conditions and Awareness for Roofing Workers Task Force reported on progress made to date.

- ▶ the focus of the study is to better understand the conditions faced by roofing technicians, the response to those environments affected by heat stress and how to better prepare for the increasingly hot working conditions
- ▶ 7 companies have agreed to participate so far
- ▶ construction management and civil engineering students have been recruited to help with the research; the CM student is currently working on the survey instrument for the national survey
- ▶ a subaward has been issued to Dr. Min Jae Suh, Tenured Professor at Sam Houston State

Branding Task Force Chairman Piers Dormeyer reported on task force activities and outcomes.

- ▶ we're seeing the results of the rebranding efforts in the increased website traffic, email click rates, number of social media followers and amount of engagement
- ▶ LinkedIn is the most powerful method of getting our message out
- ▶ we're building our YouTube channel – we need members to subscribe
- ▶ the editorial calendar provides a roadmap for our public relations efforts – some form of communication goes out on a weekly basis
- ▶ each member will receive a commemorative 25th anniversary trophy
- ▶ an eBook with the top 25 accomplishments of the Roofing Alliance was created

Rob Therrien, chairman of the Membership Development Committee, reported on committee goals and activities.

- ▶ Expand membership, generate \$200,000 in commitments; wo new members have joined since June 1, 2021 for a total to date of \$150,000
- ▶ raise a minimum of \$25,000 for the Melvin Kruger Endowed Scholarship Program – a \$50,000 contribution was received from SRS Distribution. Dec. 2, 2021, Cotney Construction Law will be matching funds donated to the Melvin Kruger Endowed Scholarship program up to \$2,500.
- ▶ Secure at 2-3 new Planned Giving donors.
- ▶ Chairman Therrien asked **each member to help get a member** with a goal of reaching 180 members this fiscal year, current membership stands at 177. Mr. Therrien asked members to review the list of prospective companies in the meeting notebooks and help identify any companies with which they can help.

Planned Giving Steering Committee Chair, Dennis Conway, reported that to-date, the Roofing Alliance has received \$757,409 in gifts from its Donors who have left charitable bequests, established charitable trusts or used some other form of estate planning to support our planned giving initiative. He then **issued a challenge to members that he would like to see us reach \$1 million in planned giving gifts by the member meeting in November, 2022.**

Kelly Van Winkle then shared her story about why she and her husband decided to make a planned giving gift. The contributing factor to their decision was the Roofing Alliance’s Helping Our Own Program.

Kelly Van Winkle presented the Project Review Committee’s recommended changes to the current funding request guidelines. The recommended changes were included in the meeting notebooks.

A motion was made to accept the recommended changes to the current funding request guidelines as presented. The motion was seconded and unanimously carried.

7. Wrap-Up

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

- ▶ Project funding requests. The Roofing Alliance will be considering funding requests at the April, 2022 member meeting. Proposals are due Jan. 1, 2021.
- ▶ Mr. Lawlor encouraged members to plan to attend Roofing Alliance events at the 2022 IRE® in New Orleans
 - ◆ Roofing Alliance “dessert and cordial” reception at the National WWII Museum on Monday evening, Jan. 31.
 - ◆ Construction Management Student Competition Oral Presentations, Wednesday, Feb. 2
 - ◆ NRCA Industry Awards Ceremony and Cocktail Reception also Wednesday evening, Feb. 2
- ▶ Mr. Lawlor asked members to mark their calendars and plan to attend the next Roofing Alliance member meeting, April 21-23, 2022, at the Ritz-Carlson, Sarasota, Florida.

8. Adjournment

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