



**SAN DIEGO ROOFING CONTRACTORS ASSOCIATION**

## *From the President.....*

2012 is officially here and I am extremely excited to be the new SDRCA President for the next two years. I've been a member over the past ten years and have seen a lot of changes, developed a lot of relationships, and after serving on the board of directors last year I felt compelled to take on this leadership role and be a part of the exciting things the SDRCA has lined up for 2012.

There is no better time than now to get involved in the SDRCA. During these tough economic times it is very important to stay current on all of the latest roofing news, trends, educational opportunities, and the latest technology.

The SDRCA has provided roofing contractors with the tools to be successful through this recession. On a personal note, the SDRCA has been great source for me to grow as a roofing professional and has helped RSI Roofing stay stable through these times.

For 2012 we are lining up great speakers and fun social/educational events and we want you to be a part of it! If you haven't already, I encourage you to become an active member at the SDRCA. It's the best source in San Diego to take your roofing business to the next level.

Sid Scott  
2012 President  
SDRCA

### Inside this Issue:

- SDRCA Vision 2012
- Remembering our friend
- The Real Cost of a Bad Roofing Decision
- Do You Know the Changes in the 2012 Labor Code?
- Got Coverage?

### *Upcoming Events*

**February 22-24, 2012**

International Roofing Expo

Orlando, Florida

[Click Here to Register](#)

**March 7th**

SDRCA Dinner

Four Points Sheraton

How To Prepare Yourself For  
An Unavoidable Situation

**May 11- 21st**

SDRCA Member Spring trip to  
Germany

**June 24-27**

Western States Roofing Expo  
Paris Hotel & Casino

[Click Here to Register 10% Discount if by 2/1/2012](#)

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**The San Diego Roofing Contractors' Association (SDRCA) has been serving the Roofing Industry for over forty years.**

**Times, techniques and technology has changed, but the SDRCA Core Values, Code of Ethics, Mission and Vision Statement has not.** The 2012 Board of Director Team is committed and dedicated to serving our members and this association with new education, resources, training and savings for the purpose of helping our members continue a tradition of profitability and professionalism in our industry.

**It is the intent of this Association to establish and maintain professional standards and practices in the Roofing Industry through education and public awareness.** Our members are committed to excellence and they use the benefits offered by the Association to help obtain this goal. The SDRCA encourages you to become fully aware of the potential problems of dealing with an unlicensed, uninsured roofer.

The SDRCA was formed in 1957 to preserve and promote the art of roofing application. SDRCA members recognize that after 40 years of innovation in roofing technology and Application, the following goals are as meaningful and relevant today as they were yesterday and will be tomorrow.

The SDRCA remains a strong supporter of open competition and the free enterprise system; indeed, this competitive environment led to the success of its members. SDRCA members recognize that the perpetuation of such a healthy business environment is greatly influenced by their own professional conduct. The SDRCA supports the following practices, and encourages them in its members.

### **SDRCA Member Code of Ethics:**

1. To conduct my business in an ethical manner, so that I will reflect credit and confidence by the public in our industry as well as my own business.
2. To consider my vocation worthy and dignified and thus affording a distinct opportunity to serve society.
3. To hold that the exchange of my goods and service for a fair profit is legitimate and ethical, provided all parties in the exchange are benefited.
4. To elevate the standards of my vocation by exercising a high degree of care in the execution of all work, and correct any defective work as a direct challenge to my ability and integrity.
5. To protect and defend the public from fraudulent and unethical practices affecting our industry.
6. To cooperate with the association in its effort to better conditions in the industry, so that public, management, capital and labor will all mutually benefit.
7. To operate my business in accordance with the rules and regulations of constituted authority at all levels and in a manner which will leave no doubt as to my loyalty to my country and its ideals and fundamental principals.

### **The SDRCA Mission Statement:**

The mission of the San Diego Roofing Contractors' Association is to establish and maintain professional standards and practices in the roofing industry through education and public awareness.  
Adopted January 1997

***To elevate...To protect and defend...To cooperate...so that all benefit.***

### **The SDRCA 2012 Vision Statement:**

The mission of the San Diego Roofing Contractors' Association is to establish and maintain professional standards and practices in the roofing industry through education and public awareness. Adopted January 1997

## **Longtime Roofing Friend John MacLaughlin Passes Away**

John MacLaughlin was born on April 6<sup>th</sup>, 1943 in Coronado Calif., the son of a U.S. Naval Academy graduate and Marine pilot who was lost in action in WW II. He grew up in the New Jersey town of Collingswood. John was a graduate of Temple University in Philadelphia with a degree in Mechanical Engineering. He started his sales career in the titanium metals field and later held sales management positions in the tile and paint industries.

A 15 year employee, John came to Roofmaster in 1996 as their National Marketing Manager, where he was responsible for the companies national marketing programs along with Key Headquarter Sales in the East Coast. He was a talented writer and highly skilled in graphic layout and design.

He enjoyed playing pool with co-workers and friends and was a Nationally Licensed soccer referee for many years. He was active in the local RCA and enjoyed traveling.

John passed away on December 18<sup>th</sup> in his home town of Upland, Calif. with family and close friends at his bedside. He is survived by his wife Jackie and their two sons , John and Scott, his step-father Henry Keckhut and a brother Robert. In lieu of flowers, donations may be made to either the National Heart or Kidney Foundations.

### **Last Toast To John Mac**



# The Real Cost of a Bad Roofing Decision

By David Susi, RSI Roofing

**If I had to pick one article for a Property Manager or Owner to read about how they could really make an impact on their bottom line, this would be it.** Your roof tends to cost more than any other investment on your property which means you should really pay extra attention to the decisions you make for your roofs. A wrong decision in selecting a roofing contractor and or the wrong roofing specification for your project is way more expensive that you can imagine.

Most clients select a contractor based on priced. I mean, who wouldn't? If 2 or 3 contractors are bidding the same specification then it should be a matter of who can do it the cheapest, right?

First, buying a roof is not like buying a car or a washing machine which are assembled in a factory, where everyone that comes off the assembly line is exactly like the next. Roofs are "assembled" on your building, and every building has variables, and frankly every roofer has variables. Therein lies the problem; well, one of them.

What really is going to dictate the quality of your installation, begins with training of the installers, long term (verifiable) reputation, field oversight, follow up from management, and manufacturers score cards for the company. Yes, manufacturers keep a record of how well a roofing company scores on final inspections, and they are expected to improve from them.

Now let's talk about the specification selected. Again the allure is price, and that may be OK depending on your long or short term needs for the property. Also critical are the specific conditions of the roof- i.e. drainage, unusual penetrations, the amount of unrestricted access by tenants or service contractors, and unusual debris issues, like trees, or other vegetation.

What should really dictate the product used on your roof should be the two things: 1- the length of time (term) that you plan to hold the property, and 2- the conditions needing to be addressed on that roof during that term.

## Let's look at the costs of a wrong decision:

First is the original expenditure, let's call it \$25,000.00 for a "restoration system". You saved \$7,000 over another contractor who wanted to put a different more traditional single ply membrane. Then leaking from ponding water in the near or short term causes damage to the interior of the building, which aggravates your tenant.

What you don't see is that the leaking has also damaged the plywood deck, some structural members, insulation which has been saturated, ceiling tiles, damp carpet and the roof membrane itself. That was all from leak #1.

A season later, the same issues occur, but this is an El Nino year and the water intrusion is even more pronounced, the damages repeat but are wider in scope. The contractor and the manufacturer both claim that ponding water is an exclusion in your warranty (and they are right- see the fine print).

You financial losses that you can quantify to date from both years are At about \$4,000, plus your tenant has withheld a months rent \$4,500 and has contacted their attorney because the tenants employees are complaining that they are having respiratory problems probably due to mold; but the attorney want an industrial hygienist sent in to take air sampling to be sure. Cha- Ching !

This will usually prompt and insurance claim that will get denied, because roofers insurance has mold exclusions. So, you and the roofer go head to head most probably in arbitration.

As you can see, the \$7,000 savings isn't what you thought it would be, especially if you lost a tenant. What about the distractions it caused you? Are you still going to represent your land lord? Did your reputation take a hit? This is why the decisions you make on your roofs be held at such a high importance. This is not an investment you want to be wrong on.

## Welcome New Member

Restoration Management Corporation, Mark Buckner Branch Manager

Since 1985 the company has been the trusted solution for emergency mitigation services whether it is a singular loss, a regional disaster or a large scale catastrophe. It has always been the goal to deliver customers with reliable year-round service, 24 hours a day, 7 days a week. The team is driven by compassion and remains committed to the principle in which it was founded:

Earning the trust of the their customers...one customer at a time.

## 2012 Changes in the Labor Code

Effective January 1, 2012, California Labor Code section 2810.5(a) requires that each employer provide the following information to each employee at the time of hire in the language the employer normally uses to communicate employment-related information and the employee sign the notice to acknowledge receipt.

*Some of the required information employers must provide, in writing, to new hires are:*

- Rate or rates of pay, including overtime.
- Allowances, if any, claimed as part of the minimum wage.
- The employer's regular payday.
- The employer's name, phone number, physical address of the employer's main office or principal place of business, and a mailing address, if different.

The name, address and phone number of the employer's workers' compensation insurance carrier.

There are some exemptions which may exclude your company from having to distribute this notice to your newly hired employees. So be sure to read the full text of Labor Code section 2810.5 by going to [www.leginfo.ca.gov/calaw.html](http://www.leginfo.ca.gov/calaw.html). Check "Labor Code" and search "2810.5" in quotes. And as always, consult with your legal counsel before making any changes to your company's policies and procedures.

### Recognize Anyone?



**One of the benefits of your SDRCA Membership is the opportunity to receive special discounts, incentives, offers and savings for your business by working with our Associate Members.**

The SDRCA Director Team works on your behalf to find valuable, professional resources who have products and services to offer our members specialty rates and programs. Over the upcoming year we will be sharing with you more of the resources available to you as part of your membership.

One of the ways to help ensure strong profits for your company is to work with reliable vendors and service providers who genuinely care about your success and wellbeing.

This month's feature brings you details on the General Liability Program for our members.

## **GOT COVERAGE?**

### **SDRCA General Liability Program for Members**

The San Diego Roofing Contractors Association (SDRCA) and Coronado Insurance Wholesale Services are proud to present a new General Liability option for contractors who are members.

The construction industry is critical to any growing economy. The nation has experienced a decrease in the economic environment while at the same time the insurance industry has become more competitive. Insurance is now available and cost effective for many contractors in California. Competitive programs providing lower premiums, varied coverage limits, and financially stable carriers are the foundation for the current marketplace.

Through Coronado Insurance Wholesale Services, roofing contractors who are members of the SDRCA will have access to premium discounts, a loss control program and financially stable carrier.

At Coronado Insurance Wholesale Services, our fundamental goal is to provide a new, unique and stable market for contractors through profitable underwriting, superior claims service, and risk management programs through your local independent agents and brokers.

Risks Insured: Residential & Commercial Roofing Contractors

Program Features:

- Admitted, Rated Carrier
- \$1200 Minimum Premium
- Tracts, Apartments, Condos & Town homes, & Hot Work available CG 20 10 11/85 available - Commercial Work only

Coverage: Limits of Coverage: Up to \$1 million per Occurrence  
\$2 million General Aggregate

- Deductibles: as low as \$2,500 per claim
- Rating Basis: Gross Receipts
- Maximum Policy Term: 1 (one) Year

Inspections: A telephone inspection is made on all accounts

- Completed & Executed applications only

Download application at [www.SDRCA.com](http://www.SDRCA.com)

Completed Jobs: Jobs completed prior to policy date are not covered

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## How To Prepare Yourself For An Unavoidable Situation

The first Quarterly Dinner Meeting of the year has been scheduled for Wednesday, March 7th at the Four Points Sheraton on Aero Drive. The topics presented relate to anyone who retains employees. Please send in your reservation form, it is attached at the end of the newsletter.

### Defending Yourself Against OSHA Investigations

Robert P. Stricker has been defending employers in OSHA investigations since 1982. He is considered by many San Diego safety experts to be one of the leading attorneys in San Diego on OSHA matters. He has given numerous seminars instructing employers on how to prepare for OSHA investigations, and how to successfully defend against OSHA citations.

### Common Mistakes Employers Make In Workers' Compensation Litigation

Retired Workers' Compensation Judge Richard Robyn Sr. will discuss through his experience the common mistakes that employers make during and prior to issues reaching trial. It can sometimes be the steps you take during a Workers' Compensation claim that can assist you if the case reaches trial before a judge.

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## Spring Tip To Germany!

Your trip will begin in Frankfurt via nonstop air service from Los Angeles on May 11th. After three nights we will transfer to Berlin, then on to Munich with return nonstop flights to Los Angeles on May 21st.

Tour Includes:

- 10 nights' accommodations. (3 nights Frankfurt, 4 nights Berlin, 3 nights Munich)
- All airline and train transportation, educational tours at selected sites
- Breakfast daily at hotels, english-speaking transfer guides from airports and train stations
- All taxes and service fees

Possible sites

- The Roofers Purchasing Coop in Munich, The Braas Monier Tile Factory in Frankfurt
- The German National Roofing Training Facility, Jobsites and Shop of the Roland Roofing Berlin

We will also have optional city tours in each location.

Package Price: \$3,895 per person based on double occupancy. To secure your reservation, a \$300 deposit per passenger is required before February 8, 2012. Final payment will be due on March 1, 2012. We will send you a PayPal invoice for payment after filling out form below.

This trip is based on a minimum of 12 passengers.

A portion of the cost your trip may qualify for a tax deduction. Please consult your tax specialist for details.

## Thank You to the 2012 Advocate Sponsors

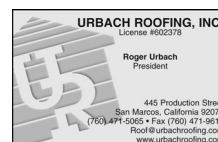
### Diamond



### Emerald



### Pearl



The SDRCA wishes to Thank our contributing Sponsors. The ability to bring ongoing, valuable educational, social and professional benefits and training is dependant upon our sponsors. We look forward to the new sponsorships and training opportunities 2012 will bring our members.

### 2011 Board of Directors

**Sid Scott**, President  
RSI Roofing

**Fred Bouman**, Vice President  
Eberhard Benton

**Wayne Sorensen**, Sec/Tres.  
Top Line Roofing

**Patricia Mosteller**, Director  
Gaslamp Insurance

**Gary Gilmore**, Director  
RSG San Diego

**Katie Biddlecome**, Director  
Dry Force

**Matthew Karver**, Director  
Glenn M Gelman & Associates

**Debra Sweet**, Director  
Sweet Marketing Solutions

**Michael Kearney**, Director  
GAF

**James Robyn**, Executive Director

### SDRCA Contact Information

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ed@sdrc.com  
www.SDRCA.com

## How To Prepare Yourself For An Unavoidable Situation

### Defending Yourself Against OSHA Investigations

The Occupational Safety & Health Act of 1970 ("OSH Act") was signed into law December 29, 1970. The Occupational Safety & Health Administration ("OSHA") began operations on April 28, 1971. OSHA's first standards were promulgated May 29, 1971. The OSH Act applies to all employers and their employees in all fifty states, the District of Columbia, Puerto Rico and all other territories under federal government jurisdiction.

Inspections are generally conducted without advance notice. When notice is given, it is generally given less than twenty-four hours before the inspection. Preparation for an OSHA inspection should therefore occur well in advance of OSHA's arrival at the job site.

Robert P. Stricker has been defending employers in OSHA investigations since 1982. He is considered by many San Diego safety experts to be one of the leading attorneys in San Diego on OSHA matters. He has given numerous seminars instructing employers on how to prepare for OSHA investigations, and how to successfully defend against OSHA citations.

### Common Mistakes Employers Make In Workers' Compensation Litigation

What can the employer do to minimize the risk if/when a Workers' Compensation claim goes to trial? Are there steps the employer can take before/during/after a Workers' Compensation process to prevent a claim from reaching trial or affecting the outcome of the trial?

Retired Worker's Compensation Judge Richard Robyn Sr. will provide insight through his experiences on the bench on common mistakes that employers make that could impact the actual trial.



San Diego Roofing Contractors Association  
Wednesday, March 7th, 5:00 PM Social Hour, 6:00 PM Dinner & Program

Four Points Sheraton, 8110 Aero Drive, San Diego CA

SDRCA Dinner Meeting Reservation  
Due by Friday, March 2nd

Company: \_\_\_\_\_

Attendee: \_\_\_\_\_

Attendee: \_\_\_\_\_

Attendee: \_\_\_\_\_

Attendee: \_\_\_\_\_

| Please fill in your amount                  |   |          |
|---------------------------------------------|---|----------|
| _____ Attendees at \$40.00 member price     | = | \$ _____ |
| _____ Attendees at \$60.00 non-member price | = | \$ _____ |
| Total Price                                 | = | \$ _____ |

Check Enclosed     Credit Card listed below     Use Advocate dinner credits

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**Robert P. Stricker, Esq.**

Robert P. Stricker has been defending employers in OSHA investigations since 1982. He is considered by many San Diego safety experts to be one of the leading attorneys in San Diego on OSHA matters. He has given numerous seminars instructing employers on how to prepare for OSHA investigations, and how to successfully defend against OSHA citations. Mr. Stricker also lectured as an adjunct professor at San Diego State University on OSHA and Employment issues. Mr. Stricker prepares businesses for OSHA investigations, how to defend against OSHA citations, and how to use the OSHA appeal process to their advantage.

Lead trial lawyer in approximately 100 jury and court trials to date; extensive litigation experience in all types of employment termination and discrimination litigation; collective bargaining negotiations; advice regarding all manner of employment issues including Sexual Harassment, Wage and Hour, National Labor Relations Act, OSHA, Discrimination Laws, Workplace Reductions, Americans with Disability Act, Family Leave Action, Drug and Alcohol Testing, and Employee Benefits; Investigation of Employee Conduct; and, Litigating before DFEH, EEOC, Department of Labor, Labor Commissioner, OSHA, and State and Federal Court.

**Hon. Richard Robyn Sr.**

Since his retirement as a workers' compensation judge in 1994, Judge Robyn has been involved in the creation, development, implementation and operation of workers' compensation alternative dispute resolution (ADR) programs for the construction trades and others in California and Hawaii.

While attending McGeorge School of Law evening program in Sacramento between 1966-1970 he served in various capacities at the California State Legislature, including History Clerk of the Senate as well as consultant to the Senate Judiciary Committee. From 1969 – 1970 he served as Executive Assistant to the Chairman of the Sacramento County Board of Supervisors.

Prior to his appointment as a Workers' Compensation Judge in 1988, he practiced law privately and served in the following capacities: Legal Counsel to the County Supervisors Association of California, representing California's 58 counties in legislative and regulatory proceedings with State agencies, the Legislature and the Executive Branch; part-time County Counsel for Amador County 1992 – 1994; Chief Executive and County Counsel for Calaveras County 1994 – 1997; Executive Director & Legal Counsel to the Western States Legislative Forestry Task Force between 1977-1985. Membership of the Task Force is comprised of two state senators and two state representatives or assembly members from each of the States of Alaska, California, Idaho, Montana, Oregon and Washington.

Judge Robyn was assigned to the California Legislature during 1992-1994 by the joint action of the Administrative Director of the Division of Workers' Compensation and the Director of the Department of Industrial Relations for the purpose of assisting in the development of a Legislative package of workers' compensation reform bills, which became law in 1993. In addition to these duties, he also served as counsel to Governor Pete Wilson's Task Force on Workers' Compensation Reform of 1993.



# SPRING 2012 TRIP TO GERMANY!

*In association with the San Diego Roofing Contractors Association*

Join us for a spectacular 10-day trip to Germany in May 2012. We will visit Frankfurt, Munich and Berlin and tour modern roofing technologies throughout Germany.

Your trip will begin in Frankfurt via nonstop air service from Los Angeles on May 11<sup>th</sup>. After three nights we will transfer to Berlin, then on to Munich with return nonstop flights to Los Angeles on May 21<sup>st</sup>.

### Tour Includes:

- 10 nights' accommodations in 3 or 4 Star Hotels. (3 nights Frankfurt, 4 nights Berlin, 3 nights Munich)
- All airline and train transportation
- Educational tours at selected sites
- Breakfast daily at hotels
- English-speaking transfer guides from airports and train stations
- All taxes and service fees

### Some of the possible sites you will visit:

- The Roofers Purchasing Coop in Munich
- The Braas Monier Tile Factory in Frankfurt
- The German National Roofing Training Facility in Berlin
- Jobsites and Shop of the Roland Roofing Berlin



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This trip is based on a minimum of 12 passengers.

A portion of the cost your trip may qualify for a tax deduction. Please consult your tax specialist for details.

[Sign up here](#)

Sincerely,

Gil Saidy  
President  
Aer Travel Inc.