

# Rooftop REPORTER

APRIL 2010



SDRCA Contact Information  
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## Upcoming Events

April 20 TRI Training, Newport Beach

June 20 WSRCA Show, Las Vegas

## Our Advocate Sponsors

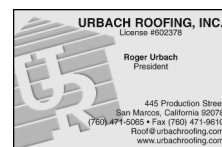
### Diamond



### Emerald



### Pearl



## President's Message

First of all I would like to thank everyone for attending our March 24<sup>th</sup> Dinner Meeting. It was good to see so many of you and I have received a lot of positive feedback, especially about the venue.

I would also like to thank everyone who renewed their membership and welcome the new members. However, membership is down which is somewhat expected looking at the economic climate. If you decided not to renew I am asking you to please reconsider. For suppliers, manufacturers and associates this is your opportunity to market in a very cost efficient way. All member contractors are encouraged to use the SDRCA logo on all their correspondence. If you are a longtime member proudly proclaim that!

The SDRCA's events planned for the rest of the year are few, so please make sure you don't miss them. We will have the Golf Tournament in summer and one more dinner meeting in fall, some other events may be organized, depending on demand and support.

As we are now exiting the rainy season I see again more price pressure from my competition especially in residential shingle work. Some prices I see can only be the result of desperation because they make no financial sense. I would like to recite one of my favorite persons, Benjamin Franklin: "Necessity never made a good deal."

Works for both sides, demand and supply. Now that the leaks will subside due to good weather the necessity to secure jobs is on our side. Do me and yourselves a favor and please don't sell yourselves short, there is no reason to work and lose money. One thing I would like everyone to keep in mind is that people have good antennae and sense when there is necessity on your part. Some of them will not want to do business with you for that reason no matter how low your price is and the others will abuse your vulnerability to the maximum.

Reminds me of an insecure virgin, acne faced, dressed by his mom, teenage boy trying to find a girlfriend. Once that boy will figure out and convince himself that his personality can offer value to a possible love interest he will become much more attractive without changing his appearance. And, taking again the risk of being politically incorrect, once he has a girlfriend, the other girls will want him too. Such is human nature and humans are the ones buying, at least for residential work. By the way, women make 80% of the buying decisions in a home. And judging by my wife's behavior price is rarely the issue.

Ulf Waldmann, Mission Valley Roofing Inc.

SDRCA Value Partners To Date

More to be added soon

**A-1 Raingutters, Mark Richardson (760) 743-1665**

15% off, exclusive to SDRCA members.

**Batten Accountancy, Jere Batten (619) 501-6359**

Full service CPA firm, provides tax accounting, financial statements, consultation and fraud prevention/detection services.

Offering complimentary consultation for business owners and 20% off on tax return preparation for initial return. This offer is exclusive to SDRCA members.

**California Diesel Compliance (Todd Wells) (619) 987-0711**

Smoke testing of diesel trucks per new California law requirements, fleet assessments, and ARB rule consulting.

10% off all services offered by California Diesel Compliance. This offer is exclusive to SDRCA members.

**Gaslamp Insurance Services (Patricia Mosteller) (619) 238-4367**

All your insurance needs.

Offering a 20% economic credit and a complimentary insurance analysis. This offer is exclusive to SDRCA Members.

**WRS Companies, Abe Lopez (800) 690-2134**

Offering 20% off roof loading and freight and one month free subscription to rooferslist.com for tools. This offer is exclusive to SDRCA members.

**Southwest Roof Tearoff, Eddie Clare (619) 990-3657**

3% off your bill if paid within five days. This discount is only available to SDRCA members.

**International Code Council Offering Training**

ICC is offering a variety of training both online and in person.

You may visit <http://www.iccsafe.org> for more information.

## **SDRCA OFFERS MONTHLY PAYMENT FOR DUES**

The SDRCA recognizes that during this economic struggle, some members may prefer to pay the annual dues on a monthly basis.

If you would like to take advantage of the monthly plan, simply contact the SDRCA office to make arrangements.

## **SDRCA OFFICE HAS MOVED**

**The new mailing address is:**

**PO Box 127  
Imperial Beach, CA 91933-0127**

**The phone/fax/email remains the same**

## **Tile Roofing Institute Spring Forum**

**April 20th, 2010  
Newport Beach, CA**

You can register online at <http://www.regonline.com/Checkin.asp?EventId=839471>

## **WSRCA Trade Show 2010**

**The 2010 WSRCA show is back in Las Vegas June 20 at the Paris Las Vegas Hotel  
& Casino**

## New Ad Campaign

The United Contractors Association located in Sacramento, CA will be launching several billboard signs similar to the one below this summer.

For input or more information you may visit <http://gouca.org/>



## ROOFMASTER UPDATES WEBSITE & BLOG

Roofmaster Products Company in Monterey Park, CA, has dramatically changed its website ([www.roofmaster.com](http://www.roofmaster.com)) so that it is one of the most user-friendly websites in the roofing industry for roofing tools & equipment! Browsers can now review Roofmaster's website and search by specific products, product categories, or part numbers, or download the 2010 catalog (PDF format) and save it to your computer.

The website features over 8000 roofing items that can be obtained from Roofmaster. If you can't find it in the website, contact us and we'll find it for you. With over 58-years of servicing the roofing industry, Roofmaster will be able to find it for you!

Additionally, click on our Always-on-Top Blog page and read current events at Roofmaster as well as some tips on using our equipment and some history facts, too. We welcome our customers submitting helpful facts they've discovered on uses for our proven roofing products!

We also welcome any Facebook fans that would like to join us. Just click on our Facebook icon and sign up!

## **EPA Lead Paint Rules**

There are new Environmental Protection Agency (EPA) rules addressing lead paint that will go into effect April 22, 2010. The new rules apply primarily, but not exclusively, to residential construction. EPA "targets" are homes built before 1978 and all facilities where young children have access at least twice a week, such as some schools, kindergartens and day care facilities. Contractors encountering lead paint must be certified by EPA; must have a certified renovator supervise work; and must have all employees who work with lead paint trained in proper work practices.

In addition to a special report NRCA sent out earlier this month, NRCA will be conducting a webinar on Thursday, April 15, 2010 to discuss the new rule and its implications. We feel that this information will be important for our members.

Here is the program link: <http://www.nrca.net/rp/pubstore/details.aspx?id=828&c=42>

This Webinar will be free for NRCA members. We are offering a 50% discount to all of your non-NRCA members. In order to receive this discount your non-NRCA members will have to enter the code "affiliate" upon checkout.

## **March Dinner Meeting Recap**

Special thanks to our speakers, Bill Angus (Greenline Consulting), Debbra Sweet (Sweet Marketing Solutions, and Darren Cecil (Sandler Sales).

35 of the 69 attendees were representatives of 22 roofing contractor companies. We also would like to thank Brad Worley and Ryan Wakefield (Bixby Zane Insurance Services), Chuck Gallinat (Owens Corning), Tom Littell (Section 7 Marketing), Paul Sandomir and Harry Wheaton (Tamko) for sponsoring the event.

The survey cards returned showed the attendees enjoyed the new venue at Gordon Biersch.

## **Debbra Sweet, New SDRCA Director**

At the last BOD meeting, the BOD voted in Debbra Sweet (Sweet Marketing Solutions) to join the BOD. Debbra is filling a vacant seat on the Board. The BOD is confident that Debbra's expertise in marketing will assist the SDRCA in marketing events and meetings thus providing larger turnouts and a better overall experience.

The SDRCA thanks Debbra for her commitment to the association.

# New 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

## Board of Directors

**Ulf Waldmann**, President  
Mission Valley Roofing

**Scott Widdes**, Director  
CertainTeed

**David Susi**, Director  
RSI Roofing

**Patricia Mosteller**, Director  
Gaslamp Insurance

**Shawn Williams**, Director  
Allied Building Products

**Gary Gilmore**, Director  
RSG San Diego

**Charlie Moreau**, Vice President  
Skyline Roofing

**Wayne Sorensen**, Secretary/Treasurer  
Top Line Roofing

**Debra Sweet**  
Sweet Marketing Solutions

**James Robyn**, Executive Director