

Rooftop REPORTER

APRIL 2011



SDRCA Contact Information
 PO Box 127
 Imperial Beach, CA 91933-0127
 888-825-0621 Phone/Fax
 ed@sdrc.com

Upcoming Events

Saturday, April 9th	Marketing Seminar for Roofers, HUGE DISCOUNT FOR MEMBERS
Wednesday, May 18th	Dinner Meeting, "Job Site Safety From Start To Finish"
June 5-8	Western Roofing Expo, Reno, Nevada
Friday, June 17th	TRI Installer Certification

Our Advocate Sponsors

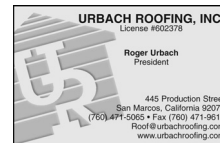
Diamond



Emerald



Pearl



President's Message

Good news, home prices in San Diego are recovering and so are jobs in construction here in California, finally but also slowly. We should actually be grateful that we just suffer from a slow economy considering how people in other countries are suffering, especially looking at the recent earthquakes in Japan and New Zealand.

However, as sad as these disasters are, from a business standpoint as roofers they have to have a positive impact. I was looking online for some earthquake and roofing related topics and stumbled upon an article in the New Zealand Herald about "Fletcher Building" who is the main source for drywall and also the owner of Decra Tile. The article can be seen here:

http://www.nzherald.co.nz/nzx/news/article.cfm?o_id=128&objectid=10709795

The company's earnings forecast was significantly upgraded to reach 500 million NZ\$ or approximately 380 Million US\$. In another article by the Wellington News it states that the government in New Zealand estimates the cost of reconstruction to be NZ\$15 billion or roughly US\$11.5 billion and they are recruiting construction related personnel from all over the world.

<http://thewellingtonnews.co.uk/content/new-zealand%E2%80%99s-earthquake-recovery-requires-huge-construction-jobs-intake>

Oh well, I think we are better off by just keeping our slowly recovering economy and until the big one strikes here we will have to make up by being creative and some really good marketing, which the SDRCA is offering, a seminar on this April 9th.

See the ad in this newsletter. This is a great value offered by the SDRCA and will help you tremendously. Marketing has changed dramatically in the last few years and I am sure we all are in need of getting a little training on that front. So, I hope to see you there!

Ulf Waldmann, SDRCA President

OSHA Offering Teleconferences

As you may have heard, the Occupational Safety and Health Administration (OSHA), together with our office (the SBA Office of Advocacy), announced a series of **three teleconferences** to obtain small business input on **OSHA's proposed MSD Reporting rule**, which would add a column to the OSHA 300 Log to record work-related musculoskeletal disorders (MSDs).

Small businesses from around the country are encouraged to participate in the teleconferences, which will be held at the following times:

- Monday, April 11 at 1:30 p.m. EDT;
- Tuesday, April 12, 2011, at 9 a.m. EDT; and,
- Tuesday, April 12, 2011 at 1:30 p.m. EDT.

OSHA's seeks actual small business input concerning their experiences in recording work-related MSDs and how they believe the proposed rule would impact them.

Here is a link to OSHA's Press Release announcing the teleconferences (http://www.osha.gov/pls/oshaweb/owadisp.show_document?p_table=NEWS_REL_EASES&p_id=19458) and a fact sheet outlining the general issue (http://www.osha.gov/recordkeeping/MSD_Column_Meeting_General_Info.html). Both documents are available on OSHA's website at www.osha.gov.

Small businesses that wish to participate in one of the teleconferences should contact Regina Powers at OSHA at powers.regina@dol.gov by April 4, 2011, and indicate the teleconference in which they wish to participate.

For more information, please contact Robert Burt, director of OSHA's Office of Regulatory Analysis, at 202-693-1952 or Bruce Lundegren, assistant chief counsel for SBA's Office of Advocacy, at 202-205-6144.

May Quarterly Dinner Meeting

The May Quarterly Dinner Meeting is set for Wednesday, May 18th. The meeting will begin at 5:00 PM with a social hour, dinner beginning promptly at 6:00 PM and the program follows after dinner. The event will be held at the Butcher Shop in Kearney Mesa.

The topic for the meeting is "Job Site Safety From Start To Finish". Our speaker for this meeting is Cathi L. Marx, Vice President, Aspen Risk Management Group. Aspen RMG is a Certified Veteran Owned Small Business and are dedicated to saving lives, preventing injuries and illnesses and protecting their clients from harm.

The enrollment form is available on the next page. If you wish to have a table top for this Dinner Meeting, now is the time to sign up. Contact the SDRCA office if you are interested in a table top, a large contractor turnout is expected for this very important topic.

Job Site Safety From Start To Finish

Aspen Risk Management Group is dedicated to providing effective safety, risk management, and human resources consulting & training services. They provide solutions that are realistic, long-lasting, and become embedded to an organization's culture and operation. Their core purpose is to save lives, prevent injuries and illnesses, and protect their clients from harm.

Aspen Risk Management Group was founded by people who believe that safety, risk management, and human resources should make organizations run better. Based on their experiences in multiple industries, their team came together to provide effective business improvement strategies and services for their clients.

Vice President, of Aspen Risk Management, Cathi Marx, will be speaking to our association on this very important topic. You as a contractor know the importance of safety and how it can directly affect your bottom line. This will be a great presentation not only to the business owner, but to employees that are directly involved in your safety program. And if you do not have a safety program, it is imperative that you attend this meeting and get an understanding on how to create one.



San Diego Roofing Contractors Association
Wednesday, May 18th, 5:00 PM Social Hour, 6:00 PM Dinner & Program

The Butcher Shop, 5255 Kearny Villa Road, 92123

SDRCA Dinner Meeting Reservation
Due by Monday, May 16th, 2011

Company: _____

Please fill in your amount

Attendee: _____

_____ Attendees at \$45.00 member price = \$_____

Attendee: _____

_____ Attendees at \$60.00 non-member price = \$_____

Attendee: _____

Total Price = \$_____

Attendee: _____

Check Enclosed Credit Card listed below Use Advocate dinner credits

Card Number: _____ Exp: _____

Name on Card: _____

SDRCA – PO Box 127, Imperial Beach, CA 91933-0127

Phone/Fax: 888-825-0621

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.

Marketing Seminar for Roofing Contractors, April 9th

How customers choose the company to give their business to has changed. If you don't know about this change- you won't be getting their business.

It's not enough to simply do a good job or offer a low price. Customers are looking for more- and that more involves effective marketing. It's one thing to know your business as it relates to a roof. Understanding how to market it is another. It takes new skill sets. It takes a new understanding about your business and how to promote it.

If you have been advertising, promoting and marketing but you are not getting the results you need- you need to be at this classroom workshop.

**Who should attend from your company:
Owners, Sales Reps, Job Foreman, Office Staff**

This will be a 'hands on', interactive class teaching insights on what to do, what not to do in your marketing. You will also learn how all the people in your company are part of your marketing. You will see how they all play an important role in the results you get.

Bring your current marketing & advertising materials you use with you to this classroom workshop.

You will have ready access to a Marketing Pro who will show you what to do to make *your* marketing work.

Your ROI: for the cost of your ticket, and a few hours of your time, you will learn new information on HOW to marketing your business today- to get results sooner rather than later. This information will help bring you business now ..and for many years to come.

Bonus: You will find out how other Roofers can actually be some of your best allies and referral resources!

Thank you to the following sponsors: RBGlass.com, Computer Trouble Shooters Del Mar, Dry-Force.net, BlueLinxCo.com. Thank you to these generous sponsors, with their sponsorship, SDRCA Members receive 100 DOLLARS off the price. Use discount code SDRCARMC. The official flier is available at http://www.sdrca.com/eventcal/event/marketing_seminar_for_roofers/. Sign up now for this exciting opportunity.

Tired and frustrated about having to wait for stormy weather to get new customers?

Learn how to make it "rain" customers anytime you want... without being a "Storm Chaser"!



You can give a lot of excuses as to why you don't have the business you need or want. Truth is, you simply do not know how to market or promote yourself.

How customers choose the company to give their business to has changed. If you don't know about this change-or how to market effectively... you won't be getting their business.

If You Need More Business in 2011

Attend the Marketing Ideas, Strategies & Training Day Workshop for the Southern CA Roofing Pro

This will be a hands on, interactive class. Bring current marketing & advertising materials you use.

You'll Discover:

How to close those roofing bids you submitted months ago then never heard from again.

How to plan your marketing in order to have a strong, healthy business in any economy.

How to market effectively to become the preferred roofing provider in your area.

The Marketing Pro leading this day will show you what to do to make *your* marketing work.

Who should attend from your company:
Owners, Sales Reps, Job Foreman, Office Staff

Marketing affects every part of your business.
NOTE: Marketing is NOT advertising.
Advertising is part of marketing.

Open to SDRCA Members & Non-Members.

SATURDAY
APRIL 9th, 2011
8:30 am-2:30 pm

Register Early & Save!

SDRCA Members SAVE \$100
with Code: SDRCARMC

*Day includes light breakfast & lunch

Register at <http://RoofingMarketing.eventbrite.com>

Located At:

National University
Spectrum Center
9388 Lightwave Avenue
San Diego, CA 92123



Contact: Debra @ (760) 597-2790
or info@sweetmarketingsolutions.com

Open Letter From Assemblymember Martin Garrick

On March 17th, 2011 the SDRCA office received a letter form Assemblymember Martin Garrick, 74th District.

It is an Open Letter to North San Diego County Businesses.

The letter is on the following page for your review.

TRI Installer Certification Here in San Diego

On Friday, June 17th, the Tile Roof Institute will hold an Installer Certification for Moderate Climates. To enroll, follow this link,

<http://www.regonline.com/Register/Checkin.aspx?EventID=943979>

. Very nice to have this here in San Diego, I hope you will take advantage of the class.

45th Annual Golf Classic

Hard to believe but this will be our 45th Annual Golf Classic. The event is set for Monday, October 24th at the private Lomas Santa Fe Country Club. Now is the time is you are interested in being a part of our sponsors to let us know.

Over the next seven months we will be sending out information regarding the event and with your sponsorship, your logo will be embedded in all of our correspondence. Sponsorship levels are currently being discussed with the committee and price points will be listed soon. We already have one sponsor committed and a thank you to APOC.



SDRCA Website Search Engine

In the upcoming weeks, our website search engine will be updated to reflect any changes that our contractors have sent in. Please remember that in order for you to be eligible on our search engine, current certificates of insurance must be presented to the SDRCA.

When contractors renew their membership, a data sheet is sent to the contractor requesting this information. If you are a contractor and are unsure if you are in the search engine, please contact the SDRCA office.

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0074
(916) 319-2074
FAX (916) 319-2174

Assembly California Legislature



MARTIN GARRICK
ASSEMBLYMEMBER, SEVENTY-FOURTH DISTRICT

DISTRICT OFFICE
1910 PALOMAR POINT WAY, SUITE 106
CARLSBAD, CA 92008
(760) 929-7998
FAX (760) 929-7999

March 17, 2011

San Diego Roofing Contractors Association
PO Box 127
Imperial Beach, CA 91933-0127

re: Open Letter to North San Diego County Businesses

Dear Friends:

Over the last few years, the recession, combined with California's over-regulation, over-spending and over-taxation, forced many businesses to shut down, curtail operations or relocate to more business friendly states such as Arizona and Texas. As a result, thousands of jobs have been lost, causing severe economic distress for many of our citizens and the loss of billions of dollars in tax revenue necessary to maintain the state's fiscal solvency.

California's business climate must change. Not just for the benefit of business owners, but for the benefit of all Californians. History is clear: when businesses are given the opportunity to succeed our entire state is better off.

Businesses drive our economy by providing jobs and supplying our state with tax revenues that put police on our streets and teachers in our classrooms.

In recent months, I successfully worked to keep gas stations open while state mandates threatened closures and heavy fines. I also fought on behalf of the health care needs of a hospital in my district in danger of closing due to costly state mandates and battled to keep my region's area code, saving businesses millions.

The pace of issuing new regulations in California has been overwhelming in recent years. It is time for change. I will continue to support measures in the legislature that cut needless regulation and fight against those that stifle our economic recovery.

I want to underscore my continued commitment to California's business interests by asking for your input in identifying existing regulations or proposed measures that strangle opportunity and negatively impact job growth in your industry.

With your assistance, I can continue to work on behalf of the citizens I represent and get California back on track. Please return your suggestions and comments to assemblymember.garrick@assembly.ca.gov or please feel free to contact any member of my staff at 760-929-7998.

Please forward this letter to any member organizations, fellow businesses, or professionals who may be able to provide valuable input to address this issue.

Sincerely,

A handwritten signature in cursive script that reads "Martin Garrick".

Martin Garrick
Assemblyman

Representing the communities of: Carlsbad, Del Mar, Encinitas, San Marcos, Solana Beach, Vista and portions of Escondido, Oceanside and San Diego

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

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

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