



Upcoming Events

Wednesday, April 18th, 2007

Quarterly Dinner Meeting, "Professional Sales Coach"

Friday, June 8th, 2007

41st Annual SDRCA Golf Classic

President's Message

As I have mentioned in the past that I usually set time aside in the morning to read through the many trade magazines and newsletters that I receive each month. Some months I am able to get through most of the articles, other months I only seem to get through a few of them. This month, however, I have come across several that were of great interest to me and I thought, maybe other contractors would be interested in the content if they have not yet read them. The first article is from the WSRCA newsletter which is a reprint a Bill Callahan's article; dealing with our prop 65 friend Mr. Yeroushalmi. Apparently Mr. Yeroushalmi has hit again but this time he has actually started filing lawsuits against 65 Roofing contractors in the state. We know of at least six from the San Diego area. Mr. Yeroushalmi and his client "Consumer Advocacy Group" claim that they have investigated all 65 contractors and determined that they are all in violation of the notification requirements of prop 65. The important thing here for all contractors is to remember that the best protection your company can have from this "bounty hunter" is to comply with the regulations of prop 65 and document it for evidence. For information on how to comply, contact the NRCA at their website, NRCA.net or the State Attorney General's office at their website, www.ag.ca.gov/prop65/index.php.

The second article that I believe is a must read for any contractor that has direct dealings with a homeowner is found in the CertainTeed "Shingle Newsletter". The Article here is entitled "Let the Seller Beware". I have spoken to Jay Butch, who is the author, and he has given us permission to reprint the article in its entirety for this newsletter:

Let the Seller Beware – Jay Butch, December 2006

Today, buyers are much more educated about roofing products and application methods. The internet has altered the landscape to yield a new crop of roof-savvy consumers. Typically this works in favor of the seller since the customer has done some homework in advance of the sales call. Property owners in the market for a roof simply "Google it" and do their preliminary research on-line. The knowledge they gain about products, roof systems, and hiring a contractor paves the way for you to sell to an informed buyer. So why do I caution you to beware?

Don't get me wrong, the advantages of an educated consumer, even a semi-educated one, outweigh the disadvantages. The hazard arises when that buyer, armed with a little bit of knowledge, becomes dangerous! More than you may realize, customers are watching you like a hawk or inspecting your workmanship after you leave the site. Nowadays, Mr. and Mrs. Smith are more likely to read installation instructions downloaded from the manufacturer's website. Hot off their printer, with instructions in hand, some homeowners are scrambling up on the roof taking photos and measurements of your work. If the instructions call for 1/2" overhang, they cannot comprehend why you installed the shingle with a 3/4" overhang – it is *just wrong* in their mind! No longer is this scenario limited to an infrequent occurrence. Recently, more and more consumers call us to verify their contractor's application methods, which prompted me to make you aware of this trend. The following actual situations highlight the extent to which some customers are applying their new-found knowledge of construction: A homeowner called to ask if his warranty would be voided since the contractor used nails with a head diameter that was 1/32nds of an inch less than the 3/8ths as noted in our instructions; he worked in the automotive industry and measured the nail heads with his micrometer! An elderly woman who recently suffered a stroke climbed a ladder, inspected the starter shingles, measured the shingle offsets, and took tons of digital photos to cast doubt on the contractor's work. And those are only two of many instances where homeowners are really paying attention to the smallest details.

Continued Next Page

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President's Message Continued

In any case, customers are more apt to scrutinize or question every aspect of your work; some will be easier to reassure than others. You deal with diverse types of consumers who can have different expectations and ensuring their complete satisfaction is not always an easy task. When you sense a prospect may be a "challenging customer" you might either avoid them or include a nuisance factor in your job estimate to properly assess them for anticipated extra time and handling. Nevertheless, some customers still surprise you when they become cantankerous or find fault with your company's performance. This unexpected dispute catches you off-guard because practically all of your customers love your work and never complain. You might suspect that this customer is trying to take advantage of you and feel compelled to defend yourself, your crew, and your company's reputation. You're probably thinking "This person is either a deadbeat or dim-witted." Am I right?

Now let's step back for a minute and consider the customer's point of view. Unfortunately, as the contractor, you are already guilty in the eyes of the customer, until proven innocent! Excluding those who actually **are** deadbeats trying to get a price reduction or a freebie, the others truly have a concern, valid or not. They just spent "a lot of money" on this job and believe your company is somehow responsible for their angst. Once a seed of doubt about the project is planted in their mind, it can sprout into a crazed customer as quickly as a tomato plant on Miracle-Gro®! Angry customers can be quick to call the BBB, local code officials, and other contractors to scrutinize your work. They will not hesitate to trash you on the web or on *Angie's List*® (a consumer organization that collects and distributes customer satisfaction reports on businesses at www.angieslist.com.) Some would post your picture in the post office if they were allowed! In this computerized marketplace, a customer can fire off an e-mail to every one of their friends, neighbors, relatives and co-workers telling their tale of woe, and you suffer, no matter how just or unjust the case may be.

Accept your fate just for the moment, then try to work through the issue with an eye towards quick resolution. Nip it in the bud, don't feed into it or give them more reasons to escalate the conflict. Hear the person out and pay close attention as they speak, jotting down notes if necessary. Listen twice as much as you talk, and don't interrupt or try to *Dextify* (defend-explain-justify) while the person is speaking. Wait until they are finished telling their side of the story, then state your case and try to reach an understanding. So how can you protect your company from this peril? As the saying goes, prevention is the best medicine. Manage customer expectations from the start, help them put their bits and pieces of knowledge into full perspective so they completely understand the process and scope of their project. Leave them educational brochures or videos so they know what to expect. The more you help customers comprehend the context of their job before it starts the less chance of misunderstandings later on. While the job is in progress, communicate daily to surface and address any questions or concerns the customer may have. If you, the salesman, or the foreman do not have the opportunity to communicate with the customer face-to-face, do it over the phone or leave a clipboard on the site for the customer to post any questions or comments. After the job is finished follow-up with a survey to ensure customer satisfaction. Finally, heed customer feedback and use the lessons learned to establish procedures that will avert customer quarrels in the future.

Should a clash develop, be prepared to address complaints, real or perceived, promptly and professionally. Time is of the essence -- do not let complaints fester because what may seem to be a small issue can quickly turn into an ugly situation if left unaddressed. Keep in mind that customers generally expect an immediate response; when their phone calls remain unanswered they get crotchety. Try to return their calls in the same day when possible. Some people can be very demanding, but it is important to remain professional despite their actions. Do not resort to macho antics in retort. Sadly, we have heard of contractors threatening to tear the new roof off or pulling the crew off a job and telling the customer, "Once we leave this job, we ain't coming back!" Resolving disputes tactfully is an art. Because you may not have much experience handling disputes, you most likely are not skilled at settling them agreeably. If you are, you have a special talent; otherwise it pays to have a written procedure in place to address the matter and guide you through the ordeal. The key to effective dispute resolution is to do what is right and fair for both parties. Try to get to the heart of the matter, sometimes there are underlying factors beneath the verbalized complaint. Maybe it really isn't the ¾" overhang -- perhaps your crew left cigarette butts all over her yard or treated her rudely, who knows? You must first set the emotions aside then make allowances for misperceptions, and plain old ignorance, in the literal sense of the word.

Expectations and proposed remedies need to be discussed. Unless it is a clear cut case of contractor negligence, which most often it isn't, the remedy must pass the test of reasonableness. Agreeing upon what is reasonable can be a negotiation process to find a solution acceptable to both sides. If it can't be resolved, use of arbitration or a third-party resource to render opinions may prove helpful. Legal action from either party is the worst case scenario that turns out to be a costly event where nobody really comes out a "happy winner." Statistics show that if your actions turn an unhappy customer back into a satisfied one, they will sing your praises. So if you find yourself embroiled in a heated discussion, try these dispute resolution techniques to turn a disparaging e-mail into fan mail. Better yet, manage your customers closely from the onset to steer clear of the dreaded "*difference of opinion*." Now go out and sell more jobs, but only to nice easy-going customers or beware!

Press Releases

Again, I would like to encourage all members to submit press releases for your company. Manufacturers can inform our readers about new products and/or special discounts. Suppliers can inform our readers about the happenings in their yards. Press releases will be inserted at the end of the newsletter.

English to Spanish Job Site Safety Manual

At the NRCA Affiliate meetings in Las Vegas, Dan Cohen of the Arizona Roofing Contractors Association shared a new roofing manual. The SDRCA will be in the process of purchasing the books but would like some input from our members as to how many we may need. Please contact the SDRCA if you are interested in getting some of the books for your company.

2007 Construction Law Books

The 2007 Construction Law Books are available through the SDRCA. BNI Building News is selling the books for \$51.95 but the SDRCA is offering the book to our members for \$30.00. Limited amount available, call or email the SDRCA if interested in obtaining the new book.

On the National Front

Congress Approves Minimum Wage Hike: After weeks of wrangling, the Senate on February 1 approved by a 94-3 vote a package that would increase the federal minimum wage by \$2.10 an hour – from \$5.15 to \$7.25 – over two years, as well as some \$8.3 billion in tax breaks for businesses most likely to be affected by the higher wage. On January 10, the House passed legislation (H.R. 2) by a 315-116 margin, which also would raise the federal minimum wage by \$2.10 over a two-year period, but without any tax relief for small businesses.

Senate Approves Debarment Provision: On January 25, the Senate approved a provision that would debar government contractors found guilty of immigration violations, including paperwork infractions, from federal contracts for ten years. Offered by Sen. Jeff Sessions (R-Alabama) as an amendment to the minimum wage hike bill (HR 2), the rider would bar companies from receiving future government contracts if they were caught hiring illegal immigrants, even inadvertently. The amendment also would penalize firms not currently holding government contracts, if caught hiring illegal immigrants, by barring them from contracts for seven years.

Climate Debate Heating Up: To hear and watch the “mainstream” media on global warming the past couple of months, you might conclude that every credible scientist believes two things unequivocally: first, environmental catastrophe is closing in on us; and second, human activity is the cause of global warming. The views have gained prominence due to a persistent echo chamber that includes the voices of Al Gore, numerous Democratic committee chairs in Congress, the United Nations, a slew of nations that demand the U.S. sign the Kyoto Protocol (yet refuse to sign it themselves), and now even a host on the Weather Channel. The fruit of this sound storm is a broad, concerted effort to intimidate and silence those who disagree with certain “mainstream” conclusions on global warming. What’s not getting as much coverage in the mainstream media is the growing volume of evidence that even though global warming appears to be for real, it might not be attributable to human activity. Earlier this year, Dr. Fred Singer, who set up the American weather satellite system, and Richard Lindzen, a professor of meteorology at MIT, co-authored a book, “Unstoppable Global Warming: Every 1500 Years,” in which they posit that there have been periods of global warming that lasted for centuries...and periods of global cooling that also lasted for centuries. From the amount of attention (much of it positive) the book has received from the academic community the past month, it appears that the public can expect a robust debate in the coming year on what needs to be, or even should be, done to address global warming. As Congress and various government agencies tackle global warming, NRCA will be there to keep abreast of developments impacting the roofing industry.

Thanks to the NRCA for their informative postings!

Diamond Sponsors- APOC, Gaslamp Insurance, Tarah Asphalt Products

Emerald Sponsors— Henry Company, Martin Roofing Co., Mission Valley Roofing, RSI Roofing, Certainteed

Pearl Sponsors- Allied Building Products, Dils Roofing, Robinson Sales, Urbach Roofing

Members in the News



CertainTeed Corp., Valley Forge, Pa., has joined forces with AmCheck, a national provider of payroll services, to offer CertainTeed roofing distributors and roofing contractors discounts on human resources functions.

CertainTeed has also introduced its Presidential Shake impact resistant luxury shingle.



ABC Supply Co. Inc. has promoted Kim Hendricks to vice president and Kathy Murray to vice president and chief information officer.



National Coatings has launched its new Web site, www.nationalcoatings.com.



Carlisle SynTec Inc. has introduced its FleeceBACK EPDM membranes in a smaller size than the traditional size.

Spring "GC" Showcase Coming to San Diego

The Blue Book of Building and Construction will be having on of their Spring 2007 Showcase networking events in San Diego. The event will be held at the Doubletree Hotel in Mission Valley on April 26th, from 3-7 PM. This free, trade show like event provides a unique forum for general contractors to exhibit their companies and find subcontractors and suppliers for their current and upcoming projects. The local companies who attend have the opportunity to meet with buyers and decision makers responsible for construction projects in this area. There is no cost to exhibit or attend and an exhibit space and table will be supplied to participating GCs.

If anyone is interested in attending, call 800-431-2584 and ask for the GC Showcase Department, or visit www.thebluebook.com/showcaseinfo.

2008 International Roofing Expo

The 2008 International Roofing Expo will be held Feb. 21-23, 2008 in Las Vegas. The exhibits will be at the Las Vegas Convention Center and the headquarter hotel will be Caesars Palace.

Diamond Sponsors- APOC, Gaslamp Insurance, Tarah Asphalt Products

Emerald Sponsors— Henry Company, Martin Roofing Co., Mission Valley Roofing, RSI Roofing, Certainteed

Pearl Sponsors-Allied Building Products, Dils Roofing, Robinson Sales, Urbach Roofing

Two new Golf Sponsors



Thanks to Polyglass for signing on as our Driving Range Sponsor. Use of the Driving Range before play is complimentary with the help of Polyglass.



You will also see Eagle Roofing Products as a Tee Sponsor this year.

SDRCA to Sponsor TRI Training for our Members

The Tile Roofing Institute will be holding a TRI Installer Certification Program for Moderate Climates on May 8th and 9th at the Sheraton La Jolla Hotel. The pricing for TRI members is \$295.00 and \$395.00 for non-TRI members. The SDRCA will pay \$150.00 of that fee if you are a member in good standing. That's right, take \$150.00 off the price when you send in your registration form to TRI and the SDRCA will pay that \$150.00 for you. Make sure you let the TRI know that you are a member of the SDRCA when sending in your registration form. The SDRCA will supplement your fee for a maximum of two people per company. This is a great opportunity to certify two people from your company.

The TRI flier is attached at the back of the newsletter.

April Dinner Meeting

The SDRCA will have its second Quarterly Dinner Meeting on Wednesday, April 18th, 2007 at the Butcher Shop Steakhouse. We are pleased to offer a presentation by Darren Cecil. **Darren R. Cecil**, M.A., a long standing member of the local business community, established his first San Diego business in 1992. He is an international speaker, served as a University instructor for 15 years, and trained 4,000 volunteers for Super Bowl XXXII.

Darren is an author and professionally trained coach with a degree in Counseling from The Ohio State University. He is the President of San Diego Sales, Inc. -- the San Diego franchise for Sandler Sales Institute which Entrepreneur Magazine named the number one management training program five years running. He compels business leaders to achieve top performance through a unique program of ongoing reinforcement training offered weekly.

A partial client list includes Quality Built, All Access Rentals, Anheuser-Busch, Legoland, the San Diego Padres, Sea-World, Toyota, Honda, Communications Plus, SDA Security, Boeing, Merrill Lynch, American Express, Destination Hotels & Resorts, the National Football League, SPAWAR (Space and Naval Warfare Systems), and Qualcomm.

All industry salespersons should attend this very informative presentation. Table Sponsorships available.

Flier attached at end of Newsletter.

CSLB Sting Update

The CSLB has posted an update on sting operations. That update is attached at the back of the newsletter.

Diamond Sponsors- APOC, Gaslamp Insurance, Tarah Asphalt Products

Emerald Sponsors- Henry Company, Martin Roofing Co., Mission Valley Roofing, RSI Roofing, Certainteed

Pearl Sponsors- Allied Building Products, Dils Roofing, Robinson Sales, Urbach Roofing

41st Annual SDRCA Golf Classic

The 2007 event is scheduled for Friday, June 8th, 2007.

We are going back to the scenic Coronado Golf Course with a 1 PM shotgun start.

The event is sponsored by:

GASLAMP INSURANCE

Sponsors signed up to date include:



Already at 80 players, reserve spaces now.

Flier attached at back of newsletter

Board of Directors

Wayne Sorensen, President
Top Line Roofing

Ric Morales, Vice President
Tarah Asphalt Products

David Susi, Treasurer
RSI Roofing

Emilio Figueroa, Secretary
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Kevin Shields, Director
ABC Supply

Gary Martin, Director
GM Roofing & Maintenance

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Scott Widdes, Director
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Troy Parrott, Director
RSG, San Diego

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Executive Director

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San Diego Roofing Contractors' Association

Wednesday, April 18th, 2007

The Butcher Shop Steakhouse
5255 Kearny Villa Road
San Diego, CA 92123
858-565-2272

April Quarterly Dinner Meeting
5:30 PM – 6:30 PM Social
6:30 PM – Dinner & Program

Sponsored By:

Becoming a better salesperson

The SDRCA is please to have Darren Cecil, professional sales coach. **Darren R. Cecil, M.A.**, a long standing member of the local business community, established his first San Diego business in 1992. He is an international speaker, served as a University instructor for 15 years, and trained 4,000 volunteers for Super Bowl XXXII.

Darren is an author and professionally trained coach with a degree in Counseling from The Ohio State University. He is the President of San Diego Sales, Inc. -- the San Diego franchise for Sandler Sales Institute which Entrepreneur Magazine named the number one management training program five years running. He compels business leaders to achieve top performance through a unique program of ongoing reinforcement training offered weekly.



The SDRCA will also feature a \$100.00 bill as a raffle prize. Must be present to win!

-----Keep upper portion -----Send lower portion-----

SDRCA Dinner Meeting Reservation

Due by Thursday, April 12th, 2007

Company: _____

Please fill in your amount

Attendee: _____

_____ Attendees at \$40.00 member price = \$_____

Attendee: _____

_____ Attendees at \$50.00 non-member price = \$_____

Attendee: _____

Total Price = \$_____

Attendee: _____

Check Enclosed Credit Card listed below Send me an Invoice Use Advocate dinner credits

Card Number: _____ Exp: _____

Name on Card: _____

SDRCA – 1113 Adella Ave., Ste. 100, Coronado, CA 92118

Phone/Fax: 888-825-0621

SDRCA From AM07



SAN DIEGO ROOFING CONTRACTORS' ASSOCIATION

1113 Adella Avenue, Ste. 100, Coronado, CA 92118

Phone/Fax 888-825-0621

Our Sponsors:



41st Annual SDRCA Golf Tournament

Sponsored By:

GASLAMP INSURANCE

Friday, June 8th, 2007

Coronado Golf Course

11:30 AM Check-In & Barbecue Lunch

1:00 PM Shotgun Start - Scramble Format

6:00 PM Dinner & Awards

Last year's event sold out three weeks prior to the event so you are encouraged to reserve your space today. Please fill out this form and return to the SDRCA.

The 2007 event will include golf, carts, driving range balls, tee prizes, barbecue luncheon, dinner, awards, and optional raffle.

Company: _____ Contact Person: _____

Phone: _____ Email: _____

Please check the appropriate box or boxes

- My company wants to be a Tee Sponsor (foursome included in price) \$1200.00
- My company wants to be a Green Sponsor \$400.00
- My company wants to be a Raffle Sponsor (please send prize or indicate donation) \$ _____
- I am an individual player \$175.00
- I have a twosome \$350.00
- I have three players \$525.00
- I have a foursome \$700.00
- I will have _____ additional dinner guests at \$40.00 each \$ _____

Total Amount \$ _____

Payment Information

Bill my credit card listed below Check Enclosed I need an invoice to pay this

Credit Card Number: _____ Exp: _____

Name on Card: _____



TRI Installer Certification Program for Moderate Climates



Who should attend:

Contractor company owners
Job superintendents
Installers
Forepersons and supervisors
Crew leaders
Tile producer sales reps

Installation Training ■ Certification ■ Industry Recognition ■ Lead Generation ■ Business Growth

10 Reasons for TRI Installer Certification

1. **Learn industry guidelines** - Learn how to meet or exceed industry guidelines.
2. **Reduce costs** - What you learn will help you reduce or eliminate costly call backs.
3. **National promotion** - TRI promotes certified tile roofing installers in its literature, Web site and videos.
4. **Producer promotion** - Many TRI manufacturer members promote using a certified installer to the general public.
5. **Meet customer expectations** - Today's consumers are more sophisticated and demanding. They expect trades people, including tile roofing installers, to have trade certification.
6. **Meet designer/specifier expectations** - Design professionals specify installation by TRI Certified tile roofing installers.
7. **Benefit your bottom line** - Professional instructors will show you how to increase your bottom line through greater efficiency.
8. **Evaluation process** - TRI developed guidelines to help installers rate their company's performance in all areas such as workmanship, efficiency, best practices and code compliance.
9. **Dispute resolution** - Adherence to TRI guidelines means you have the weight of industry-based recommendations on your side in the event of a dispute.
10. **Justify your price** - Demonstrate to your customers that you are installing tile roofing systems consistent with industry guidelines to support your pricing and explain why it may be slightly higher than your competition.

Date: **May 8 - 9, 2007**
Time: **8:00 am – 5:00 pm**
(Day 2 ends at or before 3:00 pm)

Location: **Sheraton La Jolla Hotel**
3299 Holiday Court
La Jolla, CA 92037
Ph: 858.453.5500*

* Please mention the Tile Roofing Institute to get the \$159 room rate. You must reserve your room by **April 12, 2007**.

About the Program

This informative day-and-a-half course is designed to enhance the knowledge of individuals involved in the construction and installation of tile roofing systems. The following topics are addressed in the curriculum:

- **Material Specifications** – underlayments, fasteners, flashing and tile selection
- **Roof Preparation** – layout, roof loading, battens, and ventilation
- **Tile Installation** – hip and ridge, coursing and rake
- **Special Conditions** – roof penetrations, flashings, pre-engineered systems and high wind



Why Should You Attend?

Knowledge - Industry professionals share industry guidelines, practices and advances applicable to the construction and installation of tile roofing systems.

Recognition - Certificates of Completion will be awarded to all individuals who successfully complete the course and pass the written examination.

Promotion - Tile roofing installer training and certification can be a powerful marketing tool for your business by further establishing your credibility as a knowledgeable contractor. Your company will gain greater awareness and leads through TRI's Web site listing and referral database.

Ongoing support - TRI reinforces your knowledge by making available the latest technical literature, guide specifications, and industry advancements.

Why a Certification Program?

Several thousand companies throughout North America engage in the installation of tile roofing systems and your company may be one of them. To improve and diversify your company's roofing services, the TRI Installer Certification Program imparts the requisite knowledge, experience and industry guidelines required to build tile roofing systems.



TRI Installer Certification Program Registration Form

www.regonline.com/lajolla



May 8 – 9, 2007

Sheraton La Jolla Hotel
3299 Holiday Court
La Jolla, CA 92037
P: 858.453.5500

To Register: Online at www.regonline.com/lajolla - OR - Fax to: 312.644.8557 (please copy for multiple registrations)
- OR - Mail to: TRI 230 E Ohio St. Suite 400 Chicago, IL 60611

Name (as it will appear on certificate)

Title/Position

Company

Mailing Address

City State/Province Zip/Postal Code

P: _____ F: _____

Phone _____ Fax _____

Email _____

Is your company a member of TRI? Yes No

Exams will be available in both English and Spanish.

Please select your preference.

English Spanish

Tuition: \$295 TRI Members ■ \$395 Non-Members

*** **Special Price for SDRCA Members** ***

\$145 SDRCA & TRI Members

\$245 SDRCA Members/TRI Non-Members

Payment Method: Full payment must be included with this form for TRI to process registration.

Check enclosed (made payable to TRI)

Visa MasterCard Amex

Card Number _____

Exp. Date _____

Name on card Signature _____

If you require special assistance, please submit a written description of your needs.

Cancellation Policy

Registrants who provide written notice of cancellation at least seven days in advance of the course start date shall receive a refund less a \$75 administrative fee. No refunds will be made for not attending or if notice of cancellation is received within seven days of the course start date.

Substitutions shall be permitted from the same company at anytime prior to the meeting start date without penalty. For registrants wanting to transfer to an alternate program, a \$25 administrative fee shall apply. Credit balances must be used within a one-year period for future programs. TRI is not responsible for expenses incurred due to cancellation.

Please note: This is not a hands-on course. It is a knowledge based class room course recommended for those with a minimum of one year's field experience.

What is your primary business? (check one)

- Manufacturer/Distributor
- Contractor
- Design Professional
- Supplier to the industry
- Roof Consultant/Inspector
- Other, please specify: _____

What is your primary job function? (check one)

- Executive/Administrator
- Supervisor
- Design Specialist
- Crew
- Other, please specify: _____

Disclaimer and Understanding

The Tile Roofing Institute (TRI) Installer Certification Program is intended to communicate industry guidelines to tile roofing installers on estimating, planning and executing residential and commercial projects, and to educate individuals in applicable construction and general business practices.

TRI hereby disclaims any and all liability for any claims, actions, causes of action, damages or losses to person or property, including direct, indirect, incidental, consequential or punitive damages, liabilities, judgments, attorney's fees and costs, directly or indirectly arising out of or related to the use of services of a tile roofing installer, the performance or nonperformance of work or services by a certified tile roofing installer, the quality of performance of materials used in connection with the work, or the outcome of any tile roofing jobs or projects.

TRI further disclaims any and all warranties of any kind, either express or implied, including but not limited to implied warranties of merchantability or fitness for a particular purpose with respect to the quality or fitness of the tile roofing materials purchased by the user, or with respect to the qualifications, abilities or quality of work performed by the selected certified tile roofing installer.

I have read and agree to the Disclaimer and Cancellation Policy: (must sign in order to process your registration)

Signature _____

Date _____



230 E Ohio St. Suite 400
Chicago, IL 60611

P 312.670.4177 F 312.644.8557 E info@tileroofing.org
www.tileroofing.org

Industry Bulletin

CONTRACTORS STATE LICENSE BOARD

9821 Business Park Drive, Sacramento, California 95827
Mailing Address: P.O. Box 26000, Sacramento, CA 95826

Get Information To Build On!

800-321-CSLB
www.cslb.ca.gov



DATE: March 21, 2007

BULLETIN #07-05

Contractors State License Board Rounds up More Than 150 in Statewide Undercover Enforcement Operation

California Blitz simultaneously targets illegal operators in seven different locations

Sacramento – The Contractors State License Board (CSLB) announces the results of its biggest undercover operation ever. Last week (March 14-15) the CSLB conducted a *California Blitz*, consisting of seven different sting operations in seven different cities, simultaneously. The CSLB's entire Statewide Investigative Fraud Team (SWIFT) was involved in the operation, which is aimed at combating the underground economy.

A total of 167 people were arrested and issued a Notice to Appear (NTA). They will have to go before a Superior court judge to answer the misdemeanor charges, which could lead to a penalty of six months in jail and/or \$1,000 fine. 15 suspects were arrested and transported to jail, including an unregistered sex offender with a no bail warrant for parole violation.

The cities involved with two-day stings were Escondido (San Diego County), Orange (Orange County), Hemet (Riverside County), and Redondo Beach (Los Angeles County), Brentwood (Contra Costa County) and Sacramento (Sacramento County). A one-day sting was held in Davis (Yolo County).

"We could only pull off this type of operation with the cooperation of industry, local cities and law enforcement agencies, District Attorneys, and our partners in the Fraud Division at the Department of Insurance," said CSLB Registrar Steve Sands. "Each of these groups stepped up to show their commitment to going after those who contract without a license and break other laws."

Contractors State License Board Rounds Up More than 150 in Statewide Undercover Enforcement Operation 2-2-2-2

Here is a round-up of each sting operation:

Location	Escondido (San Diego County) March 15-16, 2007 – Sting Only
Partners	Escondido Police Department Escondido Code Enforcement Division San Diego County District Attorney's Office Department of Insurance Fraud Division
Results	29 Notices to Appear One Licensee Citation Three Pending Administrative Actions 27 Notices to Appear (Building Permit Violation)
Noteworthy Case	Richard Remington, an unlicensed painter, insisted to the undercover officers that he be paid in cash because he didn't want to jeopardize his Social Security Disability Insurance benefits. That got Mr. Remington, a convicted felon, a visit from two special agents from the Social Security Administration. In addition, Remington was driving with a suspended license, so his car was towed away and impounded.
Location	Orange (Orange County) March 15-16, 2007 – Sting & Sweep
Partners	Orange Police Department Orange County District Attorney's Office Department of Insurance Fraud Division
Results	30 Notices to Appear Seven Pending Administrative Actions
Location	Hemet (Riverside County) March 15-16, 2007 – Sting Only
Partners	Riverside County Sheriff's Department Riverside County District Attorney's Office Department of Insurance Fraud Division
Results	29 Notices to Appear One Licensee Citation 14 Pending Administrative Actions

Contractors State License Board Rounds Up More than 150 in Statewide Undercover Enforcement Operation 3-3-3-3-3

Location	Redondo Beach (Los Angeles County) March 15-16, 2007 – Sting & Sweep
Partners	Redondo Beach Police Department Los Angeles County District Attorney's Office Department of Insurance Fraud Division
Results	36 Notices to Appear Five Licensee Citations Five Non-Licensee Citations Six Pending Administrative Actions One Workers Compensation Insurance Violation
Noteworthy Cases	Repeat-offender Blaine Lewis was arrested on an outstanding \$10,000 warrant. He was also driving with a suspended license and his vehicle was towed and impounded. During simultaneous sweep operation, a NTA was issued to Edwin Mayorga, who was also arrested for a \$3,000 warrant (Driving Under the Influence). Wilson Remberto Zavala Perez, an unlicensed painter, was arrested and transferred to Los Angeles County Jail. He is a child sexual predator/unregistered sex offender. He was arrested on a no bail warrant due to parole violations.
Location	Brentwood (Contra Costa County) March 15-16, 2007 – Sting Only
Partners	Brentwood Police Department Contra Costa County District Attorney's Office Department of Insurance Fraud Division
Results	15 Notices to Appear Four Non-Licensee Citations Four Licensee Citations
Location	Sacramento (Sacramento County) [March 15-16, 2007]
Partners	Sacramento Police Department Sacramento County District Attorney's Office Department of Insurance Fraud Division
Results	17 Notices to Appear 11 Licensee Citations Three Warning Letters Five Citations Issued by Sacramento Police Officers
Noteworthy Case	One person arrested with an active arrest warrant told officers that he tested positive for tuberculosis the previous week. The sting had to be shut down and all staff present had to undergo a tuberculosis test. Later it was determined that the individual arrested was found to not be positive for the disease.

Contractors State License Board Rounds Up More than 150 in Statewide Undercover Enforcement Operation 4-4-4-4-4

Location	Davis (Yolo County) [March 15, 2007]
Partners	Davis Police Department Yolo County District Attorney's Office Department of Insurance Fraud Division
Results	11 Notices to Appear Two Licensee Citations

The CSLB's SWIFT Unit conducts on the average of one sting per week somewhere in California. The CSLB licenses and regulates California's 308,000 contractors, and investigates more than 20,000 complaints against contractors annually. In fiscal year 2005-06, the CSLB helped consumers get more than \$36 million in restitution. To learn more about the CSLB, visit our Website at www.cslb.ca.gov.

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