



Upcoming Events

Wednesday, January 16th, 2008

SDRCA Trade Show & Industry Night, Four Points Sheraton

Flier attached at the end of the newsletter for manufacturers to sign up. This event will be free to contractors and will include a buffet dinner. There will be various raffles throughout the night. Sign up now to reserve your booth space and for you contractors, put this special event on your calendar.

February 19-23, 2008

NRCA International Roofing Expo, Las Vegas Nevada

President's Message

As the year of 2007 comes to the close and concludes the opportunity that I have had to serve as the Association President, I would like to reflect on the years events of the SDRCA. First though, let me thank the 2007 SDRCA Board members for their service. These board members are all very busy with their respective careers but voluntarily donate many hours to help to make the SDRCA a great organization. Also may I thank our Executive Director, Jim Robyn; any of you that have dealt with Jim know of his dependability and efficiency and will realize what a great asset he is to the roofing industry. I am proud and honored to have served with so many dedicated individuals and to be a part of a program dedicated to consistently bring information crucial to our industry and thereby creating better roofing companies so that those whom we serve can trust and depend on our contractors who benefit from the programs within the SDRCA.

The year produced some of the best attended dinner meetings and luncheons we have had for some time due to the focus on quality topics. Last years topics included Sales training, Fraud prevention in the work place, understanding the requirement to meet Class A low slope roofing systems, an update from the Highway patrol on meeting fleet requirements and a great introduction to the state of the art in the photovoltaic industry. All these topics are very important to the principles in our roofing companies and in a constantly changing industry. I know I walked away from all these meetings learning something important for my business which I can use to make my company stronger.

Also last June the SDRCA held a very successful 41st Annual Golf Tournament at the Coronado Golf Course. This event in many ways is the lifeline for our Association by producing much needed proceeds, which are used to run the day-to-day functions of Association.

An important part of the SDCRA has always been to keep members a breast of the latest code changes and requirements to keep companies compliant. This last year, 2007, was no exception as we were able to offer scholarships for member contractors to complete TRI training for proper installations of tile roofs. The Association has developed a working relationship with the CEC, ICC and the City of San Diego, this relationship can be priceless as code & building requirements are discussed and changed in the future.

As great as this year has been the good news is, I believe, 2008 will be even a better year for those companies that choose to get involved. So now is the time for your company to join the SDCRA for the first time or to renew your membership so your company can continue to grow in this very dynamic industry.

Wayne Sorensen, Top Line Roofing

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Construction Industry Likely to Benefit as Fire Victims Rebuild

By: Jeff Collins, Orange County Register

When the devastation is done, the rebuilding begins. And therein lies what some might see as a silver lining to the dark clouds of smoke cloaking Southern California this past week. Economists and building industry officials say that the aftermath of the deadly wildfires that ravaged hundreds of homes likely will give a shot in the arm to a construction business that's been partly sidelined by a housing slowdown.

Residential construction permits are off 30 percent in California so far this year from 2006, according to the Construction Industry Research Board. In the areas hit hardest by the wildfires – San Diego and the Inland Empire – construction is off 34 percent and 45 percent, respectively, and in Orange County's it's down 19 percent.

When the fires are out, and the insurance checks start to pour in, local building contractors should see an eventual upturn in business as residents rebuild and repair their homes, said Delores Conway, director of USC's Casden Real Estate Economics Forecast.

"In a way, ... it's helpful news. We all know that construction has been declining," Conway said. And while a mortgage credit crunch and tightening loan standards have made home financing harder to get, "here we have new sources of funding that comes from insurance dollars. This will help the construction industry."

Conway noted that after the 1993 fires in Los Angeles County, employment by general contractors jumped 18 percent there, compared to 6 percent in Southern California as a whole.

Kristine Thalman, CEO of the Orange County chapter of the Building Industry Association, said that others connected to homebuilding also will benefit.

"Your trades, architects, engineers and subcontractors will be inundated once people work through this and decide to rebuild," she said. "I suspect the majority of people will want to rebuild."

A recent analysis by **Merrill Lynch** estimated that insured losses will total about \$650 million for rebuilding 1,600 destroyed homes and 180 destroyed businesses, the estimated toll at the time the study was done.

Losses of personal property such as cars and household goods will total an estimated \$1.365 billion, for a total of \$2 billion, the analysis said.

The biggest loss recorded in a previous California wildfire was \$2.6 billion in the 1991 Oakland-Alameda county fires. The next largest was the October 2003 wildfire season that caused \$2.3 billion in insured losses, according to the study. Examining the eight worst fires since 1970, Merrill Lynch determined that the number of homes destroyed averaged 1,505 per fire, and the insured losses averaged nearly \$840 million.

Conway noted that home sellers with vacant houses and condos may also benefit as displaced residents look for places to rent. The rebuilding process can last from 18 months to two years, she said.

"People have to live someplace," Conway said.

Thalman said that the executives of the Southern California BIA chapters have been talking about proposals that will help displaced residents recover.

Proposals include free architectural plans from existing subdivisions, renting out or selling vacant, unsold homes at or just above cost and approaching lenders about renting out vacant homes they acquired through foreclosure.

Contact the writer: 714-796-7734 or jcollins@ocregister.com

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2008 Golf Classic

The 2008 Golf Classic has been scheduled for Friday, May 2nd, 2008. The SDRCA is pleased to announce that this year's event will take place at Twin Oaks Golf Course in San Marcos, California.

Once again, please thank our generous sponsor !

GASLAMP
INSURANCE

Sponsor form attached at the end of the newsletter, sign up now to secure your tee or other sponsor opportunities

2007 Western Low-Slope Roofing Market Healthy

Western Roofing Insulation And Siding Magazine has published the market survey results. According to the survey, plus figures supplied from several industry sources, commercial and industrial roofing construction in the Western half of the U.S. will rise again this year.

2007 New Commercial Roofing

BUR	28.1%
TPO	12.6%
SBS Mod	12.2%
APP Mod	11.5%
EPDM	7.9%
PVC	5.3%
Metal Arch	4.9%
Liquid App	4.4%
Metal Strc	3.8%
SA	3.7%
Foam	2.4%
Fib Shingle	1.8%
Other	0.8%
CSPE	0.4%
Conc Tile	0.2%

2007 Commercial Reroofing

BUR	22.9%
SBS Mod	13.2%
APP Mod	12.7%
TPO	12.5%
EPDM	7.6%
PVC	5.6%
Liquid App	5.5%
Metal Arch	5.4%
Metal Strc	4.5%
SA	4.5%
Foam	2.5%
Fib Shingle	1.6%
Other	1.0%
CSPE	0.4%
Conc Tile	0.2%

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New Board of Directors

The Board of Director ballots went out in October and the results are in. There also have been some changes recently with the Board of Directors. The SDRCA would like to thank Kirk Bowman for his service on the Board. Kirk recently left Patriot Roofing for other business opportunities outside the roofing industry.

The SDRCA would also like to thank Gary Gilmore of Urbach Roofing for serving the balance of a term on a vacated seat on the Board of Directors. Gary will continue to work with the SDRCA Codes Committee and assist us with training programs but will not sit on the Board of Directors.

Emilio Figueroa of Gaslamp Insurance has resigned from the Board of Directors and motioned that Patricia Mostellar of Gaslamp Insurance fill his vacated seat. The motion received a second and the motion passed. We would like to thank Emilio for his years of service and all that he has done for the association.

Below is a list of the Board of Directors effective January 1st, 2008 and the year in which their three year term will expire. The Executive Board will be announced in the January 2008 Newsletter.

Ric Morales, Roofing Unlimited	Director (2010)
Linda Legerton, RSG San Diego	Director (2010)
Charlie Moreau, Skyline Roofing	Director (2010)
Gary Martin, GM Roofing & Maintenance	Director (2010)
David Susi, RSI Roofing	Director (2010)
Scott Widdes, CertainTeed	Director (2009)
Troy Parrott, RSI Roofing	Director (2009)
Patricia Mostellar, Gaslamp Insurance	Director (2008)
Kevin Shields, ABC Supply	Director (2008)
Wayne Sorensen, Top Line Roofing	Director (2008)

We look forward to a great 2008 with this new Board.

Best Wishes Dan

As a member of the NRCA's Affiliates Executive Council and Affiliates Committee, I would like to send best wishes to Dan Cohen, Executive Director of the Arizona Roofing Contractors Association in his recovery from bypass surgery. Get your rest and we will see you at the National meetings in February.

James Robyn, Executive Director, SDRCA

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NRCA Smart Brief

NRCA's weekly free electronic newsletter, NRCA E-News, offers brief stories about events and issues in the roofing industry and involving NRCA. NRCA E-News subscribers obtain information about educational classes, industry meetings and conferences, current industry news, technical advancements, and environmental and legislative issues, among other topics.

To register for NRCA E-News go to <http://www.nrca.net/register.aspx>

ProAmericaCompanies.Com

ProAmericaCompanies.Com was started by a Texas lawyer, David Marlett, when he tried to hire a contractor to paint his house. He wanted to hire a company with legal employees only. He ended up doing the job himself. In an effort to change the system, he started the website where companies can sign a pledge that they will not "knowingly hire illegal or undocumented workers" and report anyone they suspect of being in the country illegally.

The website was launched in June and has 920 businesses signed up in 44 states.

2008 National Solar Energy Conference to be held in San Diego, Discounts to SDRCA Members

SOLAR 2008 is coming to San Diego! The National Solar Energy Conference is the largest and most inclusive solar and renewable energy conference in the U.S. each year.

The National Solar Energy Conference combines a premiere technical conference, plenary and forum sessions exploring both the conference theme and the most timely topics of the day, a Renewable Energy Products and Services exhibit that showcases manufacturers, dealers, distributors, installers and other related businesses and services, and workshops, tours and special events of interest to professionals and consumers.

Join more than 2,500 leading researchers, scientists, engineers, architects, designers, policymakers, manufacturers, contractors, installers, government leaders, strategic thinkers, teachers, utility representatives and other renewable energy decision-makers from around the United States and the world for the comprehensive program.

Be a part of Public Day - where we are expecting as many as 10,000 people from the San Diego area to tour the exhibit hall and experience a multitude of public demonstrations.

SOLAR 2008 will be held May 3-8, 2008, at the Town and Country Resort & Convention Center. For more information, see www.solar2008.org.

The discount will be available right on the registration form – SDRCA members just check a box indicating your membership, and you automatically get the lowest price. Registration will be available early in January.

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San Diego Rebuilds Workshop

Randall Knox from Protech Roofing Services displays our booth (left).



Roger Hedgecock broadcasts live at the event (below).

Thank you to the following members who attended and represented the SDRCA.

Roofing Wholesale, Protech Roofing Services, Eagle Roofing Products, MCA Clay Tile, Top Line Roofing, Dils Roofing, GAF, Urbach Roofing, ABC Supply, ELK.



Green Building Market to Grow More Than \$2B by 2011

A report provided by greenerbuildings.com

A new report from market researcher SBI finds that the booming green building market will continue its rapid expansion through 2011, more than doubling in size to \$4.7 billion in the next four years.

The report, "Green Building Materials in the U.S.," also finds that the market for green building materials has been growing at a rate of 23 percent per year through 2006. Although the growth is expected to slow slightly -- growing only by 17 percent per year -- but will remain unaffected by the current housing slowdown in the U.S.

The boom has been fueled by a combination of commercial and residential building buyers and occupants, as well as people undertaking DIY renovation and upgrade projects. These groups, the report's authors find, are now considering energy efficiency, indoor air quality and other measures of sustainability fundamental to occupying homes and offices.

Another prediction in the report suggests that green flooring, whether through sustainable or renewable wood products or other green methods, will leapfrog from the slowest-growing segment of the green building market to the fastest-growing segment by 2011.

The report, which is available to purchase [from SBI](#), also covers emerging opportunities in the green building market, including the expansion of the green residential market, how competing green standards will affect the market, and profiles of the biggest players in the market.

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. Archie Manning is currently a feature speaker at the convention.

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On the National Front

REETA Introduced

On Nov. 8, Rep. Pascrell (D-NJ 8) introduced the Roofing Energy Efficiency Tax Act of 2007 (REETA), HR 4126. REETA is an updated version of the Realistic Roofing Tax Treatment Act (R2T2). Like R2T2, REETA would amend section 168 of the Internal Revenue Code to shorten the current 39-year tax depreciation schedule for commercial roof systems to a more realistic 20-year schedule. But REETA specifies that in order to take the shortened schedule a building owner must install a roofing system that meets the energy-efficiency requirements of Standard 90.1 of the American Society of Heating, Refrigerating, and Air Conditioning Engineers (ASHRAE). This modification enhances the appeal of the legislation, particularly for Democrats, because it not only achieves needed reform to the tax code, it is also an avenue to promote energy-efficiency and reduce carbon emissions. Rep. Lewis (R-KY 2) is the lead Republican for REETA and it has been referred to the House Ways & Means Committee, which both Pascrell and Lewis sit on. NRCA will continue to work closely with Pascrell and Lewis to advance REETA.

House Approves Workplace Protection for Homosexuals

On Nov. 7, the House passed the Employment Non-Discrimination Act of 2007 (ENDA), HR 3685, which would make gays and lesbians a new protected class under federal employment discrimination law. ENDA originally included language to protect transsexuals and cross-dressers, but supporters of the bill were forced to exclude these groups because their inclusion eroded necessary support from Democrats in conservative districts. In its current form, ENDA would not apply to the military and religious organizations; however it could apply to non-denominational Christian schools and bookstores. The Senate is not expected to act on its version of ENDA until next year and if it passes, the President has promised to veto it based on Constitutional concerns surrounding religious freedom issues

Asbestos Ban Passes Senate

On Oct. 5, the Senate passed by unanimous consent (meaning no senator objected) the Ban Asbestos in America Act of 2007, S. 742. The legislation was introduced by Sen. Murray (D-WA), and would amend the Toxic Substance Control Act to prohibit the importation, manufacturing, processing, and distribution of asbestos-containing materials. While the United States has not mined asbestos minerals since 2002, it still imports them. And, according to a committee report on the legislation, asbestos is still used in about 3,000 products. Rep. McCollum (D-MN 4) has introduced the House companion bill, HR 3339, but it is not clear when or if it will be brought up for a vote.

House Approves Pair of Energy Efficiency Bills

On Oct. 23, the House passed the Industrial Energy Efficiency Research and Development Act of 2007, HR 3775, and the Energy Storage Technology Advancement Act of 2007, HR 3776. Together these bills authorize \$1.5 billion from 2009-2015 for the Dept. of Energy to use to partner with the private sector in the development of new technologies to improve industrial energy-efficiency and energy storage. The ability to more effectively store energy is vital for the future development of wind and solar power generation.

Thank you Nick Tindall, Director of Public Affairs, National Roofing Contractors Association for your informative updates to our association.

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RWC Lunch

On Thursday, November 29th, Roofing Wholesale Spring Valley held another one of their popular lunches for the roofing industry. What a great idea. Check the SDRCA newsletter for more upcoming RWC lunches.



The taco bar is quite popular.

Board members Troy Parrott and Ric Morales recruiting new members for the SDRCA .



Chuck Gallinat of Owens Corning displays some of his products to roofing contractors.

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Members in the News

Roofing Siding & Insulation Magazine has released its list of the top 200 Roofing Contractors in the United States. Congratulations to our members who made the list.

Number 63 Dinyari, Inc.



Number 155 RSI Roofing



Number 181 Sully Jones



Welcome New Members

Skyline Roofing

MCA Clay Tile

Board of Directors

Wayne Sorensen, President
Top Line Roofing

Ric Morales, Vice President
Roofing Unlimited

David Susi, Treasurer
RSI Roofing

Patricia Mostellar, Secretary
Gaslamp Insurance

Kevin Shields, Director
ABC Supply

Troy Parrott, Director
RSI Roofing

Scott Widdes, Director
CertainTeed

Eric Johnson, Past President
Eric Johnson Roof Systems

Gary Gilmore, Director
Urbach Roofing

James Robyn, SDRCA
Executive Director

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SAN DIEGO ROOFING CONTRACTORS' ASSOCIATION
1113 Adella Avenue, Ste. 100, Coronado, CA 92118
Phone/Fax 888-825-0621
www.sdrca.com

SDRCA Trade Show 2008
Wednesday, January 16th, 2008
Trade Show Opens 5:00 PM

On Wednesday, January 16th, 2008 the San Diego Roofing Contractors Association will be hosting a Trade Show and Information Night at the Four Points Sheraton Hotel, 8110 Aero Drive in Kearny Mesa. ALL ROOFING CONTRACTORS will be admitted free to learn more about the SDRCA and visit vendors' booth representatives.

RESERVE YOUR SPACE TODAY!

Booth space (10ft. x 10 ft) is available at \$275.00 for SDRCA members and \$375.00 for non-members and includes two admissions to the event and buffet dinner. The room will be available for set up at 2:00 PM on the day of event. The trade show will open from 5:00 PM to 9:00 PM with a buffet dinner available from 6:30 PM until 8:00 PM. All vendors are asked to provide a raffle prize for random drawing that will take place throughout the evening. If you have a special request for a demonstration, that may be arranged.

Please return this completed form to the SDRCA office no later than Monday, January 7th, 2008. Those reserving a space and not attending or canceling after January 7th, 2008, will be billed for the reservation.

Guest room reservations can be made by calling the Four Points Sheraton Hotel at 858-277-8601. Please mention the SDRCA Trade Show.

Company: _____

Contact Person: _____

Email: _____

Attendee: _____

Attendee: _____

Please fill in your amount	
\$275.00 member price	= \$ _____
\$375.00 non-member price	= \$ _____

Check Enclosed Credit Card listed below Send me an Invoice

Card Number: _____ Exp: _____

Name on Card: _____

SDRCA – 1113 Adella Ave., Ste. 100, Coronado, CA 92118 Phone/Fax: 888-825-0621



SAN DIEGO ROOFING CONTRACTORS' ASSOCIATION

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

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Our Sponsors:

42nd Annual SDRCA Golf Tournament



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Friday, May 2nd, 2008

Twin Oaks Golf Course

11:30 AM Check-In & Barbecue Lunch

1:00 PM Shotgun Start - Scramble Format

6:00 PM Dinner & Awards

Please fill out this form and return to the SDRCA.

The 2008 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 the Dinner Sponsor (foursome included in price) \$4000.00
- My Company wants to be the Lunch Sponsor (foursome included in price) \$2000.00
- My Company wants to be the Golf Cart Sponsor (foursome included in price) \$2500.00
- My Company wants to be the Driving Range Sponsor (foursome included in price) \$1500.00
- My Company wants to be the Putting Green Sponsor (foursome included in price) \$1500.00
- My Company will donate a raffle prize \$ _____

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: _____

Victorian Classic in Poway gets a makeover with CertainTeed Carriage House Shingles

The steep roof on this beautiful corner home in Poway is such a critical part of the overall curb appeal. The owners are thrilled with Victorian Blue color they selected and the enhancement the new roof brings to their home.

The double thick shingles provide four full layers of protection and a Lifetime Material Warranty. This, along with the UL Class A Fire Rating protection add to the value of this investment.





Troy Parrott

RSI Roofing is pleased to announce the hiring of Troy Parrott. Troy grew up in Southern California and has lived in San Diego since 1990. He is a veteran of the U.S. Army 82d Airborne Division and is married to wife Cynthia, and has four children, Jacob 19, Michael 17, Lucas 15, and Anna 7. Troy has 20 years of experience in the roofing industry. As an owner of a roofing company, a superintendant for several large roofing companies, a manager and outside salesman for a roofing supply yard, RSI is excited to have Troy on board as a Project Manager. His hobbies include: family, ocean fishing, and going to the desert.