



Upcoming Events

Wednesday, January 24th, 2007

**Quarterly Dinner Meeting, Butcher Shop
"What makes a Distributor"**

President's Message

As I work in the roofing industry around the San Diego area, I can see evidence of many contractors that don't know or don't care about local code changes pertaining to the roof industry. One of the biggest changes that appear to be still ignored is the change concerning fire rating of roofs. Back in 2004, when San Diego was still reeling from the aftermath of the devastating Cedar fires, the San Diego City Council adopted changes to Section 145.0202 of the 2001 California Building Code. The changes are as follows:

- (a) All roofs (new, replacements or repairs) must be a Class "A" Assembly.
- (b) No new "Wood Roofs" are allowed; with the exception of a State Historical Building"
- (c) If more then 25% of a roof on a structure is being replaced the entire roof must be a Class "A" Assembly.
- (d) If an addition is adds more then 25% to the overall floor area of a building then the entire roof must be a Class "A" Assembly.
- (e) If a repair is to be preformed on an existing wood roof all repairs must be part of a Class "A" Assembly.
- (f) No new roof can be installed over a wood roof.

These changes are effective with projects regardless if a building permit is required or not. The two areas I see that are still being ignored the most is in San Diego City limits are (a) and (e). There are many times I see bids to replace the roof on a residents that include a Class "A" 34 square steep portion but on the 4 square flat addition in the back the roofer bids to install a 1 ply of torch over a wood deck (which is non compliant). There are no concerns to install a fire retarding decking or to use FR sheets, simply install a nailed base and a non-rated cap. The other area is in wood roof repairs. A typical repair for shake roofs is to use new wood to cover over exposed underlayment, which will extend the life of a shake roof. The best rating new shakes can obtain is Class "B", therefore if one simply uses Class "B" shakes or shingles to repair a wood roof they have not met the Class "A" requirement. To comply with this new code change means that any new wood must include some type of fire retarding underlayment, Adding underlayment under every piece of wood that is install, of course would increase the labor and material cost for a repair by 3 to 4 times. Now the typical wood repair becomes financially impractical. Which is of course the underlying propose of the code change, the City council wants to "get rid" of wood roofs. As we wrap up 2006 and look forward to the New Year full of new commitments, let us add to our resolutions the commitment to be more aware of the current code changes required of roofing contractors. We are the professionals and need to educate the public about code requirements. Therefore we must pay attention, educate the homeowner and comply with these current code standards ourselves.

Diamond Sponsors - Allied Building Products, APOC, Gaslamp Insurance, Henry Company, Mule-Hide Products,

Patriot Roofing, ELK, Tarah Asphalt Products

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

Pearl Sponsors - Commercial & Industrial Roofing, Dils Roofing, Robinson Sales, Urbach Roofing

New Mileage Reimbursement Rate

The Internal Revenue Service (IRS) has increased the standard mileage deduction for business use of a motor vehicle to 48.5 cents per mile in 2007. Employees or the self-employed may use this optional amount in computing the deductible cost of operating an automobile, van, pickup or panel truck for business purposes. The rate for 2006 is 44.5 cents per mile. Employers that use the IRS rate or lower may deduct that amount as a business expense. However, employees who are reimbursed at a higher rate may be required to pay taxes on the difference between their reimbursement rate and the IRS standard mileage deduction because the IRS considers that amount to be wages.

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.

SDRCA to offer Computer Skills Course

In 2007, the SDRAC will be launching a computer skills course for the beginner. The course will most likely be held on four consecutive Tuesdays from 4:00 PM to 6:00 PM. The course is designed for users that know how to operate their computer at a very basic level. Topics covered will include but not limited to files and folders, software, internet, graphics, web design, and much more. If you are interested in attending this class, please contact the SDRCA office. If enough people are interested now, classes could begin soon.

2007 Golf Event

June 8th, 2007

Mark your calendars now!

On the National Front

Registration is now open for the International Roofing Expo and NRCA convention, and everyone involved is expecting another record turnout. Show management reports boot sales are up 10 percent from a year ago, and attendance may exceed 10,000 for the first time ever. Plan to be there March 4-8, 2007, in Las Vegas. Visit www.theroofingexpo.com.

Not Notifying Employees of Workers' Comp Rights Will Cost You

An employer or insurer that fails to notify employees of their rights under a Medical Provider Network (MPN) will be liable for costs of medical treatment employees secure on their own outside the MPN, according to a recent decision of the full Workers' Compensation Appeals Board. The required MPN information informs employees about their rights in an MPN and how to receive appropriate medical treatment from an MPN in a timely manner. Under California workers' compensation laws, employers with an MPN have an affirmative duty to, among other things, offer treatment to workers and instruct employees at the time of hire and when an injury occurs as to how to choose a doctor within the MPN. Because these steps are crucial to reasonable medical treatment, the Workers' Compensation Appeals Board found that a failure to take these steps permits employees to be treated by their own physician and requires the employer or insurer to pay all associated costs. *Knight v. United Parcel Service; and Liberty Mutual Insurance Company* (October 10, 2006) Case

Diamond Sponsors-Allied Building Products, APOC, Gaslamp Insurance, Henry Company, Mule-Hide Products,

Patriot Roofing, ELK, Tarah Asphalt Products

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

Pearl Sponsors-Commercial & Industrial Roofing, Dils Roofing, Robinson Sales, Urbach Roofing

Members in the News



ABC Supply has opened a branch in Erlanger, Kentucky. The new branch features a 3,000 square foot showroom and a 60,000 square foot warehouse.



Carlisle SynTec Inc. has named Kris Costas and Dre Didriksen FleeceBACK technical specialists.



APOC has appointed Mike Griffin north west sales manager.



CertainTeed has added CoolStar energy saving reflective surface coating to its Flintglas Mineral Surfaced Cap Sheet. The acrylic based coating is said to be brilliant white. CoolStar has an initial solar reflectance of 0.77 and thermal emittance of 0.92.



Tarah Asphalt Products, will be offering plant tours beginning in December and will run through March. Contact your roofing distributor for dates and times or Ric Morales at 619 818 5939 rmor4@cox.net.

“What makes a Distributor”

The SDRCA will host a local distributor night on January 24, 2007. You won't want to miss this meeting. Find out how the distributors see the local market, they'll discuss new trends in our market and tell what's hot and what's out, meet the people behind the counter.

We'll discuss; has the business changed from ten years ago, if so how? What new challenges are you dealing with in today's market? How do you select your stocking products? How do you assist the customer in today's market? How does your team inform the contractor about new products? Does your team help the customer make a product selection?

This will be a panel discussion, with a Q&A after the presentation. Its been 10 years since the SDRCA hosted a supplier/distributor night. This is the night all the managers get to speak to you the contractor and you get to ask questions too! Ric Morales, with Tarah Asphalt will be moderator for the venue.

Participating Distributors to date:

ABC, Allied, RSG San Diego, Roofing Wholesale, SG Wholesale, Structural Materials

Diamond Sponsors-Allied Building Products, APOC, Gaslamp Insurance, Henry Company, Mule-Hide Products, Patriot Roofing, ELK

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

Pearl Sponsors-Commercial & Industrial Roofing, Dils Roofing, Robinson Sales, Urbach Roofing

SDRCA Completes another Build-A-Roof Program

The Davies family of Lakeside thanks the SDRCA for their new roof. On Friday, November 17th Pro Prept came in and tore off the existing roof on the house and the small garage. What a great job they did. The seven man crew finished the job in just over three hours and left the job site spotless. On Monday, November 27th, Patriot Roofing along with Top Line Roofing began the installation. Thanks to CertainTeed for donating the shingles, CMI for donating all the metal, and ABC for donating materials and coordinating the delivery of all the materials. RSI will install the gutters donated by CMI in the near future. This was a great build-a-roof program that was finished within two months of its conception. We hope to have all involved at our January Dinner Meeting for a great slideshow presentation and some thanks from the Davies family and Charco Construction.

BOD Ballots

Thank you to all of our members who sent in your BOD ballots. The following have been elected to a Board of Director position through 2009.

C. Scott Widdes, Kirk Bowman, Troy Parrott, David Susi, Gary Martin, Ric Morales.

The BOD will select the members of the Executive Board at the next BOD meeting.

Got News?

Send it in and it will be published!

Waiver of Right to Sue Applies to Specific Grievance

Just because an employee signs a waiver and release of claims does not mean that she or he cannot later sue you on an unrelated issue. The California Court of Appeal ruled that an employee who signed a waiver relating to the settlement of a union grievance did not waive his right to sue the employer for discrimination unrelated to the grievance. The court found the union's negotiation and execution of the release agreement suggested that the employee's personal interests, apart from the grievance, were not subject to the release agreement. Testimony of the employee and the union manager confirmed that they intended the release agreement to cover only the grievance. Thus, the waiver may not apply to unknown claims unrelated to the grievance.

The Court of Appeal found the release agreement was ambiguous. Also, because multiple parties (the union, Butler and Vons) were involved and because the union negotiated the release, it could be inferred that the release agreement referred only to the grievance and not any other pending or potential claims. The Court of Appeal emphasized that the section 1542 waiver in this case was ambiguous, so the trial court should have heard testimony relating to the intention of the parties when they entered into the agreement. *Butler v. Vons Companies, Inc.*, (June 22, 2006) 140 Cal. App. 4th 943.

Diamond Sponsors-Allied Building Products, APOC, Gaslamp Insurance, Henry Company, Mule-Hide Products, Patriot Roofing, ELK

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

Pearl Sponsors-Commercial & Industrial Roofing, Dils Roofing, Robinson Sales, Urbach Roofing

As a roofing contractor, you have unique liability insurance needs. **ProBuilders** has the commitment, financial strength and expertise to deliver the insurance products and services you need to stay protected.



Our UNDERWRITERS have the flexibility to customize a policy for your unique business risks and needs

As an RRG, we are owned by our policy holders. This ownership lets you grow with us.

We are ENDORSED by many HBAs across the U.S.



For a competitive quote, contact your agent or call 866-465-4313. Visit www.ProBuildersIns.com

Board of Directors

Wayne Sorensen, President
Top Line Roofing

Ric Morales, Vice President
Tarah Asphalt Products

David Susi, Treasurer
RSI Roofing

Emilio Figueroa, Secretary
Gaslamp Insurance

Kevin Shields, Director
ABC Supply

Gary Martin, Director
GM Roofing & Maintenance

Kirk Bowman, Director
Patriot Roofing

Scott Widdes, Director
CertainTeed

Troy Parrott, Director
RSG, San Diego

Eric Johnson, Past President
Eric Johnson Roof Systems

James Robyn, SDRCA
Executive Director

Diamond Sponsors-Allied Building Products, APOC, Gaslamp Insurance, Henry Company, Mule-Hide Products, Patriot Roofing, ELK, Tarah Asphalt Products

Emerald Sponsors- Martin Roofing Co., Mission Valley Roofing, RSI Roofing, CertainTeed

Pearl Sponsors-Commercial & Industrial Roofing, Dils Roofing, Robinson Sales, Urbach Roofing

Please Post
Thanks!



Teaching Life Saving Skills Since 1988

CPR & First Aid Certification Only 3 hours

Why take a longer program when we can cover what you need in less time? And we provide the Best Customer Service...

For Re-certification take the Online or Correspondence Course

Discounts for SD Roofing Contractors Assoc. *

CPR 2 yr. Cert. 1.5 hrs. - Covers Adult –Child-Infant- 2 Person CPR- Heimlich Maneuver-Drowning, Warning Signs of a Heart Attack and Disease Prevention when Administering CPR. *\$25pp** (reg. \$40) With AED** only \$5 more pp)**

1ST AID - 3 yr. Cert. 1.5 hrs. - Covers more than 15 Basic 1st Aid Procedures including How to Control Bleeding, Treat for Shock, Immobilize Fractures, Treat for Burns, Bruises, Electrical Injuries, Snake Bites, Concussions, Heat Stroke, Hypothermia, etc. *\$25pp** (reg. \$40)**

CPR & First Aid Combo *\$35 per person** (reg.\$65)**

Private Class: Min 10, Max 40 per session. If you have less than 10 people please go to our website for a Schedule of Public Classes.

Get Certified online. Call for your Discount.

www.cprpros.com

Correspondence Course for Recertification:

This is a self study review course. We mail or email you the manuals and exams. After you take the exams return them to us and we mail you your Certification Cards. It is that simple.

CPR or 1st Aid \$35 per person (reg. \$50)

CPR & 1st Aid \$50 pp (reg. \$80)

Please call 619-445-4569

All of our programs satisfy OSHA's 4 Minute Rule for CPR. Title: 8, Sec: 3400 (b)

**AED-Automated External Defibrillator



Now Your Staff Can Get Certified in
CPR/AED* & First Aid Online or take
The Correspondence Course

www.cprpros.com

This course was created for people who have never taken a CPR/AED or First Aid before. However, for those who are re-certifying this course is a breath of fresh air...

Our nationally recognized course follows the **New ARC & AHA Standards**, satisfies OSHA's requirements** and the Good Samaritan Law. It includes simple language with interactive animations, graphics and illustrations to teach you how to perform CPR/AED & First Aid. Your employees can take this course at their own time and convenience and they have two weeks to complete it from the day they start. After they take the exam they can print out their personalized certification card. We can register your employees online. Just email us the list of names. **Great Group Rates...The more you have, the less it costs...**

Benefits: Saves your company money and your staff time. No longer necessary to try and schedule everyone together, at the same time, to sit in a class listening to the same information over and over again. When you take the course on line, your staff can give their user name and password to all their family members, baby sitters, grandparents and friends. They get a certification card and everyone else can learn how to perform **CPR/AED & First Aid FREE...**

Frequently asked question: **How can you learn CPR without hands on?** Everything we learn in life is in our mind. By watching the animations, reading the text and using your own body to locate the pulse and compression landmark, it is no longer necessary to physically get down on your knees and blow into a rubber manikin. If you are ever called upon to perform CPR those animations will immediately pop into your mind.

Correspondence Course for Recertification:

This is a self study review course. We mail or email you the manual and exam. After you take the exam return it to us and we mail you your Certification Cards. **CPR or 1st Aid \$35 per person (reg. \$50)**
CPR and First Aid only \$50pp (Reg. \$80)

To Order Call 619-445-4569
Email — customerservice@cprpros.com

***AED - Automated External Defibrillator**

****These courses satisfy OSHA's 4 Minute Rule Title: 8, Sec:3400(b)**

Press Contacts:
Jodi Perkins and Marcy Manning
(847) 279-0882
Jodipr@comcast.com, marcy724@comcast.net

Estrada Strategies: Building and Growing a Successful Business
Ruben Estrada's Six Disciplines Help Hundreds of Local Businesses Thrive

Owning a business doesn't come with an instruction manual. That is, until now.

Ruben Estrada, president and founder of Estrada Strategies, Ontario, California, has helped hundreds of area entrepreneurs succeed with a program that combines executive training, behavior modification and one-on-one coaching. These entrepreneurs – 224 CEOs from 68 different industries, have given Estrada rave reviews for his ability to help them increase their business knowledge so that they can accomplish goals such as revving up profits and increasing productivity. What's more, he monitors their performance by tracking key indicators.

"Estrada Strategies has really helped me to stay focused on where we are going," said Mike Santana, owner of Santana's Auto Body in Ontario California. "In business, sometimes you're so concerned with trying to run the daily operations of the business, it is hard to plan for the future. With Estrada Strategies CEO Club we can concentrate on the future and take care of the business at hand." Santana continues, "Estrada has helped me increase my net profit 500% in one year with the reality of doubling that percentage next year."

The U. S. Bureau of Statistics reports that 50 percent of new businesses with employees fail by year four. Estrada points out the some of these failures can be attributed to lack of business knowledge at these fledgling businesses; in fact, 55.8 percent of entrepreneurs have less than five years of management experience. "I wanted to create an opportunity for all businesses to succeed," says Estrada, who developed his *six disciplines of business* methodology which focus on growth, client retention, administrative, operations, information technologies and finance systems, organizational development, strategic planning and financial management.

He founded his company, Estrada Strategies, in 2000, after 20 years of working with mid to upper level management for Fortune 500 companies as a way to help businesses bridge the gap from learning to implementation. In addition to his training modules, members of his CEO Club – companies with sales ranging from \$500,000 to \$50 million – maintain detailed coaching journals and attend monthly meetings at his Ontario, CA headquarters office.

Estrada Strategies also offers a phone and Internet-based version of his CEO Club, the CEO Teleclub, for those with businesses that are far away, or who would like to involve other company staffers in training or would like to reinforce their own CEO Club knowledge.

His success with area businesses has led him to develop a franchise model. Estrada Strategies has become the first business franchisor based in Ontario, and also the first in San Bernardino County. The first franchise opened in Knoxville, TN last January and another will open soon in San Bernardino, CA. For right now, Estrada has plans to open up to 150 franchise offices in California over the next three years, and expand out to Nevada, Arizona, Florida, Tennessee, Texas, Washington D.C. and Georgia with a goal to establish 1000 locations nationwide.

Estrada believes so strongly in his proven business model that he hosts non profit entrepreneurial forums twice a year. At these events, more than 100 business owners, as well as local high school and college students, can network and learn business strategies from Estrada and other successful executives. He also partners with the County of San Bernardino on international trade missions. This year he will accompany clients to China so that they can explore opportunities for importing raw materials or exporting finished goods. “I want them to have a crystal ball, and to be able to see to the next steps for their businesses,” says Estrada.

For more information on Estrada Strategies, visit www.estradastrategies.com, or call Ruben Estrada at 909-476-3510.