



Upcoming Events

Wednesday, January 16th, 2008

SDRCA Trade Show & Industry Night, Four Points Sheraton

February 19-23, 2008

NRCA International Roofing Expo, Las Vegas Nevada

President's Message

As I begin my term as President, I must first acknowledge the passing of Ken Hendricks, the CEO of ABC Supply. I personally always looked up to Ken as a role model of just what a roofer could become, and tried to model myself and my business in that same image. I think we are all a bit diminished by his death and the loss of representation that he brought to the world stage for our industry.

I want to thank Wayne Sorenson of Top Line roofing, for his past three years of service as President to the SDRCA. Under his leadership our organization has grown and thrived. I also want to recognize Emilio Figueroa of Gaslamp Insurance, for his insurance partnership program which makes low cost General Liability insurance available to member contractors. A huge debt of gratitude goes out to the Suppliers and Manufacturers who have given critical support to our organization over the years.

What the SDRCA Means to Me

I founded RSI Roofing on basically nothing. I had very little money (about \$7,000), a borrowed truck and a borrowed asphalt kettle. I had no office, I worked from my son's bedroom while he was away at college. But, from those humble beginnings, I grew my company to a very successful enterprise. I feel that part of my personal success was a result of my membership and participation in the San Diego Roofing Contractor's Association. It was Classes that I took, Speakers that I heard, Friendships that I made, it was Relationships that I formed, that all contributed to our success. It wasn't always an easy road, but it was those people that I met that helped us through the rough times. Associations with guys like Joe Ravana, John Simmonelli, Don Clark and others, meant the world to me. The reason that I tell this story, is to encourage non-member roofing contractors to join our organization, and member contractors to use all the resources that are available to help them achieve their success, as it did me. There is an old saying that " no man is an island...no man stands alone", but I see so many roofers out there trying to make it on their own, without access to the benefits that we as a group can provide. Why face the risks of failure, bankruptcy, lawsuits, fines, sanctions, and revocations, when help and answers are right here at the SDRCA? If we stand together we can fight for our voices to be heard, as one in issues regarding laws, codes, insurance matters, immigration, elections, and future risks that may be on our horizon.

This years Calendar of events is jam packed with exciting, informative, and fun events, starting with our January 16th Trade Show & Industry Night (free to the first 200 Roofing Contractors members or not). Spouses are welcomed and encouraged to attend. Our speakers will be **Kevin Towers** the General Manager for the **Padres**, and **Alan Meersand**, a Professional Sports Agent who represents strictly Baseball players. They are going to speak to us about the importance of unity, and entertain us with stories of the big leagues and will also be available for a question and answer session. This will be in addition to the 30 table tops showcasing the latest in Roofing Materials, accessories and Services from the major Manufacturers and Associates in our profession. We will also be raffling off a FREE trip for Two, to HAWAII!

I look forward to seeing all of you at the Trade Show & Industry Night.

David Susi, SDRCA President

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TRADE SHOW & INDUSTRY NIGHT

Wednesday, January 16th, 2008

4:30 PM until 9:00 PM

Four Points Sheraton San Diego
8110 Aero Drive, San Diego, CA 92123

The Trade Show will feature over 30 vendors from various companies that have interest in the roofing industry. There will be numerous raffles throughout the evening and a buffet dinner will be served from 6:30 PM to 8:00 PM.

The event is free to the first 200 contractors to sign up.

Keynote speaker Kevin Towers, General Manager, San Diego Padres

Sign up form available at the website or in this newsletter.

The Greening of Balboa Park

December 26th, Sign on San Diego

Park officials are installing solar panels, replacing energy sucking lights and composting tons of waste to make San Diego's crown jewel more environmentally friendly.

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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

Other Sponsors Include



Cities with Green Building Programs Increasing

Since 2003 the number of cities with green building programs has risen from 22 to 92, an increase of 418 percent. The report found that 39 percent of citizens live in cities with green building programs.

The American Institute of Architects (AIA) report analyzed 661 communities' best practices, strategies and trends, and provides recommendations for cities that are looking to implement green building programs.

"Sustainable design practices have the potential to transform the built environment from an energy intensive past towards a more energy efficient, green future," says Paul Mendelsohn, AIA vice president, Government and Community Relations. "Technological advances now allow for the design of buildings that are efficient, modern, possess great aesthetics and are financially viable. High premiums for green buildings are no longer the case as costs are coming more in line with traditional building practices."

Among the reports recommendations to communities are suggestions to include all professionals in the design and construction industry when developing a green building program to work in a collaborative manner. Also, investigating far-reaching sustainability initiatives including green purchasing programs, hybrid fleets and streamlining the solar permitting process is desirable.

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New Executive Board

The Board of Director have elected the following Executive Board for 2008.

David Susi, RSI Roofing, President

Ric Morales, Roofing Unlimited, Vice President

Scott Widdes, CertainTeed, Secretary/Treasurer

International Code Council, 2008 Codes Forum

The International Codes Council will be having a 2008 Codes Forum on February 17th, 2008 through March 1st, 2008. The event will be held at the Palm Springs Convention Center in Palm Springs, CA. There are many programs to choose from and if interested, visit www.iccsafe.org/codesforum.

Roofing Wholesale January BBQ

Roofing Wholesale Spring Valley will be having another BBQ on Thursday, January 17th, 2008 from 11:AM to 2:00 PM.

January will feature

Malarkey

R-Max

Tropical Asphalt

US Tile

Food catered by Tacos Y Gorditas

Rain or Shine, see you there!

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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>

Welcome New Member

Mule-Hide Products

TRA-Mage

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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E.P.A. Sued by 12 States Over Reports on Chemicals

Twelve states, including California sued the Environmental Protection Agency for weakening regulations that for two decades have required businesses and industries to report the toxic chemicals they use, store and release. The suit, filed in the Federal District Court in Manhattan, asks the court to reverse the agency's move and so restore all the chemical reporting requirements that were previously part of its Toxics Release Inventory program, or T.R.I.

Community groups across the country have used the program to track the amounts of hazardous chemicals in local neighborhoods. Under the program, companies must provide information about the types of toxic chemicals stored at plants and factories in each state, as well as the quantities discharged from each plant. Their suit takes aim at a change, adopted by the environmental agency last December, that streamlined the T.R.I. process by reducing the amount of information that companies are required to report. The new rules allow them to file shorter, less detailed forms if they store or release less than 5,000 pounds of toxic chemicals. The old rules required a longer, more comprehensive form whenever a company stored or discharged as little as 500 pounds.

In addition to making compliance less burdensome for businesses, the agency says the new regulations provide an incentive for them to eliminate the release of the most dangerous chemicals, including those known as persistent, bioaccumulative and toxic pollutants, like lead and mercury. Last December's change allows companies that handle those chemicals to use the shorter reporting form, but only if they can certify that they are not releasing them into the environment. Molly A. O'Neill, assistant administrator for the agency's Office of Environmental Information, defended the new rules in a statement yesterday, saying they were "making a good program better."

But Attorney General Andrew M. Cuomo of New York, who is leading the plaintiffs, said, "The E.P.A.'s new regulations rob New Yorkers — and people across the country — of their right to know about toxic dangers in their own backyards." Mr. Cuomo said the lawsuit sought to restore a public right to information about chemical hazards, "despite the Bush administration's best attempts to hide it."

The Toxics Release Inventory program was enacted in 1986, two years after a deadly cloud of chemical gas was accidentally released from a Union Carbide plant in Bhopal, India, killing thousands. The law quickly became a kind of "community right to know" rule. Information on the location of dangerous chemicals is posted on the environmental agency's Web site. Environmental organizations, community groups and labor unions across the country have used the inventory to prevent exposures to toxic chemicals in neighborhoods and at workplaces.

The first reporting deadline under the new rules was July 1. But officials say it is not yet clear whether individual companies have substantially reduced the amount of information they provide, or voluntarily decided to comply with the old rules.

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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Having a commercial score can help a firm build credibility with clients and vendors.

By Cyndia Zwahlen, Special to LA Times

Graphic artist and advertising specialist David Kessler had a brainstorm while staring at the white surfaces in his apartment laundry room, waiting for the spin cycle to end. "I'm looking at a sea of white and all of a sudden said, 'Oh my God! These could have ads all over them.'" It took two years to build a database of laundromat owners that his company could sell advertising to for display on machines, but Kessler is convinced that Laundromedia Inc. of West Los Angeles is perched to clean up. Still, the process would have been smoother if Kessler had been aware of the need for a separate business credit report when he was trying to sign up his first vendor, a printing company. "Even though I had formed this company, incorporated of course, to protect my personal assets and credit, [the deal] was still contingent on my personal credit history," Kessler said.

Next time, the company will be prepared to ask to be considered on the strength of its own credit, he said. That will be easier now that the business received its first payment from its first client, CBS Corp., on Friday. The media giant advertised its new series "The Big Bang Theory" on a colorful ad splashed across the fronts of four washing machines in five laundromats.

"The company will have its own credit history, starting today," Kessler said.

Bringing up the subject of your small-business credit score during the holidays may seem Scrooge-like, but the season of spending is probably a good time to keep tabs on that vital number.

Just like your personal credit score, your commercial credit score can take a hit if you rack up more year-end bills than your business will be able to pay on time. Yet many small-business owners are unaware that credit reporting companies may keep separate tabs on the spending habits of their enterprise.

Unlike the widespread awareness of personal credit scores and their roles in important financial events such as getting a loan and landing a job, knowledge of small-business credit tracking and its use is still growing.

"It's early in the learning curve," said Marc Kirshbaum, president of the Business Information Solutions group at the Costa Mesa office of Experian, one of the three major credit-reporting companies.

New small-business owner Ronnie Shugar is also learning lessons about the importance of business credit.

Self-financed, his Sherman Oaks-based Da Vinci Pharmaceuticals didn't need bank loans to launch its Simply Gargle product last year. But Wal-Mart Stores Inc. and the other large retailers that signed on this year -- and that will help push annual sales to an expected \$4 million -- required a check of his business credit history before ordering any of the four gargle formulas that retail for \$6.99 a dozen.

"They want to make sure if they give you orders you are not going to fold, that you'll be able to fill them," Shugar said. Even the freight companies the retailers work with based his shipping rates on his business credit score, Shugar said. Most used Dun & Bradstreet, the long-standing giant in commercial credit reporting.

Today a small-business owner can't assume that a D&B report is the only source to which a potential creditor will turn. In recent years, major players in the world of consumer credit, including Experian and Equifax Inc., have entered the small-business credit arena. Credit rating companies used to overlook small businesses because they come and go more quickly than large, stable businesses, tend to deal with smaller suppliers who might not report their payment history, and don't typically have formal credit managers to work with credit reporting firms.

Experian, for example, has collected consumer credit information for a century and got into business credit in the 1970s. But it's been only in recent years, as technology has made it easier to find and compile useful data on the multitude of small businesses, that the company, based in Dublin, Ireland, has begun to pay closer attention to that area. Experian's efforts, and those of the other major credit reporting bureaus such as Equifax of Atlanta, have been driven in part by the expanding number of companies that are targeting the small-business market.

Equifax too has boosted its small-business data and products in the last several years. Last week, Equifax announced an extension through 2012 of its contract to manage the 6-year-old Small Business Financial Exchange it runs, and supplies data to, for large financial services companies and leasing companies.

Experian recently launched a separate site, at www.businesscreditfacts.com, to teach small-business owners about business credit reports and scores. And this week the company unveiled a business-credit product that packages contractors' credit information with public information on the status of their licenses, bonds and insurance. The service is free this month.

Experian released a study last year showing that taking into account both the personal credit history of a small-business owner and the firm's commercial credit strength gave a more accurate idea of the risk that the firm would be significantly late paying its bills. Though the trend to boost and package their growing hoard of small-business data in new ways may help the credit reporting companies sell more credit reports, it also underscores the need for a small-business owner to get up to speed on the subject.

On the National Front

It now appears the Department of Homeland Security will not appeal the temporary injunction issued by a federal court to prevent it from implementing its proposed "no-match" rules. The NRCA was a plaintiff in that case and believes the new rules would have put too much enforcement responsibility on employers. This means things have reverted back to status quo and employers should be on the alert for I-9 inspections and even raids. NRCA is working with other interested groups to challenge new state laws that are being passed, many of which impose severe penalties on employers.

In November in Washington, D.C., Rep. Bill Pascrell (D-N.J.) introduced HR 4126, the Roofing Energy Efficiency Tax Act of 2007. The bill would shorten the depreciation for nonresidential roof systems from 39 years to 20 years, provided they meet the requirements of ASHRAE 90.1.

Also in November, the Senate passed by unanimous consent, the Ban Asbestos in America Act, which prohibits importation, manufacturing, processing and distribution of asbestos containing materials.

WASHINGTON, Dec. 25 (UPI) -- The Bush administration is facing criticism after a report from Washington showed very few criminal cases have been filed against employers of illegal workers. Even though nearly four times as many arrests were made in 2007 than in previous years, fewer than 100 supervisors or hiring officials were charged in criminal cases out of about 4,900 arrests involving illegal workers, providers of fake documents and others in the past year, The Washington Post reported. Immigration experts call the data a testament to the Bush administration's limited success in stopping illegal hiring by corporate employers. "I know what it takes to get a criminal case," said Sen. Claire McCaskill, D-Mo., a former state prosecutor and member of the Senate Homeland Security Committee. "Why is it that hundreds of bar owners can be sanctioned in Missouri every year for letting somebody with a fake ID have a beer, but we can't manage to sanction hundreds of employers for letting people use fake identities to obtain a job?"

Thank you NRCA for the informative postings.

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