

Rooftop REPORTER

JANUARY 2010



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

Upcoming Events

Wednesday, March 10th

SDRCA Dinner Meeting

Our Advocate Sponsors

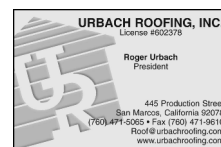
Diamond



Emerald



Pearl



President's Message

Before I started writing this I read through my archive of New Years and especially New President's Messages of the last 12 years. The older ones I did not have. They all started with the usual pleasant wishes and saying grace to the outgoing President which I will do later to conform with expected protocol.

The one thing that was not present in any of them except for the 2009 New Year's address was the lousy economy because it is the worst we have seen.. I would like to repeat what David Susi said in his January 2009 President's Message: **“Those roofing contractors that survive this economy will definitely come out stronger, smarter and more savvy business people. To that end your SDRCA is committed to your success/survival in these economic times.”**

Well, many did not survive and if we don't take action, the SDRCA may follow that trend. In order to avoid that fate, you can help by doing TWO THINGS: Renew your membership promptly and attend the SDRCA events. For this year the Board of Directors has decided to only plan very few events but to make them more significant. Now, you have to understand that the main financial sponsors of the SDRCA are the suppliers and associate members. If you, the contractors, don't show up to events there is no incentive for them to contribute. That same lack of participation from contractors has lead to my presidency because no-one else was available. I still feel honored to be in this position. As a first generation immigrant it helped me tremendously to get my bearings in the local market.

Let me introduce myself: I was born in 1964 in a small town in the North of West Germany. My family owned a company called “Roland Werke” manufacturing bituminous membranes and foam insulation founded in 1902 by my great grandfather who was a roofer. I grew up next to the smell of asphalt. My family also owned roofing contracting companies in Berlin and Bremen Germany. In 1976 my uncle and father sold the manufacturing business and my father stayed on the contracting side.

I had my first roofing experience when I was sent to work for my uncle “Guenter” for the summer of 1978, I was 14. My coworker was his other nephew “Peter” 15 years old. After a six day week of work, he got us drunk on Saturday night, woke us up on Sunday morning at 6 AM to go for a grueling run and then presented a pick up truck full of nails and screws to sort with the comment that we better get it done before dinner. That was boot camp weekend. Even though I made good money that summer I appreciated school a little more afterwards. I graduated from College and worked in the all aspects of roofing in Germany and moved to San Diego in 1990 starting a small roofing company and believe me, the San Diego economy in the early 1990's was no cakewalk either.

I have personally experienced both, success and failure in the roofing industry and I am willing to share the knowledge gained from these experiences with my fellow members. Now to the protocol: I want to express a sincere Thank you to David Susi, our outgoing President. He steered our organization through two years of the most difficult economic climate any of us has seen. I enjoy a good business and personal relationship with David and admire his drive to improve the image of the roofing professional, a cause that I would like to continue. Let's all have a happy and successful 2010 and remember, without contractor participation the SDRCA will not exist!

Ulf Waldmann, Mission Valley Roofing, Inc.

SDRCA Value Partners To Date

More to be added soon

A-1 Raingutters, Mark Richardson (760) 743-1665

15% off, exclusive to SDRCA members.

Batten Accountancy, Jere Batten (619) 501-6359

Full service CPA firm, provides tax, accounting, financial statements, consultation and fraud prevention/detection services.

Offering complimentary consultation for business owners and 20% off on tax return preparation for initial return. This offer is exclusive to SDRCA members.

California Diesel Compliance (Todd Wells) (619) 987-0711

Smoke testing of diesel trucks per new California law requirements, fleet assessments, and ARB rule consulting.

10% off all services offered by California Diesel Compliance. This offer is exclusive to SDRCA members.

Gaslamp Insurance Services (Patricia Mosteller) (619) 238-4367

All your insurance needs.

Offering a 20% economic credit and a complimentary insurance analysis. This offer is exclusive to SDRCA Members.

WRS Companies, Abe Lopez (800) 690-2134

Offering 20% off roof loading and freight and one month free subscription to rooferslist.com for tools. This offer is exclusive to SDRCA members.

Southwest Roof Tearoff, Eddie Clare (619) 990-3657

3% off your bill if paid within five days. This discount is only available to SDRCA members.

2010 International Roofing Expo

The 2010 IRE is scheduled for February 22-24 in New Orleans, LA.

SDRCA OFFERS MONTHLY PAYMENT FOR DUES

The SDRCA recognizes that during this economic struggle, some members may prefer to pay the annual dues on a monthly basis.

If you would like to take advantage of the monthly plan, simply contact the SDRCA office to make arrangements.

SDRCA OFFICE MOVING

The SDRCA will be moving offices in mid January.

The new mailing address will be:

**PO Box 127
Imperial Beach, CA 91933-0127**

The phone/fax/email remains the same

Welcome New Members

SIS Insurance

WSRCA Trade Show 2010

**The 2010 WSRCA show is back in Las Vegas June 20=20 at the Paris Las Vegas
Hotel & Casino**

New General Liability Program for Members

The San Diego Roofing Contractors Association (SDRCA) and Coronado Insurance Wholesale Services are proud to present a new General Liability option for contractors who are members.

The construction industry is critical to any growing economy. The nation has experienced a decrease in the economic environment while at the same time the insurance industry has become more competitive. Insurance is now available and cost effective for many contractors in California. Competitive programs providing lower premiums, varied coverage limits, and financially stable carriers are the foundation for the current marketplace.

Through Coronado Insurance Wholesale Services, roofing contractors who are members of the SDRCA will have access to premium discounts, a loss control program and financially stable carrier.

At Coronado Insurance Wholesale Services, our fundamental goal is to provide a new, unique and stable market for contractors through profitable underwriting, superior claims service, and risk management programs through your local independent agents and brokers.

Risks Insured: Residential & Commercial Roofing Contractors

Program Features:

- Admitted, Rated Carrier
- \$1200 Minimum Premium
- Tracts, Apartments, Condos & Town homes, & Hot Work available CG 20 10 11/85 available - Commercial Work only

Coverage: Limits of Coverage: Up to \$1 million per Occurrence

\$2 million General Aggregate

- Deductibles: as low as \$2,500 per claim
- Rating Basis: Gross Receipts
- Maximum Policy Term: 1 (one) Year

Inspections: A telephone inspection is made on all accounts

- Completed & Executed applications only

Download application at www.SDRCA.com

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

Board of Directors

Ulf Waldmann, President
Mission Valley Roofing

Scott Widdes, Director
CertainTeed

David Susi, Director
RSI Roofing

Patricia Mosteller, Director
Gaslamp Insurance

Shawn Williams, Director
Allied Building Products

Gary Gilmore, Director
RSG San Diego

Charlie Moreau, Director
Skyline Roofing

Wayne Sorensen, Director
Top Line Roofing

James Robyn, Executive Director
SDRCA