

Rooftop REPORTER

JULY 2009



SDRCA Contact Information
1113 Adella Ave., Ste. 100
Coronado, CA 92118
888-825-0621 Phone/Fax
ed@sdrc.com

Upcoming Events

Tuesday, July 14th, Creating Professional Power Point Presentation, Hands On Seminar

Wednesday, July 15th, Dinner Meeting, Panel Discussion, Real Estate Market in San Diego County

Both Fliers Attached

Our Advocate Sponsors

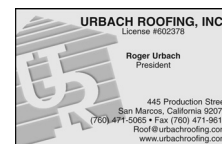
Diamond



Emerald



Pearl



San Diego Roofing Contractors Association

Wednesday, July 15th, 2009 , 5:30 PM Social Hour, 6:30 PM Dinner & Program

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

PANEL DISCUSSION, SD COUNTY REAL ESTATE MARKET

The SDRCA is pleased to announce a panel discussion on the real estate market in San Diego County. This meeting will feature a three person panel consisting of a residential real estate expert, a commercial real estate expert, and a professional mortgage broker. Thanks to the San Diego Association of Realtors for assisting.

The panel will discuss the current market, market projections, what role the roofing contractor can have in the market, how Title 24 may affect the market, and more. This meeting will also be of great value to you if you own residential or commercial property or are interested in getting into the real estate market.

The panel consists of people who are in the trenches so to speak and are experiencing first hand what is really going on. We often see "so called" experts delivering news on the market(s) who analyze stale data from months past. This is our chance to listen to what is really going on in today's market and get opinions from the front line.

Panelists

Erik Weichelt, President, San Diego Association of Realtors
Curtis Gabhart, President, San Diego County Commercial Association of Realtors
TBA, Member, California Association of Mortgage Brokers

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 Friday, July 10th, 2009

Company: _____

Please fill in your amount

Attendee: _____

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

Attendee: _____

_____ Attendees at \$75.00 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: _____

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President's Message

Recently, I had the good fortune to attend a presentation by a motivational speaker and sales trainer. It reminded me and rekindled in me the idea that constant ongoing training is essential to success and it also imbedded a few facts about success that I would like to share with you.

The first is: "Where focus goes- Energy flows". This little tidbit of information is extremely simplistic yet vital. If one focuses on doom and gloom then only items of a negative nature can manifest themselves in their daily reality. Conversely, focusing on what is good and positive in our lives, opens the door to more abundance.

Of course taking action is needed, one can't just sit around feeling good; but a positive focus instead of a negative one while doing the tasks of business and sales, will certainly help attract a better result. There are more bits of wisdom below, but rather than fill in the meaning for you, I will let you fill in the meaning for your life. Here are some good things to ponder:

Big Things get accomplished by small things.

Motivation Requires Motive

Passion is the genesis to genius

Happiness is when your life conditions, meet you core expectations

And my favorite:

When I change my core beliefs about myself, I change what I become

I hope these few moments have helped to inspire you.

At the WSRCA Convention which I had the good fortune to attend, I listened to the key note speaker, who impressed on us greatly, that under the new Democratic administration, our industry is about to come under assault on many fronts such as OSHA reforms, Open Card initiatives, Immigration enforcement, environmental issues and enforcement; and that's on the Federal level. The State of California has other plans for us, as I discussed in the past issue.

It is important for us to band together as a strong association to have a chance at success and profitability in our trade. Support your SDRCA- JOIN the SDRCA have your voice heard as one in Washington and in Sacramento.

On another note, Yesterday the California Dept. of Energy changed the date that the new Title 24 Part 6 changes will go into effect. They have been changed from August 1 2009 to January 1, 2010.

In part I think this is because we brought enough questions into the process and forced them to re-clarify the laws that will affect us.

See you at the next meeting!

David Susi

SDRCA President 2008-2009

San Diego Roofing Contractors Association

SDRCA Conference Room
1113 Adella Ave., Ste. 100
Coronado, CA 92118
888-825-0621

Tuesday, July 14th
9:00 AM to 12:00 PM
Lunch on your own
Resume 1:00 PM to 3:00 PM

Creating Professional Power Point Presentations Hands On Seminar

Why pay someone to develop and update your sales presentations. When the five hour class is over, you will have designed your own and customized power point presentation that can be emailed, mailed on a CD, and even uploaded to your website. You can also narrate the presentation yourself if you bring a compatible microphone.

Students should bring a laptop computer with Microsoft Power Point already installed on the machine. To make the most of this experience, you should have digital photos of your work, your crew(s) in action, your truck fleet, etc... The wider the range of digital photos, the more powerful the presentation. This class will also teach you how to update your presentations at any time using more current photos and information.

The student should have at least moderate computer skills. This is not for the beginner computer user.

Please return this form by Friday, July 10th, 2009.

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

Company: _____

Please fill in your amount

Attendee: _____

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

Attendee: _____

_____ Attendees at \$75.00 non-member price = \$_____

Attendee: _____

Total Price = \$_____

Attendee: _____

Check Enclosed Credit Card listed below Send me an Invoice

Card Number: _____ Exp: _____

Name on Card: _____

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Phone/Fax: 888-825-0621

SDRCA From CC09

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.

SDRCA To Launch New Website

Be on the lookout for the launching of the new SDRCA website. The new site will kick-off some time in July. An email announcement will be delivered once the new site is up and running.

At that time, members are encouraged to view their personal pages at www.sdrca.com to ensure their information is correct.

RWC Spring Valley Product Show

The July show is set for Thursday, July 23rd, 11AM to 2PM.

NRCA Updates

The National Roofing Contractors Association (NRCA) will be conducting four Vegetative Roof Systems classes (starting October) and five Photovoltaic classes (starting 2010). They are in the process of looking at different locations to hold the classes. If any of you are interested and would like NRCA to hold one of these classes in our city, please let me know and I will pass on your recommendation to their education department.

The NRCA also has a new and exciting commission program for affiliate associations such as the SDRCA. The NRCA will provide the SDRCA with a 20% commission on any publication or online program that we sell. So, before you purchase the publication or online program from the NRCA, please contact the SDRCA office.

On May 21, Rep. John Larson (D-Conn.) and Dean Heller (R-Nev.) introduced the "Energy Efficient Commercial Roofs Act of 2009" in the House. This legislation (H.R. 2615) would provide a new 30 percent tax credit for energy efficient roofs installed on commercial buildings and residential rental property higher than three stories. The tax credit would cover qualifying roofs placed in service from 2009 through 2013, would be available to low-slope roofs where the insulation is installed entirely above deck, and would cover both new and existing buildings. A qualified roof is defined as requiring a minimum R-value that is at least 75 percent more stringent than the R-values required under existing building codes. The NRCA has endorsed the bill and is working with industry partners to develop more support for it in the House and Senate.

SPRING VALLEY ROOFING WHOLESALE JULY PRODUCT SHOW

ON SITE THIS MONTH:



THURSDAY JULY 23RD
11:00 A.M.- 2:00 P.M.

FOOD CATERED BY TACOS Y GORDITAS

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

Complimentary Employer Seminar Offered

On July 16th, 2009, there will be a complimentary Employer Seminar offered and one of the keynote speakers is Michael Drenan, Esq. who has spoken to our association in the past. This seminar will focus on Reductions in Force (RIFs).

The flier to this informative session is attached

Breakfast Briefing

Atkinson, Andelson, Loya, Ruud & Romo

A Professional Law Corporation

July 16, 2009

Hilton San Diego/Del Mar

July 17, 2009

Hyatt Regency Irvine

July 21, 2009

Pasadena Westin Hotel

July 22, 2009

Sheraton Cerritos Hotel

July 22, 2009

Fresno Ramada University Hotel

July 23, 2009

Mission Inn Hotel

Registration/Breakfast: 7:30 a.m.

Presentation: 8:00-9:00 a.m.

RSVP by July 13:

Fax your registration form to **562-653-3333**

or e-mail Jane Guesnon at

jguesnon@aalrr.com

On-line registration also available at

www.aalrr.com

Stay Ahead of the Curve in Times of Fiscal Uncertainty

Reduction in Force Checklist and Alternatives

Today's economy is having a significant impact on everyone's budget. As headlines continue to announce layoffs and company restructuring, employers are examining methods to reduce spending, including employee layoffs, furloughs, and benefit/pay reductions.

Employers are faced with the various federal and California laws which are triggered by Reductions in Force (RIFs).

This briefing will discuss the RIF checklist, areas to consider before implementing a RIF, and explore the legal issues raised when implementing alternatives.

**Join us for this complimentary
informative session.**

Cerritos • Fresno • Irvine • Riverside • Pleasanton • Sacramento • San Diego

www.aalrr.com

Registration Form

Please complete the following and fax or e-mail to Jane Guesnon:

Fax: 562-653-3333

E-mail: jguesnon@aalrr.com

On-line registration also available at www.aalrr.com

Name: _____

Title: _____

Company: _____

Address: _____

City: _____

State/Zip: _____

Phone: _____

E-mail: _____

Yes, I would like to join the AALRR e-mail group for the latest employment updates, alerts, and events.

Yes, San Diego Hilton, **San Diego**, July 16, 2009.

Yes, Hyatt Regency Irvine, **Irvine**, July 17, 2009.

Yes, Westin Hotel, **Pasadena**, July 21, 2009.

Yes, Cerritos Sheraton Hotel, **Cerritos**, July 22, 2009.

Yes, Fresno Ramada, **Fresno**, July 22, 2009.

Yes, Mission Inn Hotel, **Riverside**, July 23, 2009.

No, I will be unable to attend.



Cerritos • Fresno • Irvine • Riverside • Pleasanton • Sacramento • San Diego

www.aalrr.com

Atkinson, Andelson,
Loya, Ruud & Romo
A Professional Law Corporation

Breakfast Briefing
Reduction In Force

July 16, 2009

Hilton San Diego/Del Mar

15575 Jimmy Durante Blvd. Del Mar, CA 92014

July 17, 2009

Hyatt Regency Irvine

17900 Jamboree Blvd., Irvine CA 92614

July 21, 2009

Pasadena Westin Hotel

191 N. Los Robles Ave. Pasadena, CA 91101

July 22, 2009

Sheraton Cerritos Hotel

12725 Center Court Dr. Cerritos, CA 90703

July 22, 2009

Fresno Ramada University Hotel

324 East Shaw Fresno, CA 93710

July 23, 2009

Mission Inn Hotel

3649 Mission Inn Ave. Riverside, CA 92501

Registration/Breakfast: 7:30 a.m.
Presentation: 8:00-9:00 a.m.

Please RSVP by July 13, 2009.

Celebrating 30 Years of Service

California Moves To Clarify Heat Regulations Central Valley Business Times, June 10, 2009

Emergency amendments to California's current heat illness prevention regulations are being proposed to clear up confusion, says the Department of Industrial Relations. "We are now in our fourth year of enforcing this standard, which was enacted to protect outdoor employees from the hazard of heat illness," says DIR Director John Duncan. "We have found from our enforcement activities that there is a need for the standard to be clarified so that more employers will comply fully and effectively with its provisions."

Cal/OSHA enforcement statistics collected from the brief periods of hot weather experienced in the state this year have demonstrated that substantive changes to clarify the regulation are necessary to ensure that employers have the guidance they need to protect employees working outdoors from exposure to heat, the department says. The proposed changes will:

Clarify the provisions that govern when and how to provide shade, drinking water and employee training.

Add tiered procedures to be followed when temperatures are above 85 and 95 degrees Fahrenheit.

Add related requirements to implement feasible and effective measures for the protection of employees working outdoors, and eliminate the definition of "preventative recovery period."

"Although most employers of outdoor worksites are now on board with the need to provide safeguards to their workers, some employers still fail to comply," says Cal/OSHA Chief Len Welsh. "Last month in a two week period we required eight employers to cease their operations because their failure to provide the most basic protection to their workers from heat far in excess of 90 degrees exposed them to an imminent hazard."

A public hearing to discuss the proposed amendment to the heat illness prevention regulation, Section 3395 of the Title 8 California Code of Regulations has been scheduled by the OSHSB to take place at their next meeting on June 18 in Oakland. If the emergency amendments are adopted, they will be sent to the state Office of Administrative Law for approval and then to the Secretary of State for filing. A 120-day standard rulemaking process will follow to develop permanent amendments to the heat illness prevention regulations. In July 2006, the heat illness prevention regulation became permanent, making California the first state in the nation to adopt a comprehensive heat illness prevention standard for outdoor workers.

Contracts & Warranties Updates

Thank you to Barry Hager, Esq. for speaking to us at our June luncheon held at the Butcher Shop Steakhouse in Kearny Mesa.



Barry Hager, Esq.

From left to right, Jose Roldan (JLR Construction), Wayne Sorensen (Top Line Roofing), and Ron Walter (Mission Valley Roofing)



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RSI Roofing

Scott Widdes, Secretary/Treasurer
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Wayne Sorensen, Director
Top Line Roofing

Patricia Mosteller, Director
Gaslamp Insurance

Shawn Williams, Director
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Troy Parrott, Director
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Jose Roldan, Director
JR Roofing

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Gary Martin, Director
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Thanks



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For Re-certification take our

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Correspondence Course:

This is a self study review. We mail or email you the manuals and exams. After you take the exam, fax or mail exam to us and we will mail your cards.

CPR and First Aid *\$35 pp (reg \$90)

**Get certified online www.cprpros.com \$35pp
and your family can learn these skills for FREE...**

CPR 2 yr. Cert. 1.5 hrs. - Covers: Adult - Child- Infant - 2 Person CPR- Heimlich Maneuver, Drowning and Disease Prevention when Administering CPR. ***\$25 pp (reg \$45)**With AED** only \$5 more pp

1ST AID - 3 yr. Cert. 1.5 hrs. - Covers more than 20 Basic 1st Aid Procedures including: How to Control Bleeding, Treat for Shock, Immobilize Fractures, Burns, etc and can be customized to fit your needs. ***\$25 per person (reg. \$45)**

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

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***These special rates expire September 1, 2009**