

Rooftop REPORTER

MARCH 2009



SDRCA Contact Information
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Coronado, CA 92118
888-825-0621 Phone/Fax
ed@sdrc.com

Upcoming Events

Tuesday, March 17th, RCAC Pre-Summit Dinner, Flier Attached
Wednesday, March 18th, RCAC Summit, Flier Attached
Wednesday, March 18th, SDRCA Value Partner Luncheon
Thursday, March 19th, RWC Product Show
June 14th-17th, Western Roofing Expo, Reno, Nevada

Our Advocate Sponsors

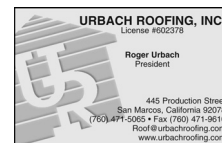
Diamond



Emerald



Pearl



President's Message

A business coach that I once had, often used to say " Sales hides all sins in business". That is so true and so apparent in these economic times. For when the sales dry up the warts in our business become very apparent.

When your business is smoking along, the constant cash flow of sales, hides the inefficiencies of operation of the business. (Just look at the Auto Companies) Whether its pricing too low, or not controlling labor costs, or overhead expenses, when sales start to dry up, that's when an owner gets the wake up call that they need to examine their business practices and make adjustments to survive, and hopefully learn from those past mistakes and have better controls going forward.

The person who told me that was Ruben Estrada, of Estrada Strategies. I brought him to an SDRCA Luncheon as a guest speaker, about two years ago. This was another benefit that the SDRCA brought to it's members. As always, we , the Board of the SDRCA, try to bring to you tools for business practices as well as technical information about our industry.

After leaving Estrada (for geographical reasons) I signed up with another management company, and the purpose that I am telling you this, is to try and help you to realize that investment in your own self development, is well worth the expense. So often we at the SDRCA hear the non-member contractors ask " what's in it for me?" when asked to join the association.

Well, this is another "soft benefit". The SDRCA is constantly working to come up with the opportunity to expose our members to programs and trainings that can save your business when things aren't going so well, and help it run more efficiently when things are going well. We can't change the past, but we can plan for the future. The SDRCA is constantly working diligently to bring programs to help you and your business.

We urge to not only join but to participate. Take advantage of what the programs and resources that we bring to our dinner meetings and luncheons. We also urge you seek help from professionals, and we have a large resource of professionals who can help with most any problem.

I am saddened that members of our industry seem to shy away from unity, most of what I see is many men standing alone as islands, instead of garnering the strength of unison. We will get through these times, but it can be easier if we work together and employ the help of professionals. Once again, I urge you to join and be active and make the most of the resources that SDRCA has to offer. I would also like to leave you with this:

Jim Robyn, our Executive Director shared a quote with me the other day, from Maxwell Maltz., the author of Psycho-Cybernetics. It goes like this: "Most of us are prone to underestimate ourselves and over-estimate the nature of difficulty facing us."

To that I would add that standing together we can accomplish more than standing alone.

David Susi

SDRCA President 2008-2009

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.

WESTERN ROOFING EXPO 2009

WSRCA 35th Annual Convention & Tradeshow "Goes Green"

Reno, Nevada – The Western States Roofing Contractors Association (WSRCA) will hold its 35th Annual Convention and Tradeshow in Reno, Nevada from June 14th – 17th, 2009 at the Peppermill Resort & Casino. The Western Roofing Expo highlights the best in what the roofing industry has to offer, and attracts attendees from various parts of the United States. The Association is expecting a great turnout to this upcoming and exciting Nevada hotspot, as attendance has skyrocketed over the past five years. With 300 booths on the tradeshow floor and over 160 exhibiting companies participating, the Western Roofing Expo 2009 promises to be the best regional roofing show in the country.

WSRCA President Chuck Chapman of Central Roofing Company in Glendale, Arizona states

“The Western Roofing Expo represents WSRCA’s commitment to promoting professionalism and excellence in the western roofing industry. Every year the show has more attendees than the previous year, and we know this is due to the outstanding work of the Board of Directors and WSRCA staff to make this show what it is today.” Over the years, the Western Roofing Expo has become known as the only roofing tradeshow that is presented by roofing contractors for the roofing industry.

The Western Roofing Expo will showcase the latest in roofing technology, roofing tools, green technology, machinery, materials and services available to the western roofing contractor. The Expo also includes outstanding technical programs that will address both commercial and residential aspects of the western roofing industry. Industry related seminars will touch base on a variety of roofing topics including environmental. This year, the RCI as well as the Tile Roofing Institute will hold continuing education units (CEU) seminars, taking place on both Sunday, June 14th, 2009 and Wednesday, June 17th, 2009 respectively. Visit WSRCA online at www.wsrca.com for complete convention and seminar information or call the WSRCA office at (800)725-0333 to receive an advance registration brochure by mail, fax, or e-mail. Attendees can also **register online in advance** for the convention and tradeshow by visiting our secure website www.wsrca.com.

ROOFING WHOLESALE SPRING VALLEY MARCH PRODUCT SHOW

ON SITE THIS MONTH:



THURSDAY MARCH 19TH
11:00 A.M. TO 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



9302 Garfield Ave., P.O. Box 1519
South Gate, CA 90280-1519

(562) 928-7000
Fax (562) 806-4032

Please Post!
Thanks



"Serving California Since 1988"
CPR & 1st Aid Certification only 3 hrs
Discounts for SDRCA Members*

CPR 2 yr. Cert. 1.5 hrs. - Covers: Adult - Child- Infant - 2 Person CPR- Heimlich Ma-
neuver, Drowning and Disease Prevention when Administering CPR. ***\$30 pp (reg \$40)**
With AED** only \$5 more per person

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. ***\$30 per person (reg. \$40)**

CPR & First Aid Combo: *\$45 per person (reg \$60)
Private Class: Min 10, Max 40 per session

Schedule of Public Classes

East County: 2nd Wed of every month, Quality Inn & Suites

Central San Diego: Last Sat. of every month Days Hotel

Escondido: 3rd Thurs every month Best Western Escondido Hotel

South Bay Spanish & English: 2nd Sat, County Offices

Weekdays - CPR/AED 6pm to 8pm-1st Aid 8pm to 9:30pm

Saturdays - CPR/AED 9am-10:30am - 1st Aid 10:30am-12pm

Correspondence Course for Re-certification only:

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 or First Aid *\$30 pp

CPR and First Aid *\$45 pp

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Our instructors are certified through American Heart Association

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James Robyn, Executive Director

Roofing Contractors Association of California

Cordially Invites you to attend

2nd Annual Pre-Summit Dinner

GUEST SPEAKER
Insurance Commissioner
Steve Poizner

Tuesday, March 17, 2009

*Morton's Steakhouse
621 Capitol Mall, Suite 100
Sacramento, CA 95814*

*Cocktail Reception: 6:00 p.m.
Guest Speaker & Dinner: 7:00 pm*

*HOST THE COCKTAIL RECEPTION — \$125.00
INCLUDES SPECIAL RECOGNITION & SIGN*

\$25.00 per person. Please return reservation no later than March 6, 2009.

Member Name(s): _____

Company: _____ *Phone:* _____

Dinner options: *Filet Mignon* *Salmon* *Chicken*

Payment Info.: *Visa or Mastercard* *Check via mail*

CC# _____ *Exp.* _____ *Sign* _____

Guests ___ *@ \$25.00 =* _____ *+ Cocktail Sponsor* _____ *=* _____

SPACE IS LIMITED FOR THIS SPECIAL EVENT. PLEASE RETURN FORM ASAP.
FAX RESERVATION TO 916-456-7672 OR MAIL TO 2215 21ST ST. SACRAMENTO, CA 95818
Please contact Julie at 916-456-4790 x112 if you have any questions.

ROOFING CONTRACTORS ASSOCIATION
OF CALIFORNIA



**13th Annual Roofing
Industry Summit**

In Conjunction With



CONSTRUCTION INDUSTRY
LEGISLATIVE COUNCIL

**Wednesday, March 18, 2009
SACRAMENTO CONVENTION CENTER
1400 J STREET (J @ 14th STREET)
ROOMS 314-315 LOCATED ON THE 3rd FLOOR
REGISTRATION: 7:45 a.m.
PROGRAM: 8:30 a.m.**



Be Involved In The Political Process!

Wednesday, March 18, 2009

RCAC Members are encouraged to participate in Legislative Day at the State Capitol to lobby legislators on key 2009 measures that impact our construction industry! Legislative forum includes continental breakfast and luncheon with keynote speakers invited. Attendees receive Senate/Assembly member appointments with professional guidance on the legislative meeting.

Legislative Day 2009 will be held at the **Sacramento Convention Center**, 1400 J Street (J @ 14th Street), Sacramento, 916.808-5291 **in Rooms 314-315 located on the 3rd Floor.**

Registration begins at 7:45 a.m.

Program begins promptly at 8:30 a.m.

Continental breakfast will be available from 7:45-8:30 a.m., with continuous beverage service throughout morning.

Lunch will be served at 12:00 p.m. 4:15 p.m.

Legislative Appointments will be from 2:00 –

Please join us for any questions, comments, or concerns you have from 2-4 p.m. in the State Capitol Eureka Room (Downstairs Cafeteria). Refreshments will be available.

Join your legislators and other members for a post Legislative Day reception from 5-7p.m. at Gallagher's Irish Pub, 1201 K Street, Sacramento. CILC will provide the hors d'oeuvres with a NO host bar.



REGISTRATION DEADLINE MARCH 10, 2009 for legislative appointments.

If you know your legislator information, please enter it below. If not, to locate your legislative member, go to

www.legislature.ca.gov "Find my district"

Assembly Member _____ Senate Member _____

A LUNCH CHOICE MUST BE MARKED BELOW

___ **Chili Rubbed Flank Steak** Grilled & Sliced Thin. Served w/Grilled Onions, Roasted Corn & Mushroom Ragu and Garlic Roasted Mashed Potatoes

___ **Mustard Crusted Chicken**-Boneless Chicken Breast coated with Dijon Mustard, Fresh Herbs, and Panko Bread Crumbs. Served with Roasted Garlic Mashed Potatoes and Fresh Vegetables

Registration: \$155.00 per person \$ _____ (Free for sponsors) Includes continental breakfast, luncheon

Sponsorship Total \$ _____ See attached Sponsorship page for options →→→

TOTAL AMOUNT: \$ _____

Badge Name	
Company	
Title	
Company Address	Home Address (REQUIRED-for Legislative appointments only)
City, State, Zip Code	City, State, Zip Code
Phone:	Fax:
Payment Options	
VISA, MASTERCARD OR CHECK	
CC _____	EXP DATE _____
NAME _____	SIGN _____



Conference Sponsorship Opportunities

Please use separate registration form for each conference attendee (type or print clearly).

Conference Participation – CHECK PAYABLE TO RCAC

The \$155.00 registration fee includes all presentations, handout materials, continental breakfast, lunch, afternoon reception. All registrations must be received by March 10, 2009 in order to receive a confirmation prior to the conference. We cannot guarantee a legislative appointment for registrations received after March 10.

SPONSORSHIP OPPORTUNITIES – CHECK PAYABLE TO ROOFPAC

Consider showing your support for this important event and receive special recognition for your organization by becoming a CALIFORNIA ROOFPAC SPONSOR. Conference sponsorship must be received no later than March 10, 2009 for printing purposes.

Please choose from the following sponsorship levels:

Platinum - \$1,500.00

Gold - \$1,000.00

Silver - \$500.00

__ Platinum Sponsors receive:

- ❖ 3 free conference registrations
- ❖ The right to distribute materials from your organization to conference participants
- ❖ Your sponsorship listed in the conference program
- ❖ Your sponsorship announced from the podium during the luncheon

__ Gold Sponsors receive:

- ❖ 2 free conference registrations
- ❖ The right to distribute material from your organization to conference participants
- ❖ Your sponsorship listed in the conference program
- ❖ Your sponsorship announced from the podium during the luncheon

__ Silver Sponsors receive:

- ❖ 1 free conference registration
- ❖ Your sponsorship listed in the conference program
- ❖ Your sponsorship announced from the podium during the luncheon

***WE HAVE A LIMITED NUMBER OF HOTEL ROOMS AVAILABLE
UNTIL FEB. 17th
PLEASE CALL 916.725.3351 ASAP FOR A RESERVATION!***

**JOIN US FOR OUR PRE-SUMMIT DINNER ON MARCH 17, 2009.
A RESERVATION FORM IS ENCLOSED.**

Written notice of cancellation must be received by MARCH 10, 2009 for 75% refund. Any cancellations after this date are nonrefundable. Please contact Julia Cisneros or Ilene Connerly at (916) 456-4790 with any questions.



ROOFING CONTRACTORS ASSOCIATION
OF CALIFORNIA
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(916) 456-4790

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INSURANCE COMMISSIONER STEVE POIZNER**