

RoofTOP REPORTER

MARCH 2011



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

Upcoming Events

- | | |
|----------------------------|---|
| March | Green Roof Charitable Project, Date TBA |
| Saturday, April 9th | Marketing Seminar for Roofers, HUGE DISCOUNT FOR MEMBERS |
| Wednesday, May 18th | Dinner Meeting, "Job Site Safety From Start To Finish" |
| June 5-8 | Western Roofing Expo, Reno, Nevada |

Our Advocate Sponsors

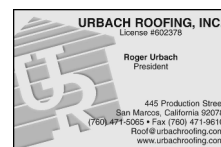
Diamond



Emerald



Pearl



President's Message

We need some help! The SDRCA is looking for Contractor Board Members who would like to take charge and be future leaders in our industry. The Association specifically needs a Vice President. Our past Vice President, Shawn Williams, took a position on the East Coast, good luck to you Shawn! The position of Vice President usually leads to Presidency and our current bylaws require the President of the SDRCA to be a Contractor for good reason.

When I ask contractors to help on the Board of Directors I often hear that they have other personal commitments. I would like to encourage you to see the work done for the SDRCA as a professional and work related duty, not a personal commitment. It is no much work and a great opportunity to interact with your peers. There are also very few things that give you more instant credibility with potential clients than stating that you are the President of the San Diego Roofing Contractors Association!

So, if you are a contractor or know a contractor that could help us and enjoy the benefits of being a Director, please, let me or our executive director, Jim Robyn, know.

The SDRCA is currently planning to install a small vegetated roof at Children's Paradise, a Childcare Center in Vista. We are doing this to gain some media attention and create value for our members. Watch for announcements. Labor and materials have already been donated and I would like to thank the following Sponsors for agreeing to contribute:

GreenGrid Green Roofs, Michael Rieger

RSI Roofing, Sid Scott

Southwest Roof Tear-Off, Ed Clare

Greenscaped Buildings, Jim Mumford

Farrell Plumbing, Jesse Farrell

Before I started writing this I took the time to read past President's Messages which are accessible on the SDRCA website. I just read my message from March 2010 and it dealt with the importance of trade associations. That March 2010 message was one of my better writings and I highly recommend to you to read it for further motivation to get active in the SDRCA. It is titled "The importance of Trade Associations" and you can find it here:

<http://www.sdrca.com/images/uploads/March%2010%20Newsletter.pdf>

With that I would like to express my gratitude to my fellow board members who are a pleasure to work with and are really getting things going for the SDRCA.

Ulf Waldmann, SDRCA President

Latest on the Fall Protection Issue

William T. Callahan, Jr., Ph.D.

Executive Director

Associated Roofing Contractors of the Bay Area Counties, Inc

In late December, Fed-OSHA withdrew its “Interim Guidelines” for residential fall protection, which permit the use of slide guards (roof jacks) in certain steep-slope situations. NRCA filed suit against Fed-OSHA last week to reverse this decision.

At this point, the Fed-OSHA decision will only affect roofing contractors in California who perform subject work on military reservations and other sites that are subject to direct federal jurisdiction. Otherwise, the Fed-OSHA action will have no force and effect until Cal-OSHA decides to adopt the new federal standard. So far, there is no indication that Cal-OSHA is inclined to do so.

The SDRCA thanks Mr. Callahan for his assistance in clarifying this issue.

February Dinner Meeting Re-Cap

Special thanks to John Pohorsky and Michael Kearney from GAF for a great and energetic presentation on CAL GREEN. We would also like to thank our Table Top Sponsors, Sweet Marketing Solutions (seminar in April), Tropical Asphalt Products, and Brandgaud Vents.

May Quarterly Dinner Meeting

The May Quarterly Dinner Meeting is set for Wednesday, May 18th. The meeting will begin at 5:00 PM with a social hour, dinner beginning promptly at 6:00 PM and the program follows after dinner. The event will be held at the Butcher Shop in Kearney Mesa.

The topic for the meeting is “Job Site Safety From Start To Finish”. Our speaker for this meeting is Cathi L. Marx, Vice President, Aspen Risk Management Group.

Aspen RMG is a Certified Veteran Owned Small Business and are dedicated to saving lives, preventing injuries and illnesses and protecting their clients from harm.

The enrollment form will be available next month, but if you wish to have a table top for this Dinner Meeting, now is the time to sign up. Contact the SDRCA office if you are interested in a table top, a large contractor turnout is expected for this very important topic.

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.

Marketing Seminar for Roofing Contractors, April 9th

How customers choose the company to give their business to has changed. If you don't know about this change- you won't be getting their business.

It's not enough to simply do a good job or offer a low price. Customers are looking for more- and that more involves effective marketing. It's one thing to know your business as it relates to a roof. Understanding how to market it is another. It takes new skill sets. It takes a new understanding about your business and how to promote it.

If you have been advertising, promoting and marketing but you are not getting the results you need- you need to be at this classroom workshop.

**Who should attend from your company:
Owners, Sales Reps, Job Foreman, Office Staff**

This will be a 'hands on', interactive class teaching insights on what to do, what not to do in your marketing. You will also learn how all the people in your company are part of your marketing. You will see how they all play an important role in the results you get.

Bring your current marketing & advertising materials you use with you to this classroom workshop.

You will have ready access to a Marketing Pro who will show you what to do to make *your* marketing work.

Your ROI: for the cost of your ticket, and a few hours of your time, you will learn new information on HOW to marketing your business today- to get results sooner rather than later. This information will help bring you business now ..and for many years to come.

Bonus: You will find out how other Roofers can actually be some of your best allies and referral resources!

Thank you to the following sponsors: RBGlass.com, Computer Trouble Shooters Del Mar, Dry-Force.net, BlueLinxCo.com. Thank you to these generous sponsors, with their sponsorship, SDRCA Members receive 100 DOLLARS off the price. Use discount code SDRCARMC. The official flier is available at http://www.sdrca.com/eventcal/event/marketing_seminar_for_roofers/. Sign up now for this exciting opportunity.

Project Coordinator Needed

Job Title: Project Coordinator

Reports to: Executive Director

Rebuilding Together San Diego (RTSD) Mission Statement: Bringing volunteers and communities together to improve the homes and lives of low-income homeowners in need and to revitalize neighborhoods throughout San Diego.

Summary: Plans, executes and manages activities of a multitude of home and neighborhood renovation projects throughout the year, to ensure that goals and objectives of the organization are accomplished within prescribed time frames and funding parameters. Oversees and manages programs and assists in development and growth of the daily operations, fundraising and increasing the visibility of the non profit.

Visit: www.rebuildingtogethersd.org for more information on qualifications, scope of work, and pay.

TRI Installer Certification Here in San Diego

On Friday, June 17th, the Tile Roof Institute will hold an Installer Certification for Moderate Climates. To enroll, follow this link,

<http://www.regonline.com/Register/Checkin.aspx?EventID=943979>

. Very nice to have this here in San Diego, I hope you will take advantage of the class.

45th Annual Golf Classic

Hard to believe but this will be our 45th Annual Golf Classic. The event is set for Monday, October 24th at the private Lomas Santa Fe Country Club. Now is the time is you are interested in being a part of our sponsors to let us know.

Over the next seven months we will be sending out information regarding the event and with your sponsorship, your logo will be embedded in all of our correspondence. Sponsorship levels are currently being discussed with the committee and price points will be listed soon. We already have one sponsor committed and a thank you to APOC.





Announcing the newest addition to RSG San Diego Fleet!

23 Ton, 90' - 4 section Boom with 30' Jib Crane Truck

2009 Sterling Power Unit

Fully certified truck with certified crane operators ready to serve!

Please call 858-715-0808 for more information.



SDRCA 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
Unique Solar, Inc.

Michael Merry, Director
Allied Building Products

Sic Scott Director
RSI Roofing

Patricia Mosteller, Director
Gaslamp Insurance

Gary Gilmore, Director
RSG San Diego

Patrick Howard, Director
The Howard Company

Wayne Sorensen, Sec/Treasurer
Top Line Roofing

Debbra Sweet
Sweet Marketing Solutions

Michael Kearney, Director
GAF

James Robyn, Executive Director