

Rooftop REPORTER

NOVEMBER 2009



SDRCA Contact Information

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888-825-0621 Phone/Fax
ed@sdrc.com

Upcoming Events

Saturday, December 5th

Advocate Dinner, TBA

Our Advocate Sponsors

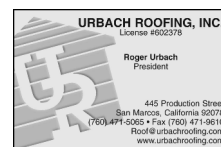
Diamond



Emerald



Pearl



President's Message

The SDRCA is here for you—Are you here for it?

The mission of the SDRCA is to help its members operate successfully by providing up-to-date continuing education, technical research data, industry contacts, consumer help and a forum for governmental and public relations.

That's why SDRCA is the right partner for you. SDRCA Builds your business, saves you money and improves the industry.

So, why aren't more of you involved? Has weathering the recession by your self working really well for you? Are you better off now that you were a year and a half ago when the economy started downward?

As a successful business owner you know the importance of having the right people working for you – people that understand your industry, your needs and your concerns. Well the SDRCA works for you at a very low cost and you'll never get a better return on your money than now.

We are about to embark on a "Members Only" format where you will not be allowed access to SDRCA programs without membership.

SDRCA helps you build your business!

SDRCA helps you build your business through marketing, managing the business process and by keeping you informed with the information you need to have to be successful.

SDRCA has recently revised its Internet site and is working to make the site a destination point for consumers on the Internet looking for more information. SDRCA puts your name in front of decision makers to help you get more business.

SDRCA is also working to bring customers to you. The implementation of a customer-focused public relations and marketing campaign will position SDRCA members as the leaders in the roofing industry. Our membership will have a distinct advantage in sales efforts.

SDRCA keeps its members informed about the industry. SDRCA continually communicates with members to provide timely and accurate information about the state of the industry, trends, technical updates and opportunities that help you stay ahead of the competition. SDRCA also provides networking opportunities among the members, so that you can talk with other roofing contractors and share experiences that can help you in your business.

We currently have reduced membership rates for early renewals! If you are not a member, then Join the SDRCA today.

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.

2010 International Roofing Expo

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

How it's Made, features Monierlifetile

Discovery Science Channel will feature MonierLifetile's concrete roof tiles on the show "How It's Made" on November 6th at 6:00 PM PST.

Underground Economy Task Force

By: Sam K Abdulaziz
Abdulaziz, Grossbart & Rudman

As many of you know, the Contractors State License Board and other public entities have started an enforcement program that would target contractors, both licensed and unlicensed, who are suspected of illegal activity in ten counties that have District Attorneys funded by the Premium Insurance Fraud Task Force. David Fogt, Chief of Enforcement, gave us an update.

Prior to this time, the CSLB had targeted unlicensed contractors with an average of 45 undercover sting operations conducted each year throughout the state.

The new program will redirect ten of those stings in counties with Pilot Proactive Enforcement Programs. This is funded by prosecutors, to include licensed and unlicensed contractors suspected of workers compensation, insurance, payroll and or withholding violations.

We will keep you informed as to any news.

CertainTeed Introduces Cool News

CertainTeed has just published the first issue of "Cool News", a cool roofing technology newsletter. The newsletter will be published about every three to four months. If you would like to receive the electronic newsletter, you may email Scott Widdes at craig.s.widdes@saint-gobain.com.

WSRCA Trade Show 2010

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

Solar Power 2009 Report

By Ulf Waldmann, Mission Valley Roofing

Solar Power 2009 took place Oct. 27-29 at the Anaheim convention. For those of you who did not attend, here is a report.

First off, this was the largest Solar Exhibit and Convention in the USA to date. Over 900 exhibitors, 200,000 square feet of Exhibit Space and 25,000+ attendees from 90 countries. For comparison, the 2009 NRCA International Roofing Expo was less than half that size and had 7472 attendees. These numbers are interesting because according to my research the global roofing material demand as a money volume is three times higher than the solar PV market. Of course roofing expos would be bigger if it were an emerging market.

What I noticed immediately was the dominance of Chinese and especially German based exhibitors. The Chinese were mainly showing their panels, my former countrymen and women were showing panels and everything else related to the production, installation and management of solar photovoltaics. I have to admit that I derived some pleasure from having German hostesses struggle to explain features of their products in English while I withheld to disclose my language ability. After my sixth dumb question one lady looked like she was going to use the subject of discussion, a large wire crimping tool, on me.

My main interest was in tools, racking and other byproducts to ease and speed up installation. I found some interesting prefabricated ballasted low slope roof mounts that are less than 4 lbs per sq. ft. that require no roof penetrations. Also, several hook set ups for S-Tile roofs that avoid the use of a secondary flashing, though I would install them differently than they suggest which I pointed out to one manufacturer. I did not make a friend there either but I insisted and kept explaining because he did not have any dangerous looking tools and German females near him.

I did not see any new (at least to me) roof integrated solar products. I stopped at Carlisle Energy Services booth where they were showing their really nice products, designed to be installed in conjunction with their TPO membranes, definitely a good product for the commercial roofing contractor to offer. During my conversation with him, Rudy Gutierrez stated that they prefer 100kW or more for project submittal which will require 140 squares available roof space.

One notable roofing related company is Lumeta Solar, a subsidiary of DRI, one of the largest roofing contracting firms in the West founded by Tim Davey. Those of you involved in the RCAC will know him. Lumeta will be offering Solar S- and Flat tiles as well as their Peel-and-Stick low slope modules which are very efficient and designed to adhere to multiple roof membrane surfaces. They stated both will be available in spring of 2010.

Continued following page

Solar Power 2009 Report

By Ulf Waldmann, Mission Valley Roofing

Continued

The brainchild of a roofing professional, these products are definitely designed to be installed by roofers.

Another company worth mentioning is Enphase who introduced Microinverters. Inverters are needed in Solar installations to convert or rather invert the DC current produce by the panels to AC current at the right voltage to be fed into the grid or household circuitry. In order to maximize solar power the inverter has to be fed by panels of the same voltage. Panels are “stringed” together. Any variance in power from one panel to another due to orientation, shading, dirt accumulation, etc. affects the entire string. Microinverters are installed behind each panel meaning one inverter per panel, so this maximizes output, allows for future expansion. Panels can be installed in any direction and even different types of panels can be used. The best part is their really cool Internet based monitoring of each panel’s performance.

Enphase products were introduced in mid 2009. They have sold 100,000 inverters since then at a price of \$200 each or so and only in the domestic market. Or \$20 million in 6 months. Their products are sold out through February.

I used the Enphase example last because here is what I really learned at this show:

1. The real innovations are still created in the USA. This is even more significant considering that Germany is very innovative and their Solar Market is 8 or 10 times larger the US.
2. In the worst economy since the Great Depression there is a market heavily related to ours that produces start up companies that can’t satisfy demand.
3. The Solar Industry needs to have a better understanding of prudent roofing practices.
4. Don’t challenge a German woman’s technical knowledge unless you don’t mind having an MC4 connector crimped to a sensitive body part.

Disclaimer: I have authority granted to me by the German Consulate General to make any politically incorrect remarks. The People’s Republic of China did not respond to any such requests which is regrettable because it would have made this article more interesting.

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

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