

Rooftop REPORTER

NOVEMBER 2010



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

Upcoming Events

Saturday, December 11th Advocate Dinner, Bernardo Winery

Our Advocate Sponsors

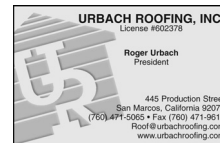
Diamond



Emerald



Pearl



President's Message

Here we are with the holiday and rainy season starting, another mediocre economic year coming to an end. I hope everyone voted for the new SDRCA Directors for 2011. I am very pleased with the increased participation of members on the board and would like to thank everyone for their contributions. We have planned four dinner meetings for 2011 and some other exciting activities.

I don't know if any of you remember my article from a year ago when I attended the "Solar Power 2009". Well, this past October, I attended Solar Power 2010 in Los Angeles. There were over 1000 exhibitors this year and just like last year the majority were from Germany and Asia. The one thing that I noticed was that with the price reduction for traditional crystalline panels, thin-film and other technologies were less sought after.

At the trade show I was made aware of some interesting, if not mind boggling statistics: In Germany, the first half of 2010 they installed three (3) gigawatts of Solar Power. To put that in perspective, that is 10 times the amount installed in the entire USA in the same period. The total installed capacity in Germany is around 13 gigawatts and 1.55 in the USA. The only reason Germany is doing so much more is the feed-in-tariffs for small and medium size solar power plants. These are still missing here even though they are proven to work much better and are less bureaucratic than the tax credits and cash grants we get while costing the consumer the same. What I am currently seeing is that the utility companies and their well lobbied governments favor large scale "Solar Farms" and new large transmission lines over the more logical step to let small and medium size businesses and property owners install and own power plants at the place of demand.

In light of the ongoing economic problems and a dwindling or at least struggling middle class, you would hope our state, federal and local governments could design subsidies like a feed-in-tariff to promote small and medium sized businesses to create more jobs locally instead of favoring big business. Sempra Energy has had steady growth of earnings through the entire recession. Their earnings were \$1.116 billion in 2009 on \$8 billion of revenue. I don't think they need any help but then I may be wrong.

Ulf Waldmann

Mission Valley Roofing

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.

CPR & First Aid Discounts

CPR Pros are offering discounts to SDRCA members for CPR and First Aid Certifications, the flier for the training is attached (last page of this newsletter).

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 HAS MOVED

The new mailing address is:

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

The phone/fax/email remains the same

TRI Economic Summit

The Tile Roofing Institute is holding the 2010 Economic Summit on December 13th at the Island Hotel in Newport Beach California.

Keynote speakers include Christopher Thornberg, Ph.D., and Craig Brightup.

Registration Form Attached

2010 Build A Roof Complete

The 2010 Build A Roof Project is now complete. On the following pages you may read the article in the in the November/December issue of Western Roofing Magazine. Various photos of the project are included.

Free Roof

San Diego RCA Donates a Re-Roof Project to Charity

by Gary Gilmore, Roofing Supply Group

Over 25 years ago the San Diego Roofing Contractors Association (SDRCA) banded together to donate a free roof to charity. They have done this every year since 1985 for different charities as the needs arose. This year was no different, except we ended up back on a project we did 23 years ago, with the Western Service Workers Association (WSWA).

WSWA is all-volunteer and takes no government funding. WSWA members organize a free-of-charge, self-help 11-point Benefit Program including emergency food, clothing, preventive medical care, a membership newspaper, legal benefits, and more. Over the years we have been monitoring the performance of the three roof types, Elastomeric, APP (smooth) w/aluminum coating, and BUR (mineral surface) that had been installed on the WSWA building here in San Diego. Apparently, I was the one name that was kept in the file for roofing and have been called out when there's been a need. Preventative maintenance in Southern California is pretty much non-existent as it never rains in California. *Western Roofing* was on-site to report on the original reroofing project for the July/August 1987 issue, and then printed a follow-up report exactly ten years later on the condition of the three-roof system in the July/August 1997 issue.

Early this year was like no other, when WSWA asked me for help they had just completed a major interior remodeling project, all of which was donated, and the rains were causing damage. I quickly pointed out the obvious problems, all not related to the roof systems; plaster, neighbors siding common walls, and the list went on. The community came together and fixed these problems which now left the aged roof systems. I knew that

the SDRCA had yet to find a project for this year, so I presented the WSWA project it to the BOD. It was approved to pursue the project.

It's amazing to me how the doors open when an opportunity presents itself. To me single ply was the answer and I thought about doing three different systems again so we could monitor their performance. Then I thought about the name on file to call, me, and quickly decided one system one manufacture was the answer. The size of the project was a little over 3,600 sq. ft. plus parapets, not a small task. I looked to our manufacturer members of the SDRCA. GAF said they would submit for the complete project with the exception of the roof board and fasteners. Randy Swank and Michael Kearney with GAF were granted approval as well as Tom Littell with Secrock and Jeff Reinke with OMG to provide the materials needed.

I presented the complete package to the SDRCA BOD and it was decided to try this as a thermoplastic polyolefin (TPO) training course. I mentioned this to Swank and the possibility of getting the Center for the Advancement of Roofing Excellence (CARE) involved was now in motion. Jason Joplin with CARE was on board and excited about the project. They usually train around a mock-up in the classroom. I think Joplin's excitement was the fact he was going to get to work outside. All kidding aside, Joplin and everyone involved in the training are at the top of their game. It was an honor to work alongside them.

Additional contributors to the project were Assembly Supplies, Co. (Leister Varimat); Thunderbird Products, Inc., fabricate clad metal; Hawthorne Rent-It Service, generator; RSG San Diego, dumpster and misc.; and Progressive Focus Photographic, production photographs.

Class Begins

We had structured the training around two four-hour shifts per day, which would include six students in each shift. Class starts with safety first

and then the objective for the shift. Our goal was to have everyone that attended have hands on experience with each phase of the application, which was to overlay the existing system with Securock mechanically attached and to mechanically attach GAF Everguard 45 mil TPO. Let me tell you if you are one of those that takes the tools of days past to the game you will lose. OMG put it to the test. "Machine versus Man," Accutrak and one man, versus three men setting screws and plates and running a screw gun. The men were still, shall we say, "screwing around" while the Accutrak was headed to the bank. The Accutrak also out performed with the membrane attachment.

All was going well until we were to put the Varimat into production. I had no idea there are so many types of electrical connectors. It appears every time I pick up a generator, a new plug type has been designed. Did you know that with a Leister Varimat and ideal conditions, you can weld membrane at 39' per minute? I cannot say enough about having the right tools for the job.

The WSWA provided lunch both days as well as cold drinks and for this we are grateful. However, this might be why we didn't finish the project on time. After settling down to enjoy a full meal, it was difficult to kick it back into high gear.

I would like to thank the contractors that supported our project: Award Roof Services, ARC Roofing, California Roof Services, Promark Roofing, RSI Roofing, Sully-Jones, and Top Line Roofing with a total of 15 students. Finally, I would like to extend a special thank you to David Susi, RSI Roofing. At the last minute, he sent his crew to complete the project. This was truly a roofing community effort, and in that spirit, I would like to close by saying, "Remember those that support your industry by supporting them."

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2010 Build A Roof Photos



The Building Envelope Company

SOPREMA and RSG, San Diego, CA

5660 Kearny Villa Road, San Diego, CA 92123

cordially invites you to attend our

**Product Demo
December 10th, 2010
11am to 2pm**

Featured Products:

- **Alsan Flashing**.....better than mastic ever was
- **Alsan RS Deck Coating**...simple, easy, fast drying
- **Soprema SBS Roofing**...hot & cold asphalt, torch, self adhered

Lunch.....Really Good Food

Information on many other **SOPREMA products
will be available**

RSVP RSG 858-715-0808 or Andy Pocock 951-212-4542 (apocock@soprema.us)

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

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Mission Valley Roofing

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CertainTeed

David Susi, Director
RSI Roofing

Patricia Mosteller, Director
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Shawn Williams, Director
Allied Building Products

Gary Gilmore, Director
RSG San Diego

Charlie Moreau, Vice President
Skyline Roofing

Wayne Sorensen, Secretary/Treasurer
Top Line Roofing

Debra Sweet
Sweet Marketing Solutions

James Robyn, Executive Director

Keynote Speakers



Christopher Thornberg, PhD is an expert in the study of regional economies, real estate dynamics, labor markets and business forecasting. In 2006 he co-founded Beacon Economics, an economic research and consulting firm that specializes in real estate markets, local economic development, and public and private policy issues.

Dr. Thornberg has established a reputation as one of the state's leading economic forecasters. In December 2007, he was appointed to California State Controller John Chiang's Council of Economic Advisors—the body that advises the state's Chief Fiscal Officer about critical economic issues facing California.

Widely quoted in the media, he has appeared on NBC's *The Today Show*, ABC's *Nightline*, CNN, FOX News Channel, MSNBC, NPR, and is regularly quoted in major national and California dailies including the *Wall Street Journal*, *New York Times*, *Washington Post*, *Los Angeles Times*, and *Chicago Tribune*.



Craig Brightup is Chief Executive Officer of The Brightup Group LLC. Previously, he was Vice President of Government Relations for the National Roofing Contractors Association (NRCA), having opened the Chicago-based NRCA's Capitol Hill office in 1990.

His program covered all federal issues for the \$30 billion commercial and residential roofing industry, with an agenda including labor relations, worker safety, health care, energy, environment, transportation, insurance, procurement, regulatory reform, taxes and immigration. During his tenure with NRCA, Brightup's advocacy and political achievements led to being named to *Fortune Small Business* magazine's Power 30 list of "influential insiders" in the nation's capital, September 2000 issue.

Since 1990, Brightup also has run NRCA's political program and been treasurer of its political action committee, ROOFPAC. The program now generates roughly \$500,000 per election-cycle for its hard-dollar account and \$300,000 for its soft-dollar account.



Tile Roofing Institute

Phone: (312) 670-4177

Fax: (312) 644-0828

E-mail: info@tileroofing.org

Website: www.tileroofing.org

Tile Roofing Institute 2010 Economic Summit

Navigating Our Way Through Recovery

December 13, 2010
Island Hotel
Newport Beach, CA



About the Economic Summit

Economic recovery is going to mean different things to different markets but for the tile industry it could mean good, solid growth. The TRI Economic Summit will lay out the opportunities the tile market can leverage in energy, government relations, and technical innovation.

Topics Include:

- ⇒ The latest economic forecast from Christopher Thornberg, PhD
- ⇒ Legislative incentives for roof tile
- ⇒ Energy initiatives—utility rebates, cool roofing, Energy Star
- ⇒ Moderate Climate Guide updates
- ⇒ Latest technical information on testing and global research projects
- ⇒ What you need to know about the latest national calculators for energy savings

Schedule

7:30 a.m. - 8:30 a.m.

Registration & Breakfast

8:30 a.m. - 9:00 a.m.

State of the Institute - Kevin Burlingame, Chairman, TRI

9:00 a.m. - 10:15a.m.

Economic Forecast - Christopher Thornberg, PhD

10:15 a.m. - 10:30 a.m.

Break

10:30 a.m. - 11:30 a.m.

Legislative Incentives for Roof Tile - Craig Brightup

11:30 a.m. - 1:00 p.m.

Lunch & Hall of Fame

1:00 p.m. - 2:15 p.m.

Energy Initiatives Energy Star/Utility Rebates/CEC Cool Roofing

2:15 p.m. - 2:30 p.m.

Break

2:30 p.m. - 4:00 p.m.

Technical Research

Moderate Climate Guide Updates/National Calculators/ Testing/CRRC research

Fast Facts

- Dates:** Monday, December 13, 2010—7:30 a.m. - 4:00 p.m.
- Location:** Island Hotel Newport Beach
690 Newport Center Drive, Newport Beach, CA 92660
(866) 554-4620
- Fee:** TRI Members: \$289 | Non-Members: \$349
Includes conference materials, breakfast and lunch.
- Hotel:** TRI has secured a discounted rate of \$175 at The Island Hotel. The deadline for obtaining this rate is November 22, 2010. Please make your reservations directly with the hotel by calling (866) 554-4620 and note that you are with the Tile Roofing Institute. All registrations must be received by November 22, 2010.

Sign-up Form

Register 3 Ways:

- ⇒ Go online to www.regonline.com/trisummit
- ⇒ Fill out and mail form to TRI
- ⇒ Fax form to TRI at (312) 644-8557

Registration Type:	Price
<input type="checkbox"/> TRI Member	\$289
<input type="checkbox"/> Non-member	\$349
<input type="checkbox"/> Speaker/Staff	\$0
<input type="checkbox"/> Sponsor	\$500

Company _____

Name _____

Address _____

Phone _____

E-mail _____

Method of Payment

Check MasterCard Visa American Express

Credit Card No. _____ **Expiration Date** _____

Signature _____



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CPR 2 yr. Cert. 1.5 hrs. - Covers: Adult - Child- Infant CPR- Heimlich Maneuver, Drowning and Disease Prevention when Administering CPR. ***\$35pp** (reg. \$45) **(With AED** adds 1/2 hour and only \$5 more per person)**

1ST AID - 2 yr. Cert. 1.5 hrs. - Covers more than 20 Basic 1st Aid Procedures including: How to Control Bleeding, Treat for Shock, Immobilize Fractures, Burns, Heat Stroke, Seizures, etc and can be customized to fit your needs. ***\$35 pp** (reg. \$45)

CPR & First Aid Combo 10 or more *\$45 pp (reg. \$60)

Please Call (619) 445-4569

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American Heart Association or American Red Cross**

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