



Upcoming Events

Friday, November 16th, 2007

San Diego Rebuilds, CA Center for the Arts, Escondido

President's Message

Now that the wild fires have calmed down and people have started the recovery process, I can't help but reflect on the devastating event. Personally, I viewed the fires from a very long distance as I was sitting in a very nice Omni Hotel in Richmond Virginia, watching the national morning news shows with their correspondents reporting, just a few blocks from my office in Rancho Bernardo, showing imagery of the destructive fires on the streets that I am very familiar with back home. All I could feel was a sense of helplessness for my family, friends and clients.

As the time moved on the national reporters moved from the story of the fires devastation to the story of the incredible relief efforts that were going on in the community. There were many stories of the heroic fire and police officers working hard to save properties and evacuate people. The news crew gushed with admiration for the unity of the community of San Diego as they rallied around the evacuees with food, clothing and support.

Then as the smoke cleared, one has to be proud of the community volunteers as we watched thousands last Saturday from community and church groups flock to the hardest hit neighborhoods with shovels, rakes, sifters and any other tools in an effort to help the less fortunate dig through ashes for any sign of their life's possessions. As well as those volunteers going into the more fortunate homes that only sustained smoke damage and assisted in washing walls and cleaning up the seemingly never ending soot.

Though the fires have badly damaged San Diego County with billions of dollars of property destroyed, I can't help but to be proud to call myself a San Diegan, and I'm sure the rest of the nation would agree.

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Settlement over defective shingles may be near

Published in the 9/30/2007 San Diego Union-Tribune

By Roger Showley

Several thousand San Diego County homeowners could collect thousands of dollars from a settlement over Cal-Shake roofing shingles installed in the early 1980's. David Birka-White, co-lead counsel on a class-action lawsuit in San Francisco, said the proposed settlement due for a final hearing Oct. 31, deals with fiber-concrete roofing shakes installed by the now-defunct Shake Co. of California. The period in question dates from Jan. 25, 1980 to Jan. 31, 1986.

Owners of the affected homes, whether or not they have replaced the defective shakes, can participate in the settlement by filing a claim form at www.CalShakeClassAction.com no later than Oct. 10. More information is also available toll-free at 866-844-0600. The legal action is formally called Shake Roof Cases, Judicial Council Coordination Proceeding No. 4208, Case No. C99-00318, and relates to so-called "old Cal-Shakes".

Birka-White said the proposed settlement will provide about \$2 million to an unknown number of owners but estimated they might receive around \$2000.00 for a typical 200 square foot roof. The actual number will depend on how many people applied for the claims. A similar action on roofs, related to so-called "new Cal-Shakes" installed from 1986 to 1995, resulted in a much larger \$62 million settlement fund established last year following a jury trial. He said about 250 San Diego-area homeowners have received money under the settlement so far. Information on "new Cal-Shakes" claims is available at the same number and Web site.

Birka-White said the installations replaced virtually all old wood shakes and were favored because they were fireproof and not too heavy to undermine the stability of the homes. "The argument (by the shake producer) was that this was going to be a superior product because it was fireproof and last 50 years," he said. "It's correct that it was fireproof but it will not last 50 years. It disintegrates and is extremely brittle." Consumers complained that the broken roofing material resulting in leaks into their homes. The shakes were made of cement and perlite, a natural form of glass used in insulation, landscaping and various industrial applications. Concrete shakes, commonly used by many new home builders, are much heavier and require stronger supporting beams but do not break as readily as Cal-Shakes Birka-White said.

Thank you Gary Martin (GM Roofing & Maintenance) for sending in this article. If anyone else has a roofing related news article to share, please send it in.

2008 International Roofing Expo

The 2008 International Roofing Expo will be held Feb. 21-23, 2008 in Las Vegas. The exhibits will be at the Las Vegas Convention Center and the headquarter hotel will be Caesars Palace. Archie Manning is currently a feature speaker at the convention.

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2008 Golf Classic

The 2008 Golf Classic has been scheduled for Friday, May 2nd, 2008. The SDRCA is pleased to announce that this year's event will take place at Twin Oaks Golf Course in San Marcos, California.

Once again, please thank our generous sponsor !

GASLAMP

INSURANCE

Sponsor form attached at the end of the newsletter, sign up now to secure your tee or other sponsor opportunities

Low Slope Class A Fire Ratings Panel Dinner

Over 60 people attended the Class A Fire Rating Panel Discussion. The basic theme was that to achieve a class A rating, the system is what must be considered and not a single component in most cases. Most of the panel agreed that you should always check with the manufacturers to ensure that a class A system is being installed.



Gary Gilmore of Urbach roofing won the \$100.00 raffle.

Cindy Molina of RSI roofing won the \$200.00 newsletter raffle.

SDRCA.COM grows in popularity

2006 Total Year Statistics

Total Unique Visitors*: 9980 (28 per day average)

2007 Year to Date Statistics

Total Unique Visitors*: 9240 (33 per day average)

* If someone visits multiple times, they are only counted once.

Top Referring Web Sites:

1. Google Search 513
2. Yahoo Search 60
3. MSN Search 45
4. Internet Yellow Pages 27

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On the National Front

On August 31, a federal judge barred the Bush administration from mailing Social Security Administration (SSA) "non match" letters in September to an estimated 140,000 employers. The original suit, bought by the AFL-CIO and American Civil Liberties Union, contends the Department of Homeland Security (DHS) is exceeding its authority to enforce immigration laws and misusing the SSA database.

Subsequently, the NRCA, along with and part of the Essential Worker Immigration Coalition, joined the litigation, arguing DHS erroneously asserted the new rules were promulgated in compliance with the Regulatory Flexibility Act. Such certification means the new regulations will not have a "substantial impact" on small businesses, and assertion the NRCA thinks is incredibly naïve. A hearing was set to occur October 1st.

In the meantime, NRCA issued a special report about the new DHS regulations. If they are upheld in court, the rules will need to be followed, and all employers will be obligated to clear up "no match" discrepancies in a 93 day period or face the likelihood of terminating some employees. NRCA is also party to litigation challenging the authority of states to enforce immigration policy, the first noteworthy challenge will be in Arizona where the Arizona Roofing Contractors Association has taken a leadership position. As all these developments evolve, the NRCA will keep us informed.

On Sept. 27 and Sept 28, the House and Senate respectively passed a Continuing Resolution (CR) that will fund the federal government at 2007 fiscal year levels until Nov. 16. The current fiscal year ended on Sept. 30 and a CR was necessary to prevent a government shutdown. It remains to be seen if the extra seven weeks will be enough for Congress to complete work on the 12 annual appropriations bills. The House has completed work on all 12, while the Senate has only finished four, none of which have been sent to House-Senate conference committees to work out their differences. A major hurdle to the completion of the 2008 budget is the President's promise to veto any spending bills that exceed his initial request and Democratic leaders are not sure how to proceed. It is likely Congress will have to pass another CR before Nov. 16.

The Department of Labor's Bureau of Labor Statistics has released its preliminary findings on the number of work-related deaths in 2006. The report states that in 2006, there were 5,703 work-related deaths, down from 5,734 in 2005 and the lowest total ever recorded. The rate was 3.9 deaths per 100,000 workers. Specifically, the construction industry accounted for 1,226 deaths, an increase of 3 percent from 2005 and the most of any industry. The report also states that "fatalities among specialty contractors increased 6 percent to 721 because of the higher numbers of fatal work injuries among building finishing contractors and roofing contractors." In addition, the number of Hispanic worker deaths hit a record high of 937. However, because of the increased employment of Hispanic workers, the rate fell from 4.9 to 4.7 deaths per 100,000.

The Internal Revenue Service (IRS) has released a free interactive CD that is designed to help small business owners successfully manage their business. The CD covers a wide range of topics, from starting a business to retirement plan options and also includes business tax forms, instructions and publications along with all of the tax law changes for 2007. In addition to providing a wealth of tax-related information, the CD contains a wide variety of Web links to various government agencies, business associations and IRS organizations. The CD is available to NRCA members attending the association's Legislative Conference and from the IRS at <http://www.irs.gov/businesses/small/page/0,,id=7128,00.html>.

Thank you NRCA for the informative postings!

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SDRCA City Fire Rating Survey

Over the past month, the SDRCA has been working on a survey for the jurisdictions within San Diego County and San Diego County itself. Below are the results of the survey.

The SDRCA believes these requirements to be accurate, however, you should always check with each jurisdiction to be sure that these are the current requirements.

City	Rating Requirement	Wood Allowed?
Carlsbad	A	No
Chula Vista	C	Yes, Class C
Coronado	C	Yes, Class C
San Diego County	A Residential, B Commercial	Yes, up to 50% in 1 year Class B
Del Mar	A	No
El Cajon	B	No
Encinitas	A	Yes, if under 50% at a time Class C
Escondido	A	Yes, Class B, A (check location of project)
La Mesa	C	Yes, Class C
Lemon Grove	B	No
National City	C	Yes, Class A
Oceanside	A	Repairs only Class C
Poway	A	No
San Diego	A	No
San Marcos	A	Yes if under 50% Class B
Santee	A & B (Check location)	Yes, Class B
Solana Beach	A	Yes, if under 25% Class B
Vista	C	No

2008 National Solar Energy Conference to be held in San Diego

The 2008 National Solar Energy Conference will be held at the Town & Country Resort & Convention Center on May 3rd through May 8th, 2008.

The SDRCA will be a participating organization for this event and will be able to offer discounts to members who wish to attend. This is a great opportunity to learn more about solar energy. We will keep you updated as information becomes available regarding the conference.

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San Diego Rebuilds Workshop

Lessons learned during the Cedar Fire--Many fire victims were unfamiliar and unprepared to deal with the rebuilding process. Many became easy prey for unscrupulous, sleazy contractors. It was well documented that several were "revictimized" at the hands of these crooks; making absurdly low estimates, taking large deposits and then disappearing, poor workmanship, delays, etc. Others were stalled in the bureaucracy of the city's building departments costing them precious money from their insurance settlements. Much of this aggravation could have been prevented with some help.

The intent is to get all the players in one room--- **A one-stop shop** if you will, where the 2007 victims can come and get honest assistance and opportunities to meet local building officials, licensing board, attorneys, tax and lending professionals, verified (licensed, insurance, comp, bonded) contractors, architects, estimators and other suppliers.

Working with Karen Prescott of NECA, the offices of Congressman Darrell Issa and Mayor Lori Holt Pfeiler of Escondido, we have reserved the use of **California Center for the Arts Escondido Conference Center**, 340 North Escondido Blvd , Escondido, CA 92025 for November 16, 2007 from 2:00 pm to 6:30 pm. The Roger Hedgecock Show is also onboard to do a remote broadcast from this location.

This will be a landmark event, and we expect and are receiving an overwhelming response from the business community.

A preliminary flier for the event is attached on the next page.

The event is put on by:

Mike Caples

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Message from Supervisor Bill Horn

EMERGENCY NOTIFICATION: REGISTER YOUR CELL PHONE AND E-MAIL ADDRESS

One of the key factors in saving lives and property during last week's fires was the mass notification system, known to most people as Reverse 911.

We would like this to be expanded to cell phones and e-mail addresses, and here's how you can be part of the system:

Residents who live in San Diego County, which includes all 18 cities and the unincorporated areas of the County, are encouraged to register their cell phones and e-mail addresses for emergency notifications by visiting <http://www.alertsandiego.org> within the next few days. Possible moderate to strong Santa Ana winds are forecast for next weekend.

Once e-mail addresses and cell phone numbers are registered, it will take up to 24 hours for that information to be updated into *AlertSanDiego*, the County of San Diego mass notification system that is commonly referred to Reverse 911.

AlertSanDiego will provide emergency alerts to your cell phone and e-mail address including evacuation notices. This is in addition to the land line calls received by those who have land line phones.

Residents are able to register multiple cell phone numbers and e-mail addresses by reopening the Web page. Residents without computers may access this Web site from one of the County libraries. There is no charge to use the computers at County libraries.

If a City resident has registered a cell phone number with the *City* of San Diego Reverse 9-1-1 system that information is automatically shared with the *County* cell phone registry. To register an e-mail address computer users must register with the *County* system.

Please note that while the County Mass Notification System is considered effective and efficient, you should not wait or rely exclusively on a call for evacuation directives. If you think you are in danger, you should evacuate immediately. If you are directed to evacuate by emergency personnel, you should follow their direction.

Supervisor Bill Horn

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Members in the News



Gardner Gibson has been named Supplier of the Year by True Value Company for outstanding service within the lumber building materials category.



Adds value!

Polyglass USA has announce the appointment of Amir Khan as the company’s new vice president of research and development.

Polyglass USA Inc., has partnered with Ron Blank & Associates Inc., to develop Advances in Membrane Roofing, a Web-based education program focused on self-adhering roof membranes. The educational program focuses on advanced adhesive technologies, new products, and industry trends and innovations and features a final exam that allows participants to earn one Learning Unit under the American Institute of Architects’ Continuing Education Program’s Health, Safety and Welfare Section.



Eagle Roofing Products Introduces Certified Energy-Efficient Cool Roof Tile and earns AAA rating from the BBB, full press releases attached at the end of the newsletter.

Tile Roofing Institute

The Tile Roofing Institute recently submitted comments on guidelines for California’s solar electric incentive programs. That letter is attached at the end of the newsletter.

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SAN DIEGO REBUILDS!

What you need to know before you get started.

A free informational workshop for San Diego area fire victims to assist them with the rebuilding process.

November 16, 2007 from 2:30 PM - 6:30 PM
CALIFORNIA CENTER FOR THE ARTS ESCONDIDO
340 North Escondido Blvd • Escondido, CA 92025

Event
Sponsor

The Roger Hedgecock Show
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SAN DIEGO ROOFING CONTRACTORS' ASSOCIATION

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Phone/Fax 888-825-0621

Our Sponsors:

42nd Annual SDRCA Golf Tournament

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I N S U R A N C E

Friday, May 2nd, 2008

Twin Oaks Golf Course

11:30 AM Check-In & Barbecue Lunch

1:00 PM Shotgun Start - Scramble Format

6:00 PM Dinner & Awards

Please fill out this form and return to the SDRCA.

The 2008 event will include golf, carts, driving range balls, tee prizes, barbecue luncheon, dinner, awards, and optional raffle.

Company: _____ Contact Person: _____

Phone: _____ Email: _____

Please check the appropriate box or boxes

- | | |
|--|-----------|
| <input type="checkbox"/> My company wants to be a Tee Sponsor (foursome included in price) | \$1200.00 |
| <input type="checkbox"/> My company wants to be a Green Sponsor | \$400.00 |
| <input type="checkbox"/> My company wants to be the Dinner Sponsor | \$4000.00 |
| <input type="checkbox"/> My Company wants to be the Lunch Sponsor | \$2000.00 |
| <input type="checkbox"/> My Company wants to be the Golf Cart Sponsor | \$2500.00 |
| <input type="checkbox"/> My Company wants to be the Driving Range Sponsor | \$1500.00 |
| <input type="checkbox"/> My Company wants to be the Putting Green Sponsor | \$1500.00 |
| <input type="checkbox"/> My Company will donate a raffle prize | \$ _____ |

Total Amount \$ _____

Payment Information

Bill my credit card listed below Check Enclosed I need an invoice to pay this

Credit Card Number: _____ Exp: _____

Name on Card: _____



RSI Roofing of San Diego has signed a contract with **Scantibodies Clinical Laboratory Inc** to re-roof two of their 9,785 square foot buildings, starting October 5th. **RSI** will be installing 60 mil EverGuard Single Ply system to be installed over 1/4" DensDeck in accordance with the California's mandated Title 24 cool-roof energy requirements according to David Susi, president of RSI. **Scantibodies** is located at 9236 & 9336 Abraham in Santee.



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For Immediate Release

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Eagle Roofing Products Earns AAA Rating From Better Business Bureau

RIALTO, Calif., Oct. 8, 2007 –Eagle Roofing Products, a division of Burlingame Industries, is pleased to announce it has earned the AAA rating from the Better Business Bureau. This exemplary rating is the highest score any business can receive and is indicative of the company's high standards of ethical business behavior.

The Better Business Bureau (BBB) is an unbiased, non-profit organization that sets and upholds high standards for fair and honest business practices. Today, the BBB serves communities across the U.S. and Canada, evaluating and monitoring more than 3 million local and national businesses and charities. In issuing its rating, it factors a number of considerations such as type of business, length of time in business, customer reviews, compliance with competency licensing, complaint volume and history, government actions, the company's responsiveness to submitted customer grievances, as well as the BBB's experience with the company's industry. The scoring system takes into account the importance the BBB feels each component is in relation to the company's overall reliability.

"We are extremely proud to have achieved the status as the only concrete roof tile manufacturer to have earned a AAA rating from an organization so well respected for upholding members to the highest business standards," said Kevin Burlingame, President of Burlingame Industries. "Customers depend on the BBB to be a non-partial, third-party resource providing insight into how a company conducts its business. This recognition is further confirmation of our team's responsiveness to our customers and the service-oriented focus that has always been a cornerstone of our company."

Listed in the commercial products manufacturer category, Eagle Roofing Products has been a member of the BBB since August 21, 1991. Having never had a customer complaint filed against it, the company earned its AAA rating, the highest of 11 possible rankings. The AAA honor follows the company's continued success in earning industry accolades for its superior customer service and quality tile roofs. Recently, the company announced it is the preferred tile roof manufacturer by industry award-winning architects and builders. A variety of Eagle's concrete tile roofs were recently showcased on twelve homes winning this year's Gold Nugget and Builder's Choice Awards.



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For additional information on Eagle Roofing Products, contact Melissa Pellerito, marketing communications manager for Eagle Roofing Products, at (909) 355-7000 or visit www.eagleroofting.com.

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About Eagle Roofing Products

Eagle Roofing Products, a division of Burlingame Industries, was founded in 1989 with the goal of manufacturing quality concrete roof tile in modern, automated and high-speed plants. From the beginning, Eagle Roofing Products has prided itself on building strong relationships with customers of all sizes by listening and responding to their requests. Eagle Roofing Products is continually expanding its production capacity and its market coverage in order to offer its superior products nationwide. Having earned AAA rating by the Better Business Bureau, Eagle maintains strong sales and customer service support at the local as well as national level. Eagle is also committed to seeking out trend setting technologies and products that help the environment while helping our customers and their customers. Our green building products and green manufacturing process are a major focus of the company's time and investments. For more information on Eagle Roofing Products, please visit www.eagleroofting.com.

Housing Project in Calexico with CertainTeed Landmark TL Ultimate Shingles

Looking for greater curb appeal, the developer of this 29 single family home project picked the Landmark TL Shingles. The roofs are quite visible with a 5 on 12 slope, and the Tri Laminate shingles provide an extra thick appearance and a very nice color blend. Using the CertainTeed Mountain Ridge really accentuates the hip and ridge details on each home. By choosing the multiple colors for the roofs as well as the stucco color coat, the developer and his Real Estate Broker have created individuality for each homeowner. They are confident this will enhance the value and increase the demand for these new homes. The Lifetime Material Warranty for the shingles is an added selling feature.

The Roofing Center of El Centro has been awarded the contract and has completed the first ten homes. Matthew Johnson the Manager of ABC in El Centro and his team are supplying and loading the CertainTeed roofing materials.





RSI Roofing of San Diego has signed a contract with the Solana Court Home Owners Association to re-roof a total of 22,000 square feet with 30 year, Elk High Definition Shingles. They will also be re-roofing a 3,500 square foot flat roof with EverGuard 45 mil TPO Single Ply, according to David Susi, president of **RSI**. Solana Court houses 29 units, west of I-5, located at 600-656 Solana Court East in Solana Beach.



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Eagle Roofing Products Introduces Certified Energy-Efficient Cool Roof Tile

RIALTO, Calif., Oct. 2, 2007 – A pioneering manufacturer in the growing movement to produce energy-efficient, “green” materials, Eagle Roofing Products, a division of Burlingame Industries, today introduced its Cool Roof Tile line. This selection of products incorporates multiple profiles and represents reflective roof tile choices in 21 colors that have officially earned an energy-efficient, “cool roof” rating by the Cool Roof Rating Council (CRRC) accredited independent testing laboratory.

The certified reflective colors in Eagle’s Cool Roof Tile line are a major component of the company’s new Green Program initiative, a series of products and environmentally responsible systems and practices designed to provide greater energy efficiency, reduce waste and pollution as well as preserve needed resources. With 21 color options available in standard weight and lightweight tile, flat and curved profiles, customers can select from among 42 individual Cool Roof Tile choices. Certified cool colors range from the expected white on white, to true terracottas and traditional tan and grey blends.

CRRC Certification

The strict product rating program of the CRRC is widely accepted as the standard by roofing manufacturers, building code organizations, energy service providers, architects and specifiers, property owners and community planners. As an independent, third-party organization, the CRRC provides non-biased, credible reflectance and emittance property data for roofing materials. Having passed the CRRC tests and earned its cool rating on its Cool Roof Tile line, Eagle will now submit these products for Energy Star approval, another series of energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy. Numerous utility rebate programs, green building associations, and building code bodies recognize cool roof ratings by either the CRRC or Energy Star.

“The CRRC’s rating information and certification plays a significant role as customers increasingly look at the energy efficiency of roofing technologies in evaluating their purchasing decisions,” said Jay Banister, Eagle Roofing Products’ National Green Program Manager.



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“Having our tile colors earn a CRRC rating gives our customers new products that can improve the energy efficiency of their buildings while positively impacting the environment.

“Best of all, because the tile is an Eagle product, customers know they’ll still be getting the same durable roof tile without sacrificing the aesthetic beauty that complements any architectural design.”

California’s 2008 Title 24 requirements are expected to define acceptable reflectance levels for roofing material compliance. In addition, customers reroofing with products from Eagle’s Cool Roof Tile line may qualify for available rebates through local utility companies. Programs such as Southern California Edison’s Cool Roof Rebate Program offer residential customers rebates from .10 cents to .20 cents per square foot for reroofing projects. Interested customers should check local utility and government programs in their area for details on the rebates.

Solar Reflectance and Thermal Emittance Values

The two primary factors which the CRRC tests to determine its rating are Solar Reflectance and Thermal Emittance. According to the U.S. EPA, “the less solar radiation materials absorb, the cooler they are. In addition to absorbing less heat, the coolest roofing materials radiate away any absorbed heat.”

Solar reflectance is the percentage of solar energy that is reflected back to the sky by a roof’s surface. Thermal emittance is defined as the percentage of energy a material can radiate away after the energy is absorbed. Both properties are measured from 0 to 1 or in percentages from 0 to 100 percent. In the simplest terms, the higher the values, the cooler the roof.

All of the colors in Eagle’s Reflective Roof Tile line recorded thermal emittance values of more than .76, meaning that the tile radiated back 76 percent of the solar energy it had initially absorbed. The 21 tile colors that were tested and certified recorded reflective values greater than 20 percent, with 14 of the colors achieving reflective values greater than 37 percent and two of the colors over 80 percent.

“The inherent energy efficiency of Eagle’s Cool Roof Tile offers a great advantage to builders looking to distinguish their properties and increase their sales potential,” said Banister. “These tile colors are particularly beneficial to homeowners as they can help reduce the money spent on air conditioning and may even result in rebates from their utilities, a real benefit considering the escalating costs of electricity and fuel.”

For additional information on Eagle Roofing Products, its Cool Roof Tile or Green Program Initiative, contact Melissa Pellerito, marketing communications manager for Eagle Roofing Products, at (909) 355-7000 or visit www.eagleroofing.com.

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RSI Roofing of San Diego has signed a contract with **Anheuser-Busch** to apply a Henry Co Elastomeric Restoration system for their roof covering 113,762 sq ft, according to David Susi, president of **RSI**. The work will be done at their Distribution Center located at 5959 Santa Fe St in San Diego. **Anheuser-Busch** holds a 48.4 percent share of U.S. beer sales. Worldwide, Anheuser-Busch's beer sales volume was 125 million barrels in 2006.