

Rooftop REPORTER

SEPTEMBER 2009



SDRCA Contact Information
1113 Adella Ave., Ste. 100
Coronado, CA 92118
888-825-0621 Phone/Fax
ed@sdrc.com

Upcoming Events

**Wednesday, September 16th, SDRCA Luncheon, Hiring The Write Way
Flier Attached**

**Tuesday, September 22, RCAC Dinner Meeting, Equal Treatment in the Roofing Industry
Flier Attached**

Wednesday, October 21st, SDRCA Dinner, TBA

**Wednesday, October 28th, TRI Installer Certification, Downey, CA
Flier Attached**

Our Advocate Sponsors

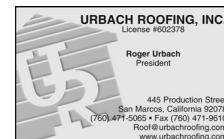
Diamond



Emerald



Pearl



San Diego Roofing Contractors' Association

Wednesday, September 16th, 2009

The Butcher Shop Steakhouse
5255 Kearny Villa Road
San Diego, CA 92123
858-565-2272

September Lunch Meeting
11:30 AM Check-In
12:00 Noon, Lunch & Program

Hiring The "Write" Way

Understand how handwriting analysis can help discover the skills and aptitudes of potential employees. By correlating strokes in the writing with vocational types, you can discover what job categories best fit each applicant. Find out if they are an enterprising, social, investigative, realistic, conventional or artistic type or even a combination of these categories. Handwriting analysis can definitely add one more tool to your employment selection process when you are trying to select a winning team.

Paula A Sassi, Certified Master Graphologist, has worked professionally in the field of handwriting analysis since 1980. Owner and director of her own corporation, Paula serves a diverse group of clients in the area of personnel selection, behavioral profiling and compatibility analysis. Top businesses and corporations seek her service for help in hiring and promoting personnel as well as in conflict resolution. Author, lecturer and teacher, Paula offers you one sure guarantee, you will never look at handwriting the same again.

The reviews of Paula's presentations are fantastic, hope you can join us for this interesting meeting.

-----Keep upper portion -----Send lower portion-----

SDRCA Meeting Reservation

Due by Thursday, September 10th, 2009

Please note that the association no longer bills for meeting attendance, payment must accompany this form

Company: _____

Please fill in your amount

Attendee: _____

_____ Attendees at \$25.00 member price = \$_____

Attendee: _____

_____ Attendees at \$35.00 non-member price = \$_____

Attendee: _____

Total Price = \$_____

Attendee: _____

Check Enclosed Credit Card listed below Use Advocate credits

Card Number: _____ Exp: _____

Name on Card: _____

SDRCA – 1113 Adella Ave., Ste. 100, Coronado, CA 92118

Phone/Fax: 888-825-0621

SDRCA From JM09

President's Message

State of the Association

With the decline in the economy, the SDCRA has suffered a drop in business just as many of you have. In our case we are a small, poorly funded non-profit, and given our financial status, we have done very well during these times. However, due to low membership renewals, and poor attendance at events, we find that we are in need of our own stimulus package.

In times like these the Board of Directors is asking for your help in renewing your membership if you have not already done so, and to participate in an upcoming golf event. If renewing your membership in one lump sum is too much of a financial impact, you can now take advantage of a special monthly dues payment plan. Please contact the SDRCA office to arrange a payment plan for your dues if you are interested. The fund raising Golf event will be held soon at the Tecolote Canyon Golf Course and we are planning a fun afternoon of golf, with a barbeque and some fund raising specials.

The SDRCA would like to continue to provide you with important services such as; Dinner meetings, Networking Opportunities, Table Tops for Manufacturers, Speakers, Special Events, Job Leads, Industry Information, Legislative Updates, Newsletters, Educational Programs, Industry Organization, and Discount Liability Insurance.

A strong SDRCA is good for you and good for the industry. As a business owner you know the importance of having the right people working for you – people that understand your industry, your needs and your concerns. That's why the SDRCA is the right partner for you. The SDRCA Builds your business, saves you money and improves the industry.

The SDRCA is an association run by roofing contractors just like you. All of the programs and services of the SDRCA have been created by roofing professionals that have the same needs as you – and have the same goal as you – to become more successful. Membership in your local / state association is a great idea, as is membership in the National association, but the SDRCA is large enough to provide you programs and services that help you succeed, while small enough to focus on the unique needs of contractors throughout the San Diego.

Annual membership in the SDRCA is only \$475 and is 100% tax-deductible, and can be paid monthly. Membership in the association is not just a business expense – it is a business investment. Membership in the SDRCA will help you stand out from the competition and build your business. With so many programs and services designed to save you money, membership in the SDRCA will pay for itself the first time you use it.

See you at the next meeting!

David Susi
RSI Roofing
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.

SDRCA To Launch New Website

The new SDRCA website will launch on September 12th. The new site features a search engine that notifies the contractor when a search has been run that includes their company. The notice is sent via email with the consumer's name and phone number so the contractor may contact them directly.

You should visit www.sdrca.com and verify the information on your page after 9/12.

NRCA MVP AWARDS

The nomination form is attached and due by November 2nd.

TRI Installer Certification

On October 28th the TRI will be holding another Installer Certification in Downey, California.

The flier is attached and there is a discount available to SDRCA members.

WSRCA Trade Show 2010

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

E-Verify for Federal Contractor Rule

The Dept. of Homeland Security rule requiring federal contractors to use E-Verify program to electronically verify the employment eligibility status of employees who work on federal contracts is currently scheduled to take effect on September 8.

Litigation is currently challenging the legality of the rule and is still pending, a ruling by a judge is expected soon.

Call for Entries 2009-10 Deadline: Nov. 2, 2009

MVP Most Valuable Player Awards



Nominate Your Best Employees to Win the Prestigious Most Valuable Player (MVP) Awards

What are the Most Valuable Player (MVP) Awards?

The Roofing Industry Alliance for Progress sponsors the roofing industry's Most Valuable Player (MVP) awards program to honor your MVP—the employee whose attitude, performance and commitment go above and beyond all others. You can nominate your MVP for an award to formally recognize his or her outstanding contributions.

What are the benefits for you?

- Employee recognition: Most roofing contractor employees work hard—for little recognition. Simply nominating one of your employees is an excellent pat on the back.
- Positive employee morale: Your employees know you appreciate them.
- Marketing opportunity: You can tell your customers about your outstanding employees!

Who qualifies?

Any field roofing worker up to and including superintendent employed by an NRCA member or non-member contractor is eligible to be nominated. The number of nominations per contracting firm must not exceed three per company branch.

What are the categories?

Nominees will be evaluated based on significant contributions in the following categories. (Nominees can be nominated for more than one category; each category will be judged separately.)

- Outstanding on-the-job performance
- Safety performance
- Contributions to a team effort
- Community service and volunteerism
- Other noteworthy contributions and activities

What do winners receive?

MVP winners receive:

- Two complimentary airfares and two nights' hotel accommodations during NRCA's 123rd Annual Convention, Feb. 20-24, 2010, in New Orleans.
 - One complimentary conference registration and exhibit hall pass to the International Roofing Expo.
 - Two complimentary tickets to the NRCA Cocktail and Awards Reception, Feb. 23, 2010, where winners and their companies will be formally honored. (All other convention-related expenses will be the responsibility of each award winner.)
 - A \$100 American Express gift certificate.
 - Recognition in *Professional Roofing* and *Professional Roofing Workers* magazines, NRCA's *For Members Only* newsletter and on The Roofing Industry Alliance for Progress Web site, www.roofingindustryalliance.net.
 - Winners and their companies also will be the focus of press releases sent to local and national Media and industry trade press.
 - Finalists not selected as award winners will receive certificates of merit.
- Tips for success:
- Make sure to completely fill out the applications.
 - Include enough supporting information as to why the nomination is being made. (Judges must receive enough supporting information to make selections.)
 - Testimonial letters from customers, supervisors and fellow employees are great ways to demonstrate the quality and commitment of your employee.

Entry forms:

Use the Official MVP Entry Form, which is attached. For more details about the MVP Awards Program, visit www.roofingindustryalliance.net.

Deadline:

All entries must be postmarked or received by Nov. 2, 2009.

The Roofing Industry Alliance for Progress
10255 W. Higgins, Suite 600, Rosemont, IL 60018-5607
(800) 323-9545; Fax: (847) 493-7959; www.roofingindustryalliance.net



OFFICIAL MVP ENTRY FORM

Note: Up to three employees can be nominated per company branch. Please reproduce this form to nominate more than one employee.
Entries must be postmarked or received no later than Monday, Nov. 2, 2009.

Nominee information

Name: _____
(Last) (First) (Middle initial)

Job title: _____
(No higher than superintendent)

Name of company: _____

Address: _____

City/State/ZIP: _____

Telephone: () _____ Fax: () _____

E-mail: _____

Number of years with the company: _____

Total number of years as a roofing worker (if known): _____

Name of local newspaper (for publicity purposes): _____

Nominated by

Contact name: _____ Job title: _____

Company name: _____

Address: _____

City/State/ZIP: _____

Telephone: () _____ Fax: () _____

E-mail: _____

Award nomination

Check each category that applies and include supporting information on the back of this form as to why the nomination is being made for each criterion checked—a minimum explanation of at least one paragraph per criterion is needed. Judges must have enough understanding of how nominees have gone above and beyond their normal duties and responsibilities for them to make selections. Testimonial letters from customers, supervisors and fellow employees are great ways to demonstrate the quality and commitment of your nominees.

- Outstanding on-the-job performance
- Safety Performance
- Contributions to a team effort
- Community service and volunteerism
- Other noteworthy contributions and activities

Send entry forms and supporting information to:

The Roofing Industry Alliance for Progress MVP Awards Program
c/o National Roofing Contractors Association
10255 W. Higgins Road, Suit 600
Rosemont, IL 60018-5607
Attention: Bennett Judson

SUPPORTING INFORMATION

Outstanding on-the-job performance

Safety Performance

Contributions to a team effort

Community service and volunteerism

Other noteworthy contributions and activities

Solar Power Incentives

By: Ulf Waldmann

Please support Senate Bill AB1106

The installation of Solar Photovoltaic Systems on roofs can be a significant source of revenue for Roofing Contractors, even if you do not install the solar components. Solar Systems are designed to perform for 30 years and require tremendous capital. An owner is very likely to re-roof a building that receives such a system for obvious reasons. Another revenue stream may come from repairs because many solar installers are not very proficient in proper flashing techniques.

You may think that there are plenty of solar installations going up at this time but the current incentive structure actually prevents many possible installations because most utilities do not offer a so-called "Feed-in-Tariff" or FIT. A FIT means that the owner gets paid for the electricity generated. SDG&E will not pay cash for electricity fed into the grid. California's incentives are a cash rebate of \$1.55 per installed watt or roughly 20-25% of the installed cost. The federal government then grants an income tax credit of 30% of the installed system cost after deducting the State rebate. If it is commercial, the tax credit can be taken in cash.

The power generated by a solar system in San Diego can ONLY BE DEDUCTED from the power used. This is called "Net Metering" and benefits only the owner of the meter/account. Let's say you own a commercial or apartment building with multiple tenants paying their own electricity bill. In order to benefit from a solar installation you would have to sell power to each individual tenant which causes legal and technical problems. If you are a Non-Profit, like an HOA the Federal income tax credit does not apply. HOAs, apartments and leased commercial space make up the majority of roof space and can't participate.

Senate Bill AB1106 will require California Utility Companies to offer a straight Feed-in Tariff guaranteed for many years. This will be financed by allowing them to charge every customer a fee to offset these costs. These fees are marginal. What this will do is to allow Building Owners to install power plants on their roof and create a safe and consistent revenue stream. It will also open the floodgates for solar financing because the revenue stream is guaranteed and it is a safe investment. Simple Example: 100kW Solar Installation cost after rebates and tax credit \$329,000 Annual production 170,000 kWh x FIT of \$0.25 = Annual Revenue of \$42,500.00 or a 13% safe return of investment.

The current leaders in solar power installations have all achieved this with FIT's. Germany installed 10 times more solar than California in 2008 even though the efficiency is half of what it is in sunny California! Senate Bill AB1106 is currently in the Senate Appropriations Committee and was made in to a 2-Year Bill, a result of heavy lobbying from the utility companies who want to produce their own renewable power as they are required to do by law at the cost of using up open space and building controversial and expensive transmission facilities like the "Sunrise Powerlink".

Approval of AB1106 would aid in creating much needed jobs in our and other industries by easily doubling or tripling the amount of solar installations. It would also aid in decreasing our dependence on foreign oil which, undeniable for any political orientation, causes political, humane and economical instability.

To find out more about this matter you can check <http://www.fitcoalition.com/>

TRI Installer Certification Program for Moderate Climates



Who should attend:

Entry level roofers, or more experienced roofers of other materials such as asphalt who want to expand their skill into tile. This course can also be used as a refresher for consultants, inspectors, and those on the roof that want to stay up to date on codes and proper procedures.

Installation Training ■ Certification ■ Industry Recognition ■ Lead Generation ■ Business Growth

10 Reasons for TRI Installer Certification

- Learn industry guidelines** - Learn how to meet or exceed industry guidelines.
- Reduce costs** - What you learn will help you reduce or eliminate costly call backs.
- National promotion** - TRI promotes certified tile roofing installers in its literature, Web site and videos.
- Producer promotion** - Many TRI manufacturer members promote using a certified installer to the general public.
- Meet customer expectations** - Today's consumers are more sophisticated and demanding. They expect trades people, including tile roofing installers, to have trade certification.
- Meet designer/specifier expectations** - Design professionals specify installation by TRI Certified tile roofing installers.
- Benefit your bottom line** - Professional instructors will show you how to increase your bottom line through greater efficiency.
- Evaluation process** - TRI developed guidelines to help installers rate their company's performance in all areas such as workmanship, efficiency, best practices and code compliance.
- Dispute resolution** - Adherence to TRI guidelines means you have the weight of industry-based recommendations on your side in the event of a dispute.
- Justify your price** - Demonstrate to your customers that you are installing tile roofing systems consistent with industry guidelines to support your pricing and explain why it may be slightly higher than your competition.

Date: **October 28, 2009**
Time: **7:30 am – 4:00 pm**

Location: **Southern Cal. Gas Co. (SCG)
Energy Resource Center
9240 Firestone Blvd.
Downey, CA 90241**

About the Program

This informative one day course is designed to enhance the knowledge of individuals involved in the construction and installation of tile roofing systems. The following is the program curriculum:

7:30 am	Registration open and continental breakfast
8:00 am	TRI Overview and Update
8:15 am	Introduction to TRI Installation Manual for Moderate Climate Regions - material specifications, and general information
	Roof Preparation - deck, underlayment, base flashing, roof layout
	Tile Installation - roof loading, field tile installation, eave options, pan flashing, step flashing
11:30 am	Lunch
12:30 pm	Tile Installation - valleys, hip & ridge, vents
	Specialty Conditions - slope changes, repairs, pre-engineered systems, high-wind
3:00 pm	Test
5:30 pm	Test results available with temporary certification card for those who passed

Why Should You Attend?

Knowledge - Industry professionals share industry guidelines, practices and advances applicable to the construction and installation of tile roofing systems.

Recognition - Certificates of Completion will be awarded to all individuals who successfully complete the course and pass the written examination.

Promotion - Tile roofing installer training and certification can be a powerful marketing tool for your business by further establishing your credibility as a knowledgeable contractor. Your company will gain greater awareness and leads through TRI's Web site listing and referral database.

Ongoing support - TRI reinforces your knowledge by making available the latest technical literature, guide specifications, and industry advancements.

Why a Certification Program?

Several thousand companies throughout North America engage in the installation of tile roofing systems and your company may be one of them.

To improve and diversify your company's roofing services, the TRI Installer Certification Program imparts the requisite knowledge, experience and industry guidelines required to build tile roofing systems.



**TRI Installer Certification
Program Registration
Form**

www.regonline.com/trioct2809



October 28, 2009

**Southern Cal. Gas Co. (SCG)
Energy Resource Center**
9240 Firestone Blvd.
Downey, CA 90241

To Register: Online at www.regonline.com/trioct2809 - OR - Fax to: 312.644.8557 (please copy for multiple registrations) - OR - Mail to: TRI 230 E Ohio St. Suite 400 Chicago, IL 60611

Name (as it will appear on certificate)

Title/Position

Company

Mailing Address

City State/Province Zip/Postal Code

P: _____ F: _____

Phone _____ Fax _____

Email _____

Is your company a member of TRI? Yes No

Exams will be available in both English and Spanish.

Please select your preference.

English Spanish

Tuition: \$199 TRI/RCA Members ■ \$299 Non-Members

Payment Method: Full payment must be included with this form for TRI to process registration.

Check enclosed (made payable to TRI)

Visa MasterCard Amex

Card Number _____

Exp. Date _____

Name on card Signature _____

If you require special assistance, please submit a written description of your needs.

Cancellation Policy

Registrants who provide written notice of cancellation at least seven days in advance of the course start date shall receive a refund less a \$75 administrative fee. No refunds will be made for not attending or if notice of cancellation is received within seven days of the course start date.

Substitutions shall be permitted from the same company at anytime prior to the meeting start date without penalty. For registrants wanting to transfer to an alternate program, a \$25 administrative fee shall apply. Credit balances must be used within a one-year period for future programs. TRI is not responsible for expenses incurred due to cancellation.

Please note: This is not a hands-on course. It is a knowledge based class room course recommended for those with a minimum of one year's field experience.

What is your primary business? (check one)

- Manufacturer/Distributor
- Contractor
- Design Professional
- Supplier to the industry
- Roof Consultant/Inspector
- Other, please specify: _____

What is your primary job function? (check one)

- Executive/Administrator
- Supervisor
- Design Specialist
- Crew
- Other, please specify: _____

Disclaimer and Understanding

The Tile Roofing Institute (TRI) Installer Certification Program is intended to communicate industry guidelines to tile roofing installers on estimating, planning and executing residential and commercial projects, and to educate individuals in applicable construction and general business practices.

TRI hereby disclaims any and all liability for any claims, actions, causes of action, damages or losses to person or property, including direct, indirect, incidental, consequential or punitive damages, liabilities, judgments, attorney's fees and costs, directly or indirectly arising out of or related to the use of services of a tile roofing installer, the performance or nonperformance of work or services by a certified tile roofing installer, the quality of performance of materials used in connection with the work, or the outcome of any tile roofing jobs or projects.

TRI further disclaims any and all warranties of any kind, either express or implied, including but not limited to implied warranties of merchantability or fitness for a particular purpose with respect to the quality or fitness of the tile roofing materials purchased by the user, or with respect to the qualifications, abilities or quality of work performed by the selected certified tile roofing installer.

I have read and agree to the Disclaimer and Cancellation Policy: (must sign in order to process your registration)

Signature _____ Date _____

Thank you to our sponsor:



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

David Susi, President
RSI Roofing

Scott Widdes, Secretary/Treasurer
CertainTeed

Wayne Sorensen, Director
Top Line Roofing

Patricia Mosteller, Director
Gaslamp Insurance

Shawn Williams, Director
Allied Building Products

Troy Parrott, Director
Structural Materials

Charlie Moreau, Director
Skyline Roofing

Gary Martin, Director
GM Roofing & Maintenance

James Robyn, **Executive Director**

Roofing Contractors Association of Southern California Membership Meeting

THE FIGHT FOR EQUAL TREATMENT AND WHAT IT MEANS TO THE ROOFING INDUSTRY



Tuesday
September 22, 2009

Old Ranch Country Club
3901 Lampson Avenue
Seal Beach, CA 90740
www.olderanch.com

Registration: 3:30pm

Intro & Program:
3:50pm

Dinner: 4:45pm

\$40 member

\$50 non-member

Vendor

\$400.00 - Table

SPACE IS LIMITED

RCA OF SOUTHERN CA
2215 21ST Street
Sacramento, CA 95818
714-630-7000 x112
www.rcasocal.org



WARD CONNERLY, is founder and President of the American Civil Rights Institute – a national, not-for-profit organization aimed at educating the public about the need to move beyond race and, specifically, racial and gender preferences. Mr.

Connerly has gained national attention as an outspoken advocate of equal opportunity for all Americans, regardless of race, sex, or ethnic background.

Mr. Connerly is also President and Chief Executive Officer of Connerly & Associates, Inc., a Sacramento-based association management and land development consulting firm founded in 1973. He is regarded as one of the housing industry's top experts, possessing a comprehensive knowledge of housing and development issues. He has been inducted as a lifetime member into the California Building Industry Hall of Fame and has been a member of the Rotary Club of Sacramento for over 15 years.

Attention Vendors!! \$400.00 for a TABLE

This is your opportunity to display your product.

Set-up – 2:30pm- 3:00pm

Tear down – 6:00pm

A draped 6'foot table will be provided.

Includes dinner for TWO!

Registration Form due no later than Friday, Sept. 18, 2009

Name: _____ Company: _____

Name: _____ Company: _____

Name: _____ Company: _____

Address: _____ City/St/Zip: _____

Phone: _____ Email: _____

Payment Options:

Check will be mailed

VISA

MASTERCARD

CREDIT CARD # _____

EXP DATE _____

NAME _____ SIGN _____

CHECK ONE: Member Non-Member Total: \$ _____

VENDOR REP NAMES _____ Total: \$ _____

Grand Total: \$ _____

Please Fax reservation to 916-456-7672. No Confirmations will be mailed. This form serves as your confirmation. *Refund request in writing no later than Sept. 18, 2009, after this time no refund will be given.*