



Upcoming Events

Wednesday, September 20th

Lunch meeting with CSLB. Free to SDRCA Contractors.

Wednesday, October 18th

Dinner Meeting, SAFETY! Ladder safety, Silica, and Heat illness.

President's Message

"Habit 7 is taking the time to sharpen the saw". (Stephen R. Covey -The Seven Habits Of Highly Effective People).

As a small businessman one of the biggest challenges I face is finding time to step away from the day-to-day operation of running the business and "sharpen my saw". Every morning I try to get into the office early before my crews arrive, so I can get a few minutes to catch up on my reading. During this 15-20 minutes I get the chance to keep up on issues in the various trade magazine which I subscribe. The magazines I follow primarily include "Professional Roofing", RSI and "Roofing Contractor". Of these trade magazines the one I gravitate to first and foremost is the Roofing Contractor, I find this to be very pertinent to the average small businessmen like me.

A few years ago when the NRCA held their convention in San Diego my wife and I had the opportunity to have dinner with Rick Damato, Roofing Contractor's Editorial Director; I found him to be delightful and sincerely interested in the roofing industry. I think his (as well as others involved with the magazine) dedication can be seen in the quality of the articles in each issue.

The Roofing Contractor has several regular writers that are must-reads for me. First there is Monroe Porter, a business consultant with incredible insights on the typical roofing company. His "Measuring up" are always rich with practical ideas to understanding running a successful business. I can't read his article without wondering how Mr. Porter can know so much about my business.

With a heavy influence of Hispanic workers in our industry I have looked forward to reading Ricardo Gonzalez "Success With Hispanics" series of articles. He has helped me obtain a better understanding of my Hispanic workers. Another contributor is Ellen Rohr, President with Bare Bones Biz; she has written some articles in her "Small Shop Talk" that has hit home with me and made me ponder my business mindset. Aside from the regular articles all the trade magazines have great articles dealing with the hot topics from studies and surveys to changes in the industry.

It is a great effort and service that these often overlooked magazines can provide to our industry. They sometimes clutter up space on my desk for weeks or more as the minutes tick away each day and I feel the pressure to just keep up with the daily mundane points of my business. But the information is often invaluable in which I need to find more time to read from all these sources. And for that matter anywhere that offers me information on how to be a better business man, be it trade shows and conventions, seminars, training meetings and even those sometime pesky magazines that tend to pileup on my desk. The key point however, to all my rambling this month is "take the time to sharpen the saw".

Diamond Sponsors-Allied Building Products, APOC, Gaslamp Insurance, Henry Company, Mule-Hide Products, Patriot Roofing, ELK

Emerald Sponsors- Martin Roofing Co., Mission Valley Roofing, RSI Roofing, Certainteed

Pearl Sponsors-Commercial & Industrial Roofing, Robinson Sales, Urbach Roofing

DHS cracking down on worksites

On June 14th, 2006, ICE posted a checkpoint along an access road to Dulles International Airport. 55 illegal immigrants were arrested who were traveling to a job site at the facility. This is further evidence that ICE is targeting sensitive worksites with raids or checkpoints in order to arrest illegal immigrant workers. If your company is providing services at a sensitive facility (or any jobsite for that matter), you need to make sure that you have your I-9 forms filled out properly. Information if any criminal charges were made against the employer (s) was not available.

New Member

Southwest Roof Tear-Off Corp. & Rainbuster (Top Industrial, Inc.)

SDRCA receives praise from NRCA for the Build-A-Roof

Our annual Build-A-Roof program that provided a new roof to Rebuilding Together San Diego was recognized nationally in Professional Roofing Magazine. Rebuilding Together is a charity of the NRCA and when Rebuilding Together found out what the SDRCA had done for the San Diego Chapter, a push was made to make all in the roofing industry aware of what we do as an association. To view the entire article, simply log on to:

<http://www.professionalroofing.net/default.aspx?i=53>

Day at the Races

On August 14th, 2006, the SDRCA hosted a "Day at the Races". The event was well received and a special thank you to APOC, ELK, and Gaslamp Insurance for sponsoring the event. Thanks to ABC San Diego, ABC National City, APOC, Monierlifetile, Mule-Hide, Patriot Roofing, SG Wholesale, Structural Materials, and US Tile for buying tables and entertaining clients.

The APOC Table studies the tote board (below).



2007 Golf Committee Announces the Golf Event will be on June 8th, 2007

Mark your calendars now!

Title 24 Amendments

The California Building Standards Commission approved the amendments the Energy Commission proposed for liquid roof coatings for the 2005 Title 24 Building Energy Efficiency Standards. The moment has arrived, the effective date of these amendments will be **September 10, 2006** (this is 30 days after filing the amendments with the California Secretary of State).

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A moment with Wayne Sorensen (Top Line Roofing)

Our member interview for September



Grew up in: Burley, Idaho

First job was: Milked cows for a dairy farmer.

Became a roofing contractor: I always had a desire to be an entrepreneur, while living and working as a accountant in Los Angeles a friend asked me if I would want to move to San Diego and take over his San Diego roofing business, I jumped at the chance (not just to buy his business but to get out of LA).

Most unusual roofing project: Clad metal panel roof I installed on my steeped pitch cabin out of state. (which was a mistake).

Challenging aspects of a roofing contractor: Keeping and maintaining quality employees.

Hobbies: I love wood working particularly bowl turning, and following my college football team (go Cougs).

Future of the roofing industry: I see the materials, techniques and tools continuing to evolve into new roofing systems, so if we as contractor do not stay in tune we will be left behind wondering what happened.

As some of you may or may not know, Wayne Sorensen is our President. As editor of this newsletter, I thought it a good opportunity for some of you to get to know him a bit better. If you see him at our meetings or out and about, please take the time to thank him for all he has done with our association.

James Robyn, Executive Director

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Are you a roofing contractor and paying too much for Liability Insurance?

You won't know until you get a quote from Pro Builders!



Have your broker call today!

760-836-0155

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James Robyn, SDRCA
Executive Director

\$200.00 Raffle Prize Drawing

It is simple, print this page, fill out the form, mail it to the SDRCA office. You will then be entered in a drawing for \$200.00. Drawing will be held at the October Quarterly Dinner Meeting and you need not be present to win. Only one entry per person for each newsletter.

NAME: _____ Email: _____

San Diego Roofing Contractors' Association

Wednesday, September 20th, 2006

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

September Lunch Meeting
11:30 AM – 12:00 PM Check In
12:00 PM Sharp, Luncheon & Program

Featuring Rogers Hayes, CSLB

The CSLB will give us an update on the changes to the Workers' Compensation Requirements. He will discuss how this will affect the roofing industry. Mr. Hayes will also educate our association on what is being done to disrupt unlicensed activity in the San Diego area. We will also discuss possible ways that our association could become involved in slowing down the unlicensed contractor.

Sponsored By



SDRCA Contractor Members are free IF you send in this form by the deadline

If you show at the door without the RSVP form, you will be charged

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

SDRCA Lunch Meeting Reservation Due by Thursday, September 14th, 2006

Company: _____

Attendee: _____

Attendee: _____

Attendee: _____

Attendee: _____

Please fill in your amount

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

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

Total Price = \$_____

Check Enclosed Credit Card listed below Send me an Invoice Use Advocate credits

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

Phone/Fax: 888-825-0621

SDRCA From SM06