

Rooftop REPORTER

SEPTEMBER 2011



SDRCA Contact Information
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Upcoming Events

Wednesday, September 14th	Dinner Meeting, Gordon Biersch Mission Valley Learn How to Maximize Profit and What's New in Contract Law! Download Registration Form Here
Monday, October 24th	SDRCA 45th Annual Golf Classic Download Registration Form Here

Our Advocate Sponsors

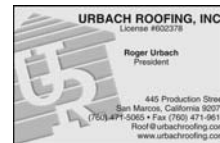
Diamond



Emerald



Pearl



SDRCA Quick and Easy Survey

Take our survey and be entered for a chance to win a
\$100.00 gift card to Claim Jumper.

The winner will be announced at the SDRCA golf tournament on October 24th!
Winner must be present, to claim prize.

As a valuable part of the roofing industry the SDRCA needs your feedback. Please take a few moments to complete this survey. Your feedback will help build rapport with our vendors, suppliers, and fellow contractors. Thank you in advance.

1. What's most important to you as a member?

2. Have you used the online website ? Yes No

3. How would you rate your experience in using this resource?

1.Poor 2. Fair 3. Good 4. Excellent

4. Did you find the information you were seeking? Yes No

5. Do you network with other contractors (solar, generals, HVAC, roofing)? Yes No

6. If you answered yes please describe how you network

7.

8. Do you read the monthly newsletter? Yes No

9. Would you support continuing education for your employees, family, and associates?

Yes No (Could be online certifications, training demos, apprentice programs, etc...)

10. What do you think of the SDRCA, and the value it provides to you?

1. No value 2. Some value 3. Good value 4. Excellent value

11. What other trade resources do you use to find information?

Professional Roofing Magazine, Western Roofing Magazine, NRCA Website,
WSRCA Website, Manufacturer Websites, Supplier Websites, Friends, Direct Contact,
Trade Shows, Online Advertising, Social Media, Other, please specify

Name: _____ Company: _____

Email: _____

Fax to 888-825-0621 or email to ED@sdrc.com to return and enter the drawing!

President's Message

Now that summer is over and the rainy season is approaching I would like to remind everyone that we have to significant events scheduled. First, we have a Dinner Meeting on September 14th, starting at 5PM. The location is Gordon Biersch in Mission Valley, a place that got good reviews from all of you the last time we were there. Glenn Gelman, a very accomplished contractor focused accountant and business consultant will speak about how to make and keep a profit. Something we are all interested in.

We will also hear from Barry Hagar about the recent changes in mechanic's lien law and contractor license regulations. No contractor should miss this and I encourage everyone to attend and bring a contractor friend. We all know other trade contractors who could benefit from that.

On October 24th we will hold our annual Golf Tournament. at the Lomas Santa Fe Country Club. This event starts at 1 PM and there will be Lunch and dinner served. I am really looking forward to this event. Please check the SDRCA website for the sign up form and contact Jim Robyn if you are interested to become a sponsor.

We are also looking for contractors who are interested in serving on the board. It is a great opportunity to get to know your competition and distinguish yourself and your business from other "inactive" contractors. Please help out!

Ulf Waldmann

Have you met your stormwater discharge permit requirement for employee training for *Sector D (Asphalt Manufacturing)*?

Certified Employee Training (CET) by the National Stormwater Center is being offered on Friday, October 7, 2011 beginning 1 p.m. EST. Online Course is only \$20.00.

Register via the web at www.npdes.com or email info@npdes.com.

September Quarterly Dinner Meeting

Learn How to Maximize Profit and What's New in Contract Law!

Earn a profit on jobs, but also keep that profit in your pocket? What are the things that profitable contractors have in common? Please join us on September 14th, 2011 to learn more about what separates the men from the boys in contracting.

Glenn M. Gelman from Glenn M. Gelman and Associates will discuss what he has learned in his 30 + years of experience working directly with contractors on the tricks of the trade to making and holding on to profits. Glenn M. Gelman & Associates ranks among America's best-managed accounting firms based on fiscal and management performance and is recognized as one of INSIDE Public Accounting's 2008 'Best of the Best', an honor bestowed on only 25 CPA firms throughout the entire country.

Barry Hager will also be speaking about what is new in the world of contract law as well as recent changes in mechanic's lien law and construction license law.

Mr. Hager is a partner with the law firm of Treitler & Hager, LLP, and has been a member of the San Diego Roofing Contractors Association since 1992. Mr. Hager is also a San Diego native, with over twenty years of experience representing contractors, owners, and material suppliers in various areas of construction law and litigation, including contracts and negotiation, dispute resolution and collection.

[Download Registration Form Here](#)

Nine Do's and Don'ts for Dealing with the Disgruntled

By: [ROSABETH MOSS KANTER](#)

Rosabeth Moss Kanter is a professor at Harvard Business School and the author of [Confidence](#) and [SuperCorp](#). Connect with her on [Facebook](#) or at [Twitter.com/RosabethKanter](#).

In a volatile world, anxiety and uncertainty make people a little testy. Cranky people can drag everyone else down by spreading negativity and sowing seeds of doubt just when leaders need commitment. And when everyday crankiness is exacerbated by performance problems, then the merely grumpy can become disgruntled former employees out to do damage to the team.

Early in my career, when sharing a vacation house with a group of friends, I learned an important lesson from a classic book by anthropologist Mary Douglas, *Purity and Danger*. It takes a lot of people cooperating to keep things neat, but it takes only one disgruntled dirt-monger to mess things up. The task for everyone else is not to let them.

This has become a favorite management insight as I advise bosses and boards. In one recent case, the chief financial officer of a small company was fired for possible expense account violations, and he was also seen as a poor strategist and weak team player. The former CFO did not go quietly. He consulted a lawyer, then went to a second and a third when the first one said he didn't have a case. He rallied friends who sent emails to prominent customers about his grievance. Meanwhile, the CEO and new CFO had to raise capital and revenues to make up for the shortfall, which the disgruntled former CFO blamed on everyone else. His loud voice and tale of mistreatment threatened to topple the entire enterprise.

When faced with cranky, grumpy, or disgruntled people, these Do's and Don'ts can be helpful.

1. **Don't give them power.** Don't let their claims occupy disproportionate time and management attention. Have one person manage so that everyone else can continue the real work.
2. **Do keep telling your positive story** about the organization's purpose, mission, goals, and accomplishments. Remind everyone about the big picture.
3. **Don't adopt an angry tone.** Stay calm and professional. Don't stoop to their level by telling juicy stories. Recent studies show that badmouthing makes the tale-teller look bad, in a boomerang effect.
4. **Don't tell their story for them.** Don't start meetings or conversations by rehashing the situation. Stick to a simple statement or two that acknowledges your sorrow that there are complaints. Don't sound defensive. Don't lend credibility by providing your answers to things that audiences might not know or care about.
5. **Don't assume that being right is enough.** Having the facts on your side might be enough in a court of law, but it is not necessarily enough in the court of public opinion. Other people are convinced by your actions. They need to see that you operate by principles. They will judge your authenticity and consistency.
6. **Do make a small gesture, even if you don't have to.** Anyway, maybe you're not 100% right. A slight concession can make you look gracious and understanding. The disgruntled person can claim to have won something, which makes it easier to get him or her to go away. Make your limits clear.
7. **Do respond to rumors immediately.** Don't let slurs stand without a response that is accurate, persuasive, and catchy. And put out the counter-story without repeating the insult.
8. **Do inform your allies early and often.** Arm them with facts and details. Seek their support.
9. **Do keep moving ahead.** Don't stop the action. Develop and announce exciting plans. Help everyone envision the future.

Above all, do what's right for the mission and stakeholders. Even in a volatile world that requires tough decisions, the best way to counter crankiness is through an inspiring, energizing purpose.

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.

45th Annual Golf Classic

Hard to believe but this will be our 45th Annual Golf Classic. The event is set for Monday, October 24th at the private Lomas Santa Fe Country Club. Now is the time is you are interested in being a part of our sponsors to let us know.

Over the next few months we will be sending out information regarding the event and with your sponsorship, your logo will be embedded in all of our correspondence. Sponsorship levels are available at <http://www.sdrca.com/golfclassic>.

We are now accepting entries to the event. [Download Entry Here.](#)



Thanks to Keith Rooks for arranging the Charger Girls to meet you at check-In

SDRCA 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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