



The Roofing Industry **ALLIANCE** for Progress

May 11, 2011

Meeting Report

The Roofing Industry Alliance for Progress

April 15, 2011

The Ritz-Carlton, Sarasota, FL

1. Call to Order and Self-Introductions

Alliance President Geoff Craft called the meeting to order at 8 a.m./eastern time. He began by welcoming the members in attendance. He gave a special welcome to Mr. Steve Little and Ms. Jayne Williams with KPost Company, the Alliance's newest member.

He then asked everyone in attendance to introduce themselves and give a brief update on the economic conditions in their area.

2. Finance and Financial Development Committee Report

Dan Murphy, chairman of the Finance and Financial Development reported on the highlights from the finance committee meeting held on Thursday, April 14, 2011.

He began by thanking Paul Deeley with Albert Heeg Investment and Jack Krapf with Merrill Lynch for their involvement with the investment funds. He recognized and thanked Melvin Kruger for his vision for the Alliance and his fundraising efforts.

Mr. Murphy shared the finance committee goals and fiduciary responsibilities which are to:
1)make sure strong financial disciplines are in place; 2)have strong transparency in all reporting;
3)have a high level of communication between the committee and the membership and 4)have a plan in place to raise funds, increase membership and to re-energize current members.

He reported that everything is in good shape financially due to Harry Ryder's accounting expertise which accounts for the clean audits we continue to receive.

He then reported the value of the endowment fund as of March 31, 2011 was \$8,600,752. The portfolio is up 3.7 percent for the first quarter ending March 31, 2011. The current asset allocation is 65 percent in equities and 35 percent in fixed income. The value of the scholarship fund as of March 31, 2011 was \$1,059,107. The scholarship portfolio is managed more conservatively with the current asset allocation at 40 percent in equities and 60 percent in fixed income. The portfolio is up 1.75 percent for the first quarter ending March 31, 2011.

Mr. Murphy reported that copies of the Feb. 28, 2011 financials and year-end projections were included in the notebooks. He stated that Mr. Ryder had gone over the reports and the proposed operating budget for 2011-2012 in detail with both the finance committee and the Board of Trustees. After reviewing the reports and discussing the proposed operating budget for 2011-2012, both the finance committee and the Board of Trustees approved the budget as presented. Mr. Murphy noted that there is one revision to the approved budget – the scholarship expense is

increased from \$37,000 to \$47,000. And the finance committee unanimously agreed that a minimum of \$50,000 for scholarships should be included in future budgets.

At this time a motion was made, seconded and passed by the Alliance members present to approve the 2011-2012 Operating Budget as recommended and presented. *(A copy of the approved budget is included with the minutes.)*

Mr. Murphy concluded his report by announcing his plans to move to Geneva, Switzerland. He will be stepping down as finance committee chair after the fall, 2011 meeting. He explained that he was requesting another finance committee member join him in serving as co-chair as he transitions out of his role as committee chairman. He reported that the finance committee members had unanimously agreed that Ken Farrish should become co-chair of the Alliance Finance and Financial Development Committee. Mr. Farrish appreciated the support of his fellow committee members and is taking it into consideration.

3. Alliance Board of Trustees Report

President Craft reported the action items from the Alliance Board of Trustees Meeting held on Thursday, April 14, 2011. The Board of Trustees had approved:

- ▶ the 2011-2012 operating budget, as Mr. Murphy had just advised;
- ▶ seven scholarship renewals (five for the Melvin Kruger Endowed Scholarship program at \$5,000 each and two from the former scholarship program [which is being phased out] at \$1,000 each) and four new awards for the 2011-2012 school year; and
- ▶ the following slate of officers (for 2011-2012): Will Fort, president; Rob Therrien, vice president; Dan Murphy and Ken Farrish as co-secretary/treasurer and the following new trustees (for 2011-2014): Scott Kawulok, B & M Roofing; Steve Kubicka, ABC Supply; Rob McNamara, Tecta America Corp. and Jeff Willis, Roofing Supply Group.

4. Project/Program Updates

President Craft introduced Matthew Fedorko who reported on the Penn State Research on **Business and Contract Strategies for Solar PV Systems in Roofing Applications**, which is now complete. *(A copy of Mr. Fedorko's power point presentation is available upon request.)*

Jim Hoff, Research Director for the Center for Environmental Innovation in Roofing gave an update on **RoofPoint** and the pilot program. *(A copy of Mr. Hoff's power point presentation is available upon request.)*

5. Recognition of Retiring Alliance Board of Trustees

President Craft formally recognized Vic Anthony, a current Alliance Board of Trustee who is retiring. He also acknowledged Chip Martin and Bill Taylor, two other retiring Trustees who were unable to attend the meeting.

Vice President Will Fort came forward and thanked Geoff Craft and presented him with plaques for serving both as a Trustee and as President of the Alliance.

6. For Momentum and Facilitated Member Discussions

The rest of the meeting was spent with Mollye Rhea, Michele Egan Sterne and Kim Noble with For Momentum. The For Momentum Team presented the findings from their in-depth assessment of the Alliance and Alliance practices including confidential one-on-one interviews

with approximately 25 Alliance members, an-depth review of previous Alliance projects and a competitive analysis.

Over lunch, Alliance members were asked to review a membership SWOT Analysis which was created as a result of the interviews. SWOT – strengths, weaknesses, opportunities and threats. After lunch, the For Momentum Team lead a discussion on the SWOT Analysis incorporating comments from the Alliance members at the meeting.

For the next several hours, members had the opportunity to participate in three different facilitated discussion groups focusing on: the changing workforce, technology and innovation, the Alliance serving as a data source for the roofing industry, the Alliance legacy and engaging the next generation, fundraising and communications and public relations.

The participants regrouped and shared comments that were discussed in each discussion group.

All feedback from the meeting will be incorporated into the analysis. A summary and next steps document will be prepared and distributed to all Alliance members following the meeting

7. Wrap Up and Adjournment

President Craft thanked the For Momentum Team and then reminded the Alliance members that the next Alliance meeting will be held in conjunction with NRCA's Fall Committee Meetings, Oct. 3-6, 2011 at the Washington Court Hotel in Washington, D.C. The specific day and time will be advised in the near future.

There being no further business, President Craft thanked everyone for attending and adjourned the meeting at 4:30 p.m./eastern time.