



The Roofing Industry **ALLIANCE** for Progress

October 22, 2012

Meeting Report

Joint Alliance Board of Trustees and Full Roofing Industry Alliance for Progress Meeting

Oct. 5, 2012

8 am – noon

Hotel InterContinental, Chicago, IL

1. Call to Order

Alliance President Rob Therrien called the meeting to order at 8 a.m. and welcomed everyone in attendance. He explained that this was a joint meeting of the Alliance Board of Trustees and full Alliance members. He then asked that everyone introduce themselves.

Alliance Board Members present: Dennis Conway, Bob Daly, John Embow (NRCA VPL), Will Fort, Reed Gooding, Josh Kelly, Steve Kubicka, *Bill Mabry (attending for Molly Kwiatkowski), Jim MacKimm, James Patterson, Nick Shears, Rob Therrien (Alliance President), and Jeff Willis.

Alliance Board Members absent: Bob Gardiner, Scott Kawulok, *Molly Kwiatkowski, Rob McNamara, Dan Murphy and David Workman.

Others present: Paul Deeley, Albert Heeg Investment; Bill Good, NRCA Executive Vice President; Mark Graham, NRCA Associate Executive Director of Technical Services; Jim Hoff, Center for Environmental Innovation in Roofing; Bennett Judson, Alliance Executive Director; Jack Krapf, Merrill Lynch; Harry Ryder, NRCA Associate Executive Director of Finance; Tom Shanahan, NRCA Associate Executive Director of Risk Management and Esther Woods, Alliance Assistant.

Alliance Members present: Nelson Braddy, King of Texas; Bob Delaney, Firestone; Ken Farrish, Atlas Roofing Corp.; Craig Isaacson, Derbigum; Rick Jenkins, ABC Supply; Steve Little, KPostCompany; Rhonda Lohmar, CNA; Doug MacRae, Tremco; Bruce McCrory, Kiker Corp.; Jim Schnepfer, GAF; Roger Stark, Allied Building Products Corp.; Larry Sterritt, GAF; Mike Vall, Firestone; Bob Wamboldt, Johns Manville and Jayne Williams, KPostCompany

2. April 19, 2012 Minutes

A motion was made, seconded and unanimously passed to approve the minutes from the April 19, 2012 Alliance Board of Trustees meeting in Atlanta, GA.

3. Audited Financial Report for Fiscal Period Ended May 31, 2012

President Therrien reported that the Independent Auditor's Report for the Year Ended May 31, 2012 was unanimously approved prior to the meeting via an electronic vote by the Board of Trustees. It was announced at the meeting in order to be a matter of record.

4. Finance and Financial Development Committee Report

Ken Farrish, co-chairman of the Alliance Finance and Financial Development committee gave a brief report on the meeting held the previous day. He reported that the committee had received Aug. 31, 2012 financial reports in advance. Mr. Ryder reviewed the Sept. 30, 2012 reports (which he had distributed at the meeting) and the year's activity and updated the committee on September collections. He reported that there were no foreseen budget issues since the last budget review at the July meeting. Mr. Farrish concluded his report to the Board by stating the committee found the September 30, 2012 financial reports and investment summaries to be in order. There is no action required by the Board.

Following Mr. Farrish's report, Jack Krapf went over the investment funds as of September 28, 2012 and reported that the general endowment fund balance was \$7,844,947.08 versus \$7,515,048.89 on September 30, 2011. The Melvin Kruger Endowed scholarship fund is at \$1,201,785.87 as of September 28, 2012 compared to \$932,267.45 on September 30, 2011. Then, Mr. Krapf and Paul Deeley each shared their perspectives on the current fund allocations and their economic outlooks.

5. Membership Development Report

Vice President Jim MacKimm gave a brief membership development report. He stated that there are currently 126 Alliance members who have committed a total of \$10,106,832. Out of this amount, \$139,334 is all that remains to be collected. Therefore, it's critical that additional revenue sources be created.

One of the three goals he and President Therrien have for the Alliance this year is to increase the number of Alliance members and money raised to continue to support Alliance activities. Currently there are 5 firms that we've been focusing on over the past 18 months that we hope to have signed up by the end of the fiscal year. Going forward, each Alliance member is being asked to identify 1 or 2 prospective firms that are potential candidates for the Alliance.

Alliance members are also encouraged to share information on the Alliance at their local, state and regional association meetings. Personal testimonies are the best ways to promote the Alliance.

A second goal is to finish the campaign to raise \$2 million for the Melvin Kruger endowed scholarship fund. \$1.6 million has been committed since the campaign began in 2007. The scholarship program is gaining visibility but in order to continue awarding scholarships, it's critical that we reach the \$2 million mark. In order to accomplish this, we need an additional 20-25 individuals or companies committing \$25,000 each. Or, a group of companies or an affiliate organization can make a combined pledge of \$100,000 and have a named scholarship.

A third goal is to increase member involvement. Companies joining is just the first step. Their support and involvement is key. We need Alliance members to help identify industry issues that are appropriate for Alliance funding and then help develop ways for the Alliance to address them.

6. Program/Project Updates

President Therrien reported that the Florida International University unveiled the 12-fan **Wall of Wind** (WoW) on Aug. 21, 2012. The WoW is the nation's first university research facility capable of simulating Category 5 hurricane winds with wind-driven rains. The WoW was established, in part, with \$100,000 in funding from the Alliance. It is a unique facility that allows researchers, businesses and government agencies to test and analyze how their products and services perform in hurricane conditions. After his report, President Therrien showed a short video of the grand-opening demonstration. The video is posted on the Alliance website.

Now that the WoW is complete, the next step is to create an Industry Advisory Board. We await further information about its formation and the Alliance's participation. Dr. Arindam Chowdhury's detailed report on the WoW was included in the Alliance notebooks.

Next, Jim Hoff gave an update on **RoofPoint**. *[A copy of Mr. Hoff's power point presentation and the brochure he distributed at the meeting are available upon request.]* Following are highlights from his update.

- ▶ Over 150 RoofPoint projects have been registered to date; a number of them are from Alliance members
- ▶ The new web-based app makes submissions fast and easy.
- ▶ A long-term update plan is being developed by the Center Research Committee.
- ▶ The Center remains committed to moving to a national standard (e.g. ANSI) possibly in 2014.
- ▶ The plan is to move to peer-based review using *Registered RoofPoint Professional (RRP)* program to handle increasing volume and add professional value.
- ▶ Training and certification will be addressed through the RRP program – similar to RISE/CSRP and RRC/RRO programs.
- ▶ The RRP program roll-out is targeted for the end of 2013.
- ▶ Market awareness and media support continue to grow.

Mr. Hoff concluded his report by inviting everyone to participate in the formal program launch webcast scheduled for Oct. 16, 2012.

Tom Shanahan reported on **asphalt fumes**. He began by thanking the Alliance for their financial support and reporting that NRCA is still actively involved in the debate about occupational exposures to asphalt emissions. After its review of bitumen (asphalt) a year ago, the International Agency on Research Cancer (IARC) concluded that “occupational exposures to oxidized bitumens and their emissions during roofing are classified as IARC Group 2A, ‘probably carcinogenic to humans.’ “

Staff continues to meet with asphalt industry representatives to develop strategies going forward and to identify areas where additional research may be needed. It is likely the National Toxicology Program (NTP), which is roughly the US version of IARC, will include asphalt on its next Report on Carcinogens to be reviewed. We are monitoring that closely.

At the same time, the industry coalition (NRCA, the Asphalt Institute and ARMA) is looking to engage in three activities to proactively address these concerns. The first is to perform a quantitative risk assessment (QRA) of asphalt fumes in the occupational setting in an effort to better understand the actual risk of exposure based on all the research performed to date. This assessment could greatly aid in ensuring that any effort to regulate exposures reflects a realistic regulatory response. The QRA has been funded by all three groups (with co-funding by the

Alliance and CNA). In October contractors will be interviewed to commence the effort. Results are expected in six to nine months and a full publication report in twelve.).

Mark Graham presented highlights from the 5th (and final) year data collected for the **Roof Reflectivity Study** conducted by NRCA's Technical Operations Committee along with the Chicago Roofing Contractors Association. Readings were taken on 50 of the original 70 roofs included in the study. 20 of the roofs are no longer available. Mr. Graham's full report was included in the Alliance notebooks. Mr. Graham explained that originally the plan was to collect data and report on the findings. However, at the request of the Alliance, he will prepare a summary with conclusions from all data collected for the April 2013 Alliance meeting.

President Therrien referred everyone to their notebooks for the written status reports on the other projects: the **Roof Application Training Program**; the **2012-2013 Most Valuable Player Awards Program** and the **2013-2014 Melvin Kruger Endowed Scholarship Program**. He encouraged the companies present to participate in the MVP program by submitting entries and to share the scholarship information with their employees.

7. Other Business

At this point in the meeting, President Therrien invited Dennis Conway to come to the podium. Mr. Conway explained that NRCA's Executive Committee had recently had discussion on ways to promote roofing professionalism. Mr. Conway shared several ways he has personally been able to accomplish this through his involvement with Colorado State University and the University of Nevada, Las Vegas.

He explained that most university construction management programs only offer one chapter on roofing. As a result, students receive very little education on roofing systems, materials, specifications, etc. Twice a year Mr. Conway attends construction management classes at Colorado State University where he addresses these topics along with career opportunities in the roofing industry.

He also contributes financially to the UNLV School of Architecture and to CSU. At UNLV's School of Architecture, these funds are given out as annual scholarship awards to architectural students. Part of the judging criteria involves their master projects and how well they incorporated roof design, specification, etc.

As a result of his financial support at CSU, a conference room has been named after him. And, near the conference room are a touch screen and shadow box. Mr. Conway is working with roofing manufacturers to provide information for the electronic touch screen and products/materials to be displayed in the shadow box.

Mr. Conway feels there may be an opportunity for the Alliance to become involved in similar ways by educating and providing scholarships for students in construction management and architectural programs to help train them so they are properly educated and have a better understanding of roofing as they graduate and enter their specific fields of study or perhaps consider careers in the roofing industry. Mr. Conway explained that there is no action requested at this time. A detailed proposal will be developed and presented to the Alliance at the April, 2013 meeting.

8. Miscellaneous

President Therrien returned to the podium and reminded members that there will be an Alliance member reception during the IRE in San Antonio on Mon., Feb. 4 at the Marriott Riverwalk. And, the dates for the next Alliance meeting are April 18-20, 2013 at The Meritage Resort in Napa. He asked members to let him or staff know of any topic or speaker ideas they may have for the April meeting.

9. Adjournment

There being no further business, the meeting concluded at 9:45 a.m.