



The Roofing Industry **ALLIANCE** for Progress

November 19, 2010

Meeting Report

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

Oct. 22, 2010

8 - 10 am

Washington Court Hotel, Washington, DC

1. Call to Order

President Geoff Craft called the meeting to order at 8 a.m. He asked that everyone introduce themselves.

**Alliance Board Members present:** Vic Anthony, \*Bill Mabry (attending for Molly Kwiatkowski), Dennis Conway, Geoff Craft, Will Fort, Bob Gardiner, Reed Gooding, Alex Hernandez (NRCA VPL), Jim MacKimm, Bruce McCrory, James Patterson, Nick Shears and Rob Therrien.

**Others present:** Bill Good, NRCA Executive Vice President; Chrystine Hanus, Alliance staff; Bennett Judson, Executive Director and recorder; Jack Krapf, Merrill Lynch; and Harry Ryder, NRCA Associate Executive Director of Finance.

Because this was a joint meeting of the Board of Trustees and full Alliance members, there were approximately 20 Alliance members in attendance in addition to the Board.

**Alliance Board Members absent:** Dane Bradford, \*Molly Kwiatkowski, Chip Martin, Dan Murphy and Bill Taylor.

2. Minutes Approved

**A motion was made, seconded and passed to approve the minutes from the April 15, 2010 Alliance Board of Trustees meeting in Carlsbad, CA.**

3. Approval of Audited Financial Report for Fiscal Year Ended May 31, 2010

President Craft reported that the Independent Auditor's Report for the Year Ended July 31, 2010 was reviewed and **approved by both the Alliance Finance and Financial Development Committee and the Alliance Board of Trustees via electronic votes prior to the October 22, 2010 meeting.**

4. Financial Reports

Ken Farrish, acting chair, gave a brief report on the Alliance Finance and Financial Development Committee meeting held the previous day. Mr. Farrish reported that there was only one action item taken (which does not require Board approval). The committee members in attendance agreed to extend the length of service on the finance committee from three to six years with the option of serving another term on the committee when their current term expires. This longer

term of service will allow for more consistency and familiarity among the committee members when it comes to discussions on the budget, CPI, the corpus, project funding, etc.

Jack Krapf then reported on the status of the Alliance general endowment and the scholarship investment funds as of September 30, 2010.

The initial value of the *endowment* fund as of March, 2002 was \$5,833.835. The value as of September, 2010 was \$8,115,112.67 – a net gain of \$2,281,277.67 since inception. The portfolio is back to where it was in April/July, 2010. The year-to-date is up 0.37 percent. What's helping are several tweaks made. Historically, since inception, the portfolio has taken 1/3 less risk than the market.

The initial value of the *scholarship* fund as of October, 2007 was \$375,015.51. Additional funds were added June, 2009. The value as of September 30, 2010 was \$888,116.70. The net loss to the fund as of September, 2010 is \$14,761.00.

Mr. Krapf will monitor the following: current administrations' agenda, the federal reserve, value of the dollar, commodities, geo-politics, budget deficits, interest rates and velocity of money. He will tweak the portfolio based on foreseeable conditions (Bush tax cuts, dollar value and geo-political risks). He will constantly monitor events and policies. He may move funds back into equities depending on the administration moving to the middle and keeping tax rates the same for everyone. Although, if aggregate demand does not increase, more pressure will be created regarding budget deficits and keyesian end game.

President Craft pointed out that financial reports were included in the notebooks and that Mr. Ryder was available to answer any questions they may have. There were no questions at this point in the meeting.

#### 5. Committee/Task Force and Program/Project Update

President Craft advised the Board that written status reports were included in the notebooks and that there are two in-person reports to be given during the meeting on CEIR and RoofPoint and the Communications-Marketing and Project Committee.

#### CEIR and RoofPoint

Fred Stephan began by thanking the Alliance Board and members present for the Alliance funding which is making it possible for the work that needs to be done, to get done.

Jim Hoff continued with a status report on RoofPoint. Highlights from his report are noted here for the minutes.

- a new logo has been developed
- the timetable is on track
- develop a working guideline to support program roll-out
- develop technical expertise to expand use of RoofPoint
- initiate a pilot program to demonstrate the value of RoofPoint
- support media placements and speaking engagements to promote awareness of RoofPoint
- expand RoofPoint to residential market
- Alliance members are encouraged to contact Mr. Hoff they wish to participate in the pilot Program
- a copy of the pilot program can be downloaded at [www.roofpoint.wikispaces.com](http://www.roofpoint.wikispaces.com)

### Communications-Marketing and Project Committee

President Craft, as chairman of this committee, reported that the committee has been focusing on two challenges: 1) more effective communication to the industry for the purpose of attracting new members and keeping current members active and involved, and 2) to work on the Alliance brand – who we are and what we do.

As a step to addressing branding and gaining overall awareness, the committee developed the new Alliance logo. Next, the committee is working to launch a new, separate Alliance website. Mr. Craft showed the design concept for the new website to the group.

At this point in Mr. Craft's report, Bill Good stepped forward and advised the Board that the committee would like to see the Alliance position itself as a data collection and disseminating resource for the roofing industry, serving as a clearinghouse for marketing information and data. Mr. Good has had several conversations with representatives from ARMA, PIMA and SPRI about collecting aggregate data on industry trends from each of them and using the new Alliance website as a central location to house the data. The three groups seemed favorable to the idea and plan to make formal requests to their boards.

Mr. Craft reported that the second goal of the committee is to recruit new Alliance members. In an effort to do that, the committee is recommending that the Alliance offer three new supporting membership categories (with limited member benefits) in addition to the existing levels of contractor and supplier membership. The committee feels these new membership levels will provide opportunities for small-to-medium-sized firms to join the Alliance.

**A motion was made, seconded and approved to add the following supporting Alliance membership categories: Platinum Supporting Member - \$25,000 contribution (five annual installments of \$5,000 each); Gold Supporting Member - \$15,000 contribution (five annual installments of \$3,000 each); Silver Supporting Member -- \$10,000 contribution (four annual installments of \$2,500 each).** *[A detailed description of the new supporting membership categories is attached with the minutes.]*

#### 6. Miscellaneous

President Craft reminded the Alliance Board and members present that an Alliance member reception is scheduled to be held at the NRCA/IRE Las Vegas convention on Tuesday, Feb. 15, 2011 from 6:30 to 8 p.m. at the Encore Hotel. Invitations will be sent out.

President Craft said that Alliance members will be encouraged to invite prospective Alliance members to the reception. This will be an excellent opportunity for them to meet other Alliance members. Details will be sent out with the invitations.

The next full Alliance meeting is scheduled for April 14-16, 2011 at the Ritz Carlton Hotel in Sarasota, Florida. Members are encouraged to let President Craft or staff know of any suggestions they may have for topics and speakers.

#### 7. Adjournment

There being no further business, President Craft adjourned the meeting at 11 a.m.