



# TOP ACCOMPLISHMENTS

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<b>08</b>	<b>ROOF LIFE EXPECTANCY STUDY</b>	<b>21</b>	<b>HISPANIC AND LATINO WORKFORCE</b>
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# 01

## THE CREATION



In 1995, the Board of Trustees of the National Roofing Foundation decided to either “fold up the tent” or make the foundation a real organization. Consultant Charlie Fazio was hired to do a feasibility study and believed we could build an endowment fund of \$6 million. NRCA President Bennett Hutchison secures commitments from a group of NRCA contractor leaders and fundraising began in earnest.

**FAZIO INTERNATIONAL LTD.**



Bennett Hutchison

# THE VISIT TO FIRESTONE

02



To be successful, we knew one manufacturer needed to set a high bar, and Firestone Building Products President Paul Mineart enthusiastically agreed to a request to commit \$1 million over five years.



Paul Mineart





# 03

# THE GALLUP® STUDY

One of the first big projects the Roofing Alliance funded was a study of the roofing workforce by the Gallup organization. Gallup reported to the board: “The good news is you don’t have a complete disaster on your hands – yet. But if you don’t change your ways, you will.” Workers, they said, join the industry because they want to be trained in a skill, like building things of value and like working in teams. Too often, said Gallup, the onboarding process doesn’t consider those issues.



# THE FUTURES STUDY: 2005-2025

04



In 2005, the Roofing Alliance retained a futurist to see what the industry would look like 20 years later. The conclusions: more consolidation; shortages of workers; movement to energy/environmental issues; and a more active role of government in the affairs of the industry.



# 05

## BUILDING THE MVP PROGRAM



In 1998, the Most Valuable Player Awards program was created to recognize field, warehouse and manufacturing plant workers who not only do exemplary work with their companies but they also impact their communities with charitable outreach.





# GOLD CIRCLE AWARDS

# 06



An International Roofing Expo® highlight every year, the Gold Circle Awards program showcases the industry's work and recognizes contractors for their outstanding workmanship, innovative solutions, and safety preparedness and performance.





07

# SOLAR



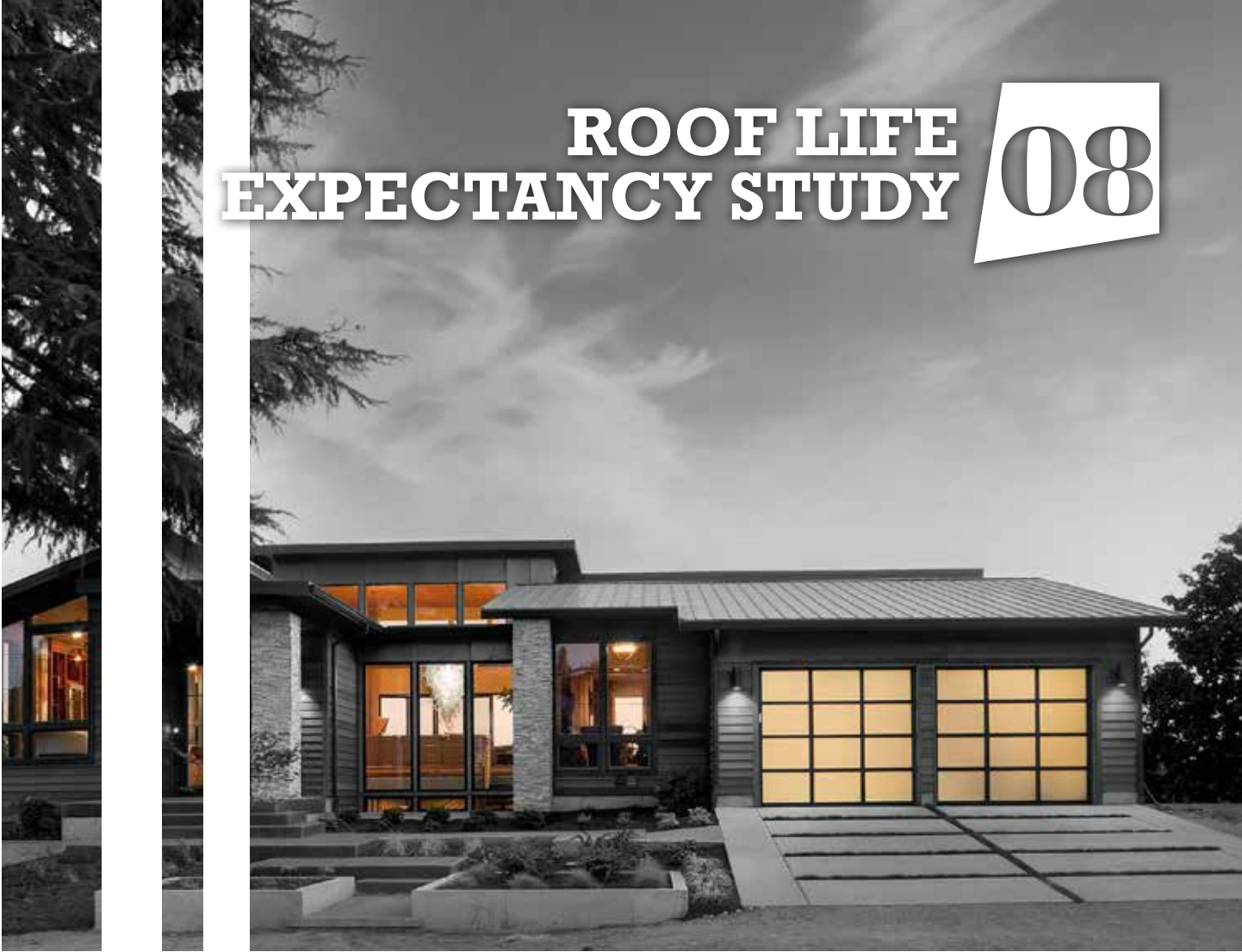
The Roofing Alliance has been a key driver to leading the industry into the solar field. In 2009, the organization funded work by Penn State University Park, Pa., to help the industry understand the implications of rooftop solar and identify issues related to solar integration.



**PennState**

# ROOF LIFE EXPECTANCY STUDY

08



In 2003, a major Roofing Alliance study concluded the life expectancy of a typical low-slope roof system is about 18 years. This helped NRCA to change depreciation rules for roofs, saving building owners thousands of dollars and spurring demand for roof system replacements.

DUCKER

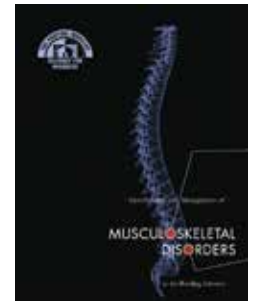
Study prepared by Ducker Worldwide LLC

09

# ROOFING ERGONOMICS STUDY



A study commissioned by the Roofing Alliance resulted in a number of practical recommendations for reducing strains, sprains and hernias – the most common injuries suffered by roofing workers.



# HELPING OUR OWN PROGRAM

# 10

TOGETHER WE  
ARE STRONG

In 2007, the Helping Our Own program was created to provide assistance, on an as-needed basis, to people in the industry who experience life-altering circumstances. Most notably, the program provided financial assistance to two roofing workers who were injured during the Boston Marathon bombing.



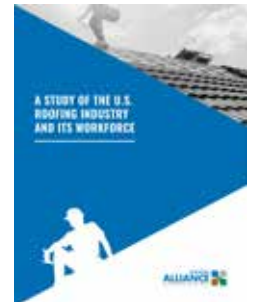


# 11

# ROOFING DEMOGRAPHICS



The roofing industry has historically been poor at collecting data – even about such things as how many roofing companies there are in the U.S. Thanks to a Roofing Alliance grant in 2018, faculty members at Arizona State University, Tempe, analyzed the industry and concluded there are more than 50,000 roofing contractors in the U.S. – far more than most people realized.



# MELVIN KRUGER SCHOLARSHIP

12



Named after the lead fundraiser and former president of the Roofing Alliance, the Melvin Kruger Endowed Scholarship Fund now has an endowment that exceeds \$1.5 million and awards up to 13 \$5,000 scholarships annually.



Melvin Kruger



# 13

## ROOF REFLECTIVITY STUDY



As energy and environmental concerns mounted, in 2013, the Roofing Alliance, formerly known as The Roofing Industry Alliance for Progress, conducted a study to quantify the role reflective roofs play in mitigating heat absorption.



The Roofing Industry **ALLIANCE** for Progress

# REBUILDING TOGETHER® PARTNERSHIP

# 14

I am a  
**[Re]Builder®**  
Rebuilding Together.

During the late 1990s, the Roofing Alliance developed a relationship with Rebuilding Together an organization that rehabilitates single-family homes for the people in need and veterans. Among other things, the Roofing Alliance sponsored a Community Service Day for several years with local Rebuilding Together chapters and was a sponsor for Kickoff to Rebuild, an annual event held in conjunction with the Super Bowl.





# 15

# WOW

# WALL OF WIND



In 2008, Florida International University, Miami, developed a realistic simulator that was far superior to other assessment tools at the time for measuring wind effects on roof systems. The Roofing Alliance made a significant contribution to the undertaking that continues to provide a more sophisticated understanding of how to prevent wind-related problems when designing and installing roof systems.

**FIU** | FLORIDA  
INTERNATIONAL  
UNIVERSITY

# EXPOSURE TO ASBESTOS DATA

16



With the Occupational Safety and Health Administration and the Environmental Protection Agency both issuing rules about asbestos emissions, the Roofing Alliance helped fund NRCA's silica objective data collection so contractors wouldn't have to conduct exposure testing on every project where asbestos might be present.

# 17

## VIRTUAL TRAINING PROGRAM



In partnership with the Roofing Alliance, Mississippi State University, Starkville, is developing a virtual reality training module that focuses on ladder safety.





# CONSTRUCTION MANAGEMENT SCHOOLS

# 18



For too long, roofing has been overlooked in academia. In 2013, the Roofing Alliance began establishing relationships with schools of construction management. The relationships have enabled the Roofing Alliance to create awareness among students and faculty about career opportunities in the roofing industry – and about the importance of a roof to a building's performance.





# 19

# ANNUAL STUDENT COMPETITION



Texas A&M Team - First Place 2020

Part of the outgrowth of building relationships with construction management schools is a student competition held annually at the IRE. Typically, four or five student teams give presentations in front of a panel of judges. The students also are provided time to explore the trade show floor.



# COLLEGE-LEVEL ROOFING CLASS

# 20



Thanks to funding from the Roofing Alliance, Clemson University, Clemson, S.C., developed the first-ever college-level class on roofing. The university is developing three three-hour for-credit classes that will lead to a formal Roofing Certificate. The Roofing Alliance owns the course material, so it will be made available to construction management schools – and others – around the U.S.



*Nieri Family Department of*  
**CONSTRUCTION SCIENCE  
AND MANAGEMENT**

# 21

# HISPANIC AND LATINO WORKFORCE



Partnering with Consultant Ricardo Gonzalez, the Roofing Alliance studied the cultural issues surrounding an increasingly Hispanic and Latino workforce. Gonzalez has worked with 10 Roofing Alliance members and summarized his findings and recommendations in a Roofing Alliance publication.

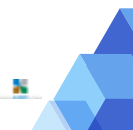


Ricardo Gonzalez



HISPANICS IN ROOFING  
SPECIAL INDUSTRY REPORT

BilingualAmerica |

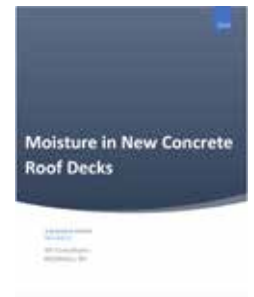




# MOISTURE IN CONCRETE STUDY

# 22

After a series of roof system failures on concrete roof decks, the Roofing Alliance made a significant contribution to a study conducted by Structural Research Inc., Madison, Wis., to evaluate moisture in concrete roof decks. The finding: There is more moisture than we realized in structural concrete roof decks, and it lasts longer. The finding has helped contractors and manufacturers better understand roof failure problems.





# 23

# RONALD MCDONALD HOUSE CHARITIES®



In 2017, a partnership agreement was finalized between the Roofing Alliance and Ronald McDonald House Charities®, whereby the Roofing Alliance agreed to provide as much assistance as possible to maintain and replace the roof systems on 165 standalone Ronald McDonald House programs in the U.S. To date, Roofing Alliance and NRCA members have donated more than \$1 million in labor and materials.



Ronald McDonald  
House Charities®

# THE STORY OF FRED, FRAN AND KIM

24



At a Roofing Alliance member meeting in 2019, former Philadelphia Eagles football player Fred Hill told the story of the founding of the first Ronald McDonald House in Philadelphia that was a direct result of his efforts to raise funds after his young daughter was found to have leukemia.



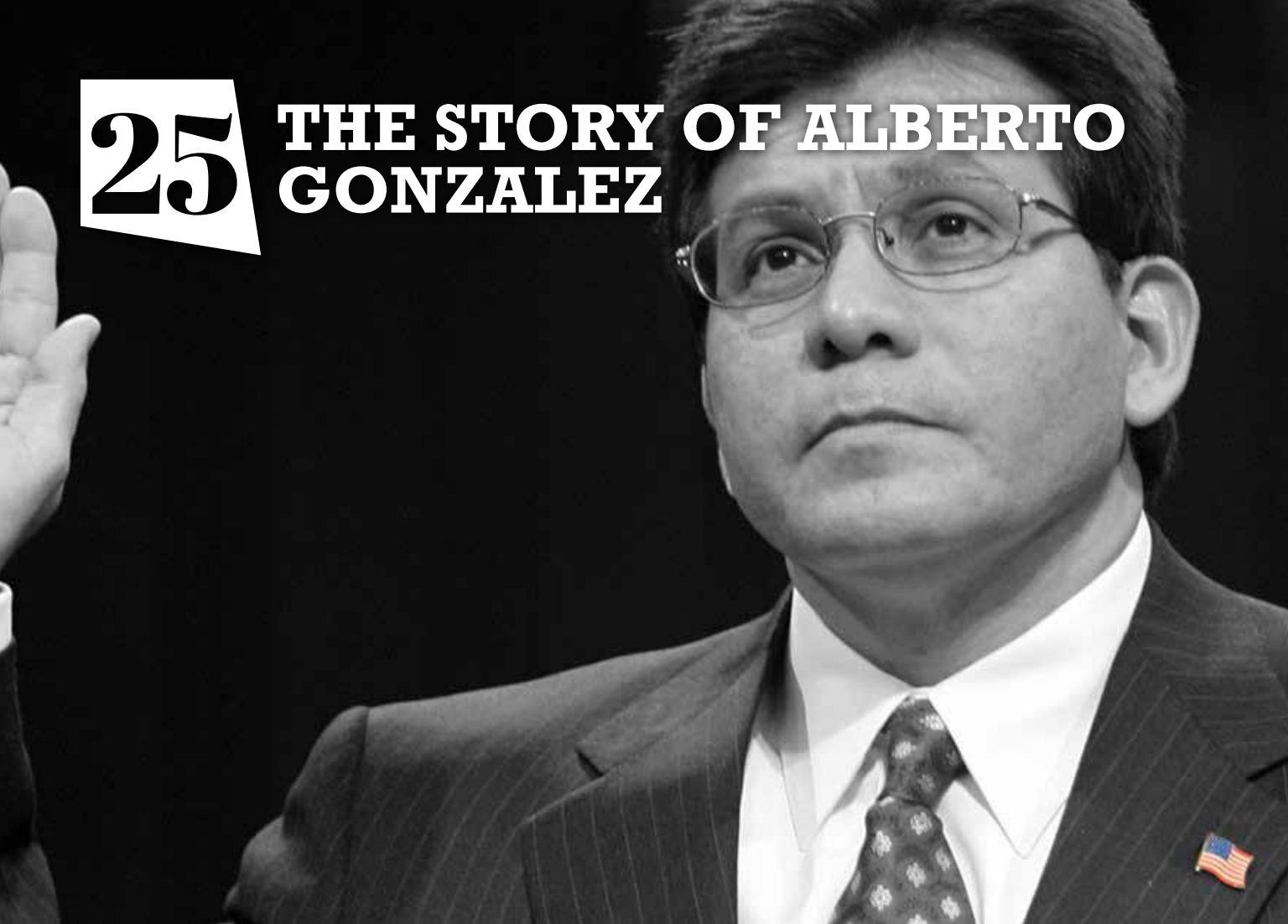
Fred and Fran Hill



Kim Hill

**25**

# THE STORY OF ALBERTO GONZALEZ



In 2018, Alberto Gonzalez who spoke at a Roofing Alliance member meeting and told the story of his rise from modest beginnings to become Attorney General of the U.S.



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