



The Roofing Industry **ALLIANCE** for Progress

May 16, 2012

Meeting Report

The Roofing Industry Alliance for Progress

April 20, 2012

The Ritz-Carlton Buckhead, Atlanta, GA

1. Call to Order and Self-Introductions

Alliance President Will Fort called the meeting to order at 8 a.m. eastern time. He began by welcoming the members in attendance. He then asked everyone to introduce themselves and give a brief update on the economic conditions in their area.

2. Minutes from the April 15, 2011 Alliance Meeting

A motion was made, seconded and unanimously passed to approve the minutes from the April 15, 2011 Alliance Meeting in Florida.

3. Alliance Board of Trustees Report

President Fort reported the following action items were approved by the Alliance Board of Trustees at their meeting held on Thursday, April 19, 2012.

- ▶ the 2012-2013 operating budgets for the Melvin Kruger Endowed Scholarship fund and the General Alliance Endowment fund.
- ▶ \$33,000 for the new Asphalt Fumes (Emissions) Quantitative Risk Analysis funding request
- ▶ \$100,000 in funding to update NRCA's five top-selling Roof Application Training Program (RATP) modules with the understanding that the actual funds will be disbursed in the Alliance's 2013-2014 budget
- ▶ a total of ten Melvin Kruger Endowed Scholarships for the 2012-2013 school year at \$5,000 each – seven renewals and three new.
- ▶ the following slate of officers (for 2012-2013): Rob Therrien, president; Jim MacKimm, vice president; and Dan Murphy, co-secretary/treasurer and the following new trustees (for 2012-2016): Bob Daly, Kaw Roofing and Sheet Metal Inc., Kansas City, KS; Josh Kelly, OMG Roofing Products, Agawam, MA; Jim MacKimm (for a second term), Beacon Roofing Supply Inc., Somerville, MA and David Workman, RoofConnect, Sheridan, AR.

When President Fort concluded his report, the following action was taken.

A motion was made, seconded and passed by a majority of the Alliance members present to approve \$33,000 for the new Asphalt Fumes (Emissions) Quantitative Risk Analysis funding request.

A motion was made, seconded and unanimously passed by the Alliance members present to commit \$100,000 in funding to update five of the top-selling Roof Application Training Program (RATP) modules: 1) administrator and trainers program, 2) overview of low-slope

roofing, 3)overview of steep-slope roofing, 4)tear-off, set-up and equipment – low slope roofing and 5)tear-off, set-up and equipment – steep-slope roofing with the understanding that the Alliance will receive 25 percent of the product revenue until it has realized its investment. The actual fund disbursement will come out of the Alliance’s 2013-2014 budget.

4. Finance and Financial Development Committee Report

Ken Farrish, co-chair of the Finance and Financial Development reported on the highlights from the finance committee meeting held on Thursday, April 19, 2012.

Mr. Farrish reported that copies of the Feb. 29, 2012 financials and year-end projections were included in the Alliance notebooks. He stated that Mr. Ryder had gone over the reports and the proposed operating budget for 2012-2013 in detail with both the finance committee and the Board of Trustees. After reviewing the reports and discussing the proposed operating budgets for 2012-2013, both the finance committee and the Board of Trustees approved both which include funding for the new Asphalt Fumes (Emissions) Quantitative Risk Analysis and ten Melvin Kruger Endowed Scholarships.

At this time a motion was made, seconded and passed by the Alliance members present to approve the 2012-2013 Operating Budgets for the Melvin Kruger Endowed Scholarship fund and the General Alliance fund as recommended and presented. (Copies of the approved budgets are included with the minutes.)

5. Investment Performance Overview and Economic Outlook

Jack Krapf reported on the status of the general Alliance and Melvin Kruger endowed scholarship funds and then shared his economic perspective. *(A copy of Mr. Krapf’s power point presentation is available upon request.)*

The market value of the general Alliance endowment fund as of 3/31/12 is \$8,065,132.59. The portfolio is up 6.98 percent for the first quarter ending 3/31/12. The value of the scholarship fund is \$1,178,381.52, up 7.32 percent for the first quarter ending 3/31/12.

6. Member Development Report

Vic Anthony reported he has been working on 18 prospective firms – 16 of which are contractor firms. He promotes the Alliance at the GAF programs he conducts. As of May 1, the number of GAF programs he will be conducting will be reduced. Mr. Anthony said contractors are interested in the Alliance but hesitate to join after hearing that the membership fee is \$50,000. He shared that both the finance committee and the Board of Trustees had approved his working with staff to develop payment plans to offer prospective firms. The options would include paying with a credit card or setting up monthly or quarterly billing options after a letter of intent and initial payment are received. Mr. Anthony asked Alliance members to contact him with any prospective firms they would like him to contact.

7. Alliance Strategic Leadership Committee (ASLC) Report

Chairman Mike Vall gave an update on the activities of the ASLC and action items for the past year concluding with a survey that was developed and distributed in November, 2011 asking Alliance members to identify and prioritize industry issues they feel the Alliance should address with future funding. The survey revealed that work force continues to be a major issue. A

second survey was emailed out in March asking Alliance members to prioritize work force personnel and some specific work force issues in order of their importance to help the ASLC identify where to begin.

The ASLC will hold a conference call in May to discuss the results of the second survey and determine the next steps.

8. Project/Program Updates

President Fort directed Alliance members to their notebooks for written updates on the current Alliance-funded projects. He encouraged Alliance members to get involved. The committees are always looking for new members.

Mr. Fort then introduced Alliance member, Rob Kornahrens with Advanced Roofing Inc., Fort Lauderdale. Mr. Kornahrens had recently been to the Florida International University's **Wall of Wind** (WoW) Hurricane facility in Miami. He reported that although construction on the facility is complete, the official ribbon-cutting will be in May. Mr. Kornahrens shared photos he had taken of the testing done while he was there. He observed testing with wind speeds up to 157 miles per hour, generated by the 12-fan WoW.

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

9. Speaker – Chris Clark

President Fort acknowledged and thanked Alliance members Melvin and Steven Kruger for their help in securing Mr. Clark and Dr. Godsey as keynote speakers.

President Fort then introduced Chris Clark, President and CEO of the Georgia Chamber of Commerce who shared the steps the chamber is taking to stimulate the economy in the state of Georgia and some of the issues they face, which are similar to the issues many of our roofing businesses face.

10. Speaker – Dr. R. Kirby Godsey

After lunch, President Fort introduced Dr. R. Kirby Godsey, Chancellor of Mercer University. Dr. Godsey told the group that he admired the Alliance for choosing to take responsibility and their work in helping to shape the future. He said we all live in a brief window where our ideas can help shape the future. What matters most is the fact that life is linear. We need to be imaginative, intelligent and bold. We each need to ask ourselves what problems we've solved, what value we've added and what difference we've made.

11. Recognition of Retiring Alliance Board of Trustees

President Fort formally recognized and thanked the Alliance Board of Trustees who are retiring: Dane Bradford, Bradford Roof Management, Billings, MT; *Jim MacKimm, Beacon Roofing Supply Inc., Somerville, MA and Bruce McCrory, Kiker Corp., Mobile, AL.

President Fort again presented the 2012-2013 slate of officers and the new Board of Trustees.

Vice President Rob Therrien presented President Fort with a plaque and thanked him for his service as President of the Alliance this past year.

12. Other Business

President Fort reminded the Alliance members that the next Alliance meeting will be held in conjunction with NRCA's Fall Committee Meetings on Friday, Oct. 5, 2012 at the Inter-Continental Hotel in Chicago.

He then asked the Alliance members present by a show of hands to indicate if they liked the current meeting format – the members present were in favor of the current meeting format.

President Fort then asked Josh Kelly with OMG Roofing Products to step forward. Josh and Sean Kelly presented President Fort and NRCA Executive Vice President Bill Good with a check in the amount of \$12,250. This amount represents the proceeds received from a silent auction OMG Roofing Products held in their booth during the International Roofing Expo in Orlando. This contribution to the Alliance will go to Rebuilding Together to support its Heroes at Home program, which helps rehabilitate homes for veterans. President Fort thanked Mr. Kelly for OMG's generosity and continued support of the Alliance and NRCA.

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