



The Roofing Industry **ALLIANCE** for Progress

October 25, 2011

Meeting Report

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

Oct. 6, 2011

8 am - Noon

Washington Court Hotel, Washington, DC

1. Call to Order

Alliance President Will Fort 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: Dane Bradford, Dennis Conway (Board of Trustee and NRCA VPL), Will Fort (Alliance President), Reed Gooding, Scott Kawulok, Steve Kubicka, *Bill Mabry (attending for Molly Kwiatkowski), Jim MacKimm, Bruce McCrory, Dan Murphy (via phone); James Patterson, Nick Shears, Rob Therrien and Jeff Willis.

Alliance Board Members absent: Bob Gardiner, *Molly Kwiatkowski and Rob McNamara.

Others present: Paul Deeley, Albert Heeg Investment; Bill Good, NRCA Executive Vice President; Chrystine Hanus, Alliance staff; Jim Hoff, Center for Environmental Innovation in Roofing; Bennett Judson, Alliance executive director and recorder; Jack Krapf, Merrill Lynch; Alison LaValley, NRCA Vice President of Operations; Harry Ryder, NRCA Associate Executive Director of Finance; Tom Saeli, Duro-Last, guest; and Tom Shanahan, NRCA Associate Executive Direct of Risk Management.

Alliance Members present: John Altmeyer, Carlisle SynTec Inc.; Vic Anthony, GAF and Alliance Director of Membership Development; Jay Butch, CertainTeed Corp.; Geoff Craft, Roofing Supply Group; Bob Daly, Kaw Roofing & Sheet Metal Inc.; Ken Farrish, Atlas Roofing Corp.; Dan and Jim Giese, Jim Giese Commercial Roofing; John Gooding, GSM Roofing; Helene Hardy-Pierce, GAF Materials Corp.; Jeremy Hill, RoofConnect; Dean Jagusch, Tecta Potteiger, Inc.; Rick Jenkins, ABC Supply; Deryl Kratzer, Tremco Service Corp.; Steve Little, KPostCompany; Rhonda Lohmar, The CNA Insurance Companies; Lindy Ryan, Tecta; Kent Schwickert, Schwickerts Inc.; Bob Seeley, Derbigum Americas; Joe Smith, Johns Manville Roofing Systems; Mike Vall, Firestone Building Products, Inc.; Bob Wamboldt, Johns Manville Roofing Systems and Jayne Williams, KPostCompany.

2. Minutes Approved

A motion was made, seconded and unanimously passed to approve the minutes from the April 14, 2011 Alliance Board of Trustees meeting in Sarasota, FL.

3. Audited Financial Report for Fiscal Year Ended May 31, 2011

A motion was made, seconded and unanimously passed to approve the audited financial report for fiscal year ended May 31, 2011.

4. Alliance Strategic Leadership Committee Report

At this point in the agenda, Mike Vall, chairman of the Alliance Strategic Leadership committee (ASLC) gave his report. Mr. Vall explained that the committee was formed as a result of the facilitated discussion groups that were held at the April 2011 Alliance meeting. The areas/issues the committee was asked to address initially include: reviewing the current Alliance mission statement, reviewing the different committee objectives, developing a framework for identifying future Alliance-funded projects and reviewing the data collected from For Momentum and deciding how to move forward.

The issue of having funds available for projects came to the forefront of the ASLC meetings. Because of the current corpus guidelines, there is no money available to fund additional projects at this time. The members of the ASLC felt that before they can go any further with their committee work, the issue of the corpus must be addressed. Without funds, there can be no new projects; without new projects, it's very difficult to attract new members into the Alliance. Therefore, the committee came up with two recommendations. The first recommendation, presented to and approved by the Alliance Finance and Financial Development committee, was that changes be made to the guidelines concerning the maintenance of the corpus. This recommendation will be presented as part of Ken Farrish's report on the Finance committee meeting. The ASLC feels this change will free up funds for project work and G&A expenses and at the same time, respect the original intent of the founding members to maintain a corpus. The second recommendation is an update to the Alliance mission statement adding a vision statement and core values statements for better clarity.

As next steps, the ASLC plans to move forward with developing a procedure for identifying and selecting projects appropriate for Alliance funding. They are also resurrecting the Communications-Marketing-Project committee and asking that they work on promotional materials.

5. 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 advised that, as Mr. Vall had just reported, the Finance and Financial Development committee had approved the ASLC's recommendation to change the spending guidelines. On behalf of the Finance committee, Mr. Farrish presented the recommendation to the Alliance Board of Trustees and full Alliance members and asked that they approve it as presented.

The following motion was made, seconded and unanimously approved by the Alliance Board of Trustees and Alliance members in attendance, "In order for the Alliance to continue to be a viable membership organization and continue to fund projects, the spending guidelines are changed to maintain \$6 million in the corpus without a CPI. The goal of this new guideline is to free up funds for projects while respecting the original intent of the founding members to maintain a corpus. The success of this new policy will be reviewed within three years and adjustments will be made, if necessary."

Mr. Farrish reported that the Finance committee had reviewed the August 31, 2011 financial and investment performance reports, which were included in the meeting notebooks. Mr. Farrish

concluded his report by letting the group know that Mr. Ryder and Mr. Krapf were available to answer questions on any of these reports.

Mr. Krapf and Mr. Deeley each came forward and gave a brief summary of their economic perspectives.

President Fort returned to the podium and acknowledged that the decision to change the spending guidelines wasn't taken lightly. It's a necessary action at this point in time in order for the Alliance to continue to move forward. The spending guidelines will be reviewed within three years and, hopefully, the bar can be raised back up to the level it was. This decision will allow the ASLC to move forward with its work of developing a procedure for identifying and selecting projects for Alliance funding and it will help with promoting membership in the Alliance.

6. Director of Development Report

Vic Anthony reported on his membership development efforts. He reported that to date a total of 13 prospective member packets have been sent. He feels SRS Acquisition Corp. will join by the end of the year. Currently there are two manufacturer prospects – Karnak and Polyglass. Other than that, his primary focus has been on contractor firms. He is finding that the individuals he speaks to are interested in the Alliance and, overall, the Alliance reputation is very positive. It's just a tough sell, partially due to the economy. Mr. Anthony feels it's time for in-person visits. He may ask Alliance members to join him on some appointments that he plans to set up during the 2012 International Roofing Expo in Orlando. *[Following the meeting, staff was asked to secure a booth for the Alliance in the 2012 IRE trade show.]*

Following Mr. Anthony's report, President Fort returned to the podium and called for a motion on the Mission Statement recommendation. **A motion was made, seconded and unanimously passed to approve the mission statement recommendation as previously presented by Mr. Vall.** *[A copy of the revised mission statement is included at the end of these minutes.]*

7. Committee and Program/Project Updates

Jim Hoff came forward and gave a status report on **RoofPoint**. *[A copy of Mr. Hoff's power point presentation and the two documents he distributed at the meeting are available upon request.]*

Marketing Update

- ▶ ads are being placed in national media publications and member communications
- ▶ national and local presentations are being conducted around the U.S.
- ▶ the Excellence in Design Award has been integrated into RoofPoint
- ▶ a new website: www.ROOFPOINT.ORG has been launched; over 10,000 visitors in last 12 months

Pilot Program Update

- ▶ guideline is working; over 2,000 have been downloaded
- ▶ over 36 evaluators have been trained; 16 evaluators have submitted 50 projects
- ▶ webinars are being scheduled to recruit and train more evaluators
- ▶ structure of the rating system is working well and ready to support an expanded roll-out
- ▶ media interest is growing

Key Objectives and Guideline for 2012

- ▶ finalize guideline for formal public roll-out
- ▶ expand the base of evaluators
- ▶ expand industry promotion and public visibility
- ▶ expand awareness and support among key building stakeholders outside the roofing industry

Tom Shanahan reported on the current status of the **Roofing Asphalt Fumes Research**. He shared the strategy being used to prepare for the International Agency for Research on Cancer's (IARC) official review of bitumen as a human carcinogen, which will take place Oct. 18, 2011. IARC is considered an authoritative world-wide cancer organization. Mr. Shanahan gave an overview of the relevant research studies and the possible outcomes affecting the U.S. roofing industry. *[A copy of Mr. Shanahan's power point presentation and detailed report distributed at the meeting is available upon request.]*

President Fort told the group that written status reports for the other projects/programs were in their meeting notebooks. He advised that details for the **2012-2013 Melvin Kruger Endowed Scholarship program** are now available and that the deadline for applications is Jan. 31, 2012.

The **2011-2012 MVP Program** is also up and running. The deadline for MVP entries is Nov. 18, 2011. Mr. Fort encouraged all members to participate in the program. There are two special incentives being offered to help encourage the submission of entries: 1) all contacts who submit entries will be entered into a drawing for an iPad 2 16GB with Wi-Fi and 2) each person nominated will have his or her name entered into a drawing for a \$100 American Express gift card.

8. Miscellaneous

President Fort reminded the Board and Alliance members present of two key dates. First, the Alliance member reception will be held at the NRCA/IRE Orlando convention on Tuesday, Feb. 21, 2012 from 6:30 to 8 p.m. at the Hilton Hotel. Alliance members are encouraged to invite prospective Alliance members to this reception. It's an excellent way for them to meet other Alliance members. Details will be sent out with the invitations.

The second important date is April 19-21, 2012 which is the next full Alliance meeting being held at the Ritz Carlton Buckhead Hotel in Atlanta, Georgia. Alliance members are asked to let President Fort or staff know of any suggestions they may have for topics and speakers.

9. Adjournment

There being no further business, President Fort adjourned the meeting at 10 a.m.



The Roofing Industry **ALLIANCE** for Progress

THE ROOFING INDUSTRY ALLIANCE FOR PROGRESS

MISSION

The Roofing Industry Alliance for Progress serves as a collective forum of roofing contractors, manufacturers, suppliers and industry professionals who select and provide oversight of programs and funding for progressive research that contributes to the ongoing advancement of the roofing industry.

VISION

The Roofing Industry Alliance for Progress creates the impetus to excel as a valuable, effective and influential organization that shapes, improves and advances the future of the roofing industry.

CORE VALUES

To achieve its mission and vision, The Roofing Industry Alliance for Progress commits to the following:

- ***Education and Training***—develop programs and projects addressing current and future workplace issues ensuring a qualified and trained workforce for the industry
- ***Technology***—assume a leadership role to engage collaborative industry segments to embrace innovation and utilize technology
- ***Sustainability***—advocate environmentally sustainable design
- ***Philanthropy***—enrich the well-being of the roofing community through scholarships, charitable gifts and endowments