

THE ROOFING ALLIANCE

ANNUAL REPORT

2022
-23

VISION STATEMENT

Committed to shaping the roofing industry’s future by protecting communities and being a catalyst for innovation.



MISSION STATEMENT

Advancing the roofing industry through education and training, technology, sustainability and philanthropic outreach.

MEMBERSHIP NUMBERS

191

TOTAL MEMBERS

11

NEW MEMBERS
2022-23

x2

TWICE AS MANY
NEW MEMBERS
AS 2021-22!



SINCE THE
ROOFING
ALLIANCE’S
INCEPTION,

MORE THAN

\$6

MILLION

>>>

HAS
BEEN
USED

TO FUND

54

PROJECTS

NEW MEMBERS

- All Weather Insulated Panels/Kingspan Group, Vacaville, Calif.
- Beck Roofing Corp., Norfolk, Va.
- Eagle Roofing Products, Rialto, Calif.
- Fry Roofing Inc., San Antonio, Texas
- Global Roofing Group, Phoenix, Ariz.
- Kodiak Roofing & Waterproofing, Roseville, Calif.
- Madsen Roofing & Waterproofing Inc., Sacramento, Calif.
- Mid-South Roof Systems, Forest Park, Ga.
- Showalter Roofing, Naperville, Ill.
- Sterling Commercial Roofing, Sterling, Ill.
- The Durable Slate Company, Columbus, Ohio

And a special thanks to **Shell Roofing Solutions, Chino, Calif.**, for its additional contribution.



MESSAGE FROM THE PRESIDENT

I am pleased to present the Roofing Alliance's annual report for the fiscal year ending May 31, 2023. This year has been an extraordinary journey for us marked by significant achievements and growth. We have remained resilient and adaptable and navigated these waters with a steadfast commitment to our vision and mission.

This past year, we continued to innovate and streamline our operations to enhance efficiency and productivity and achieved another year of strong financial performance, including welcoming 11 new members. We also successfully launched the Roofing Alliance/Clemson University Certificate Program, approved funding for a three-year sustainability and resiliency study; awarded 16 new and renewal scholarships; collaborated with Arizona State University to hire a fellow who will engage and conduct innovated roofing research; and held yet another successful Construction Management Student Competition during the International Roofing Expo® showcasing six extraordinary teams of students.

Roofing Alliance members also continued to give back to their communities and make a positive impact on society. Our partnership with Ronald McDonald House Charities touched the lives

of countless individuals, and we're thankful for our members who donated more than \$1 million dollars in materials and labor to provide comfort, care and support for families with sick children when it's needed most.

As we look ahead and step into the new fiscal year under the leadership of Greg Bloom, we recognize the ever-evolving challenges and opportunities that lie ahead. We are optimistic about our future prospects and remain focused on our strategic priorities.

In closing, I would like to extend my heartfelt gratitude to our esteemed members and staff for their unwavering support. Your trust and confidence in the Roofing Alliance motivates us to constantly raise the bar and deliver exceptional results, and I know we are well-positioned to achieve even greater milestones in the year ahead. Thank you for your continued belief in our vision and for being an integral part of our journey.

Sincerely,
Kelly Van Winkle
2022-23 Roofing Alliance President
CEO and President of King of Texas Roofing



Alison L. LaValley, Roofing Alliance
Executive Director

Each step forward in our new projects and initiatives is a testament to our vision and mission, and their success is a journey of dedication and collaboration by our members whose commitment is unwavering.

2022-23 WAS A BIG YEAR FOR FUNDING...

\$312,383

WAS APPROVED!

New projects

- 1 Clemson University Workforce Education & Retention, Development of a Knowledge-Based Roofing Manual-Phase 3
- 2 Arizona State University "A Transformative Opportunity, The Roofing Industry Fellowship (RIF)"

Committed funding

- 3 Construction Management Initiatives—
 - Industry Professional Continuing Education Certificate
 - Construction Management Student Competition
 - Faculty Retreat on Roofing
 - American Council for Construction Education
- 4 Most Valuable Player Awards Program
- 5 Heat Stress Conditions and Awareness for Roofers

The Roofing Alliance and Clemson University's Department of Nieri Family Construction Science and Management have partnered to educate college students and young professionals about the roofing industry by developing a roofing certificate program and a manual. The goal is to attract and retain professionals in the roofing industry. The partnership currently involves three phases.

- The **first phase** included developing and implementing an in-person, three-credit roofing-specific course at Clemson University. (Completed)
- The **second phase** involved developing two additional online roofing-specific courses ultimately leading to a formal roofing certificate program for industry professionals. (Completed)
- The **third phase** involves developing a first-of-its-kind roofing manual to support the roofing certificate program and further educate roofing professionals. The development of the manual is in progress and will be available for distribution by Dec. 31, 2023.



WORKFORCE EDUCATION & RETENTION, DEVELOPMENT OF A KNOWLEDGE-BASED ROOFING MANUAL-PHASE 3

KEY COURSE HIGHLIGHTS

>>>>

79

STUDENTS
ENROLLED

41

ROOFING ALLIANCE
MEMBER COMPANIES
PARTICIPATED AS
GUEST LECTURERS

9.3

OUT OF 10
STUDENT
SATISFACTION

In conjunction with Arizona State University, the Roofing Alliance funded the hiring of an industry fellow, Susan Castelli, an instructor from Eastern Carolina's Department of Construction Management, who will engage in and conduct innovative research aligned with roofing and the building envelope.

A task force within the Roofing Alliance was established, in conjunction with contractor members from the Arizona roofing community and Arizona Roofing Industry Foundation, to recommend research opportunities.



“A TRANSFORMATIVE OPPORTUNITY,
THE ROOFING INDUSTRY FELLOWSHIP
(RIF)”

INDUSTRY PROFESSIONAL CONTINUING EDUCATION CERTIFICATE



The roofing courses developed as part of this partnership are now available to industry professionals via Clemson Online. The first course, Roofing Fundamentals, is available to all construction industry professionals. This self-paced, eight-hour online course will provide industry professionals with a descriptive study of roof system construction, focusing on the nomenclature, building materials, estimating, safety, technology and assembly of different roof systems. Upon successful completion of all instructional modules and the final exam, participants will earn a joint certificate of completion from The Nieri Department of Construction, Development and Planning at Clemson University and the Roofing Alliance.

The next two courses, Roofing Management and Roofing Business Principles and Leadership, will be available to industry professionals by December 2023.

CONSTRUCTION MANAGEMENT INITIATIVES



CONSTRUCTION MANAGEMENT STUDENT COMPETITION

The Roofing Alliance hosted its ninth Construction Management Student Competition in March 2023, and six teams participated:

- Bradley University, Peoria, Ill.
- California Polytechnic State University, San Luis Obispo, Calif.
- Clemson University, Clemson, S.C.
- Colorado State University, Fort Collins, Colo.
- Texas A&M University, College Station, Texas
- University of Florida, Gainesville, Fla.

This hallmark competition enhances construction management students' experiences by exposing them academically and experientially to roofing as a career choice and fosters meaningful interaction among the students, faculty, and Roofing Alliance members, who serve as team mentors.

Our sincerest thanks to KPost Roofing and Waterproofing, Dallas, Texas, for providing the project used for this year's competition, which was Globe Life Field in Arlington, Texas.

And thank you to our esteemed panel of student competition judges for generously dedicating their time and expertise to support the next generation of aspiring professionals.

AS OF 2023

233

CONSTRUCTION
MANAGEMENT STUDENTS
HAVE PARTICIPATED
IN OUR COMPETITIONS

25

CONSTRUCTION
MANAGEMENT FACULTY
HAVE SERVED AS TEAM
COACHES

32

ROOFING ALLIANCE
AND NRCA MEMBERS
HAVE SERVED AS TEAM
MENTORS



2022-23 STUDENT COMPETITION WINNERS



1st Place: Clemson University



2nd Place: University of Florida



3rd Place: Texas A&M University



Best Individual
Presenter—first place:
Dylan Smithwick,
Colorado State University



Best Individual
Presenter—second place:
Adam Wascher,
Bradley University



March 8, 2023
Dallas
Student Competition took place
at the International Roofing
Expo©

<<<



FACULTY RETREAT ON ROOFING

The Roofing Alliance welcomed 13 faculty members to Arizona State University for our second Faculty Retreat on Roofing in Tempe, Oct. 9-12. After two retreats, we have educated 27 university-level professors. The Roofing Alliance extends its sincere thanks to many of our members who presented and educated faculty from universities nationwide about the roofing industry and its opportunities for students in construction management programs

ACCE PARTNERSHIP

The American Council for Construction Education is a key accrediting body for construction management schools and currently accredits about 90 schools nationwide, with an additional 30 either unaccredited or accredited by other organizations. Roofing Alliance Senior Advisor Bill Good plays a vital role in the ACCE and holds a seat on its board of trustees as well as holding a position as vice chair of its Finance Committee and chairing the groundbreaking Construction Workforce Education Committee.



2022-23 FINALISISTS



Rick Amellin, finalist
Machine Operator at OMG Inc.,
Agawam, Mass.



Shane Day, finalist
Superintendent at The Durable Slate Company,
Columbus, Ohio



Ken Roderick, finalist
Superintendent at United Roofing Group Inc.,
Anchorage, Alaska



Christopher Knott—Outstanding Community Involvement Winner
Field Worker at East Coast Roofing, Siding & Windows,
Mays Landing, N.J.



Oscar Salas—Outstanding Performance and Leadership Winner
Superintendent at KPost Roofing & Waterproofing,
Dallas



Terry Tilson—Best of the Best Winner
Superintendent for Advanced Roofing Inc.,
Fort Lauderdale, Fla.



“ Rob Kornahrens, CEO of Advanced Roofing,
Fort Lauderdale, Florida

Terry was always my go-to guy because he has so much knowledge and experience in the roofing business. He's seen and done it all.

MVP AWARDS PROGRAM
2022-23 WINNERS

Celebrating its 20th anniversary, the Most Valuable Player Awards (MVP) Program identified outstanding roofing workers who represent the best the industry has to offer to their companies as roofing professionals and to their communities with their charitable actions.

Workers were nominated in two categories: Outstanding Performance and Leadership and Outstanding Community Involvement.

Winners received round-trip airfare, hotel lodging, a trophy, a \$100 American Express gift certificate, publicity in *Professional Roofing* magazine, press releases to industry trade publications as well as local newspapers and listing on the Roofing Alliance website.

HEAT STRESS AWARENESS FOR ROOFERS

The Heat Stress Conditions and Awareness research focused on the understanding and dissemination of information on how working in hot environments affect roofing workers. The team continues to make progress to meet these objectives.

In the last year, progress was made on two areas of the work, including:

- 1 | A draft report from data collected as part of the heat stress survey conducted in 2022.
- 2 | Progress toward the development of educational modules.

Use the link below to learn more.
[Heat Stress for Roofers](#)



NOTABLE REPORT FINDINGS

99%

OF RESPONDENTS ARE FAMILIAR WITH THE EFFECTS WORKING IN HOT ENVIRONMENTS HAS ON ROOFING WORKERS.

88%

ARE CONCERNED WITH BEING EXPOSED TO INCREASED HAZARDS CAUSED BY EXTREME HEAT.

88%

OF RESPONDENTS AGREE TRAINING IS NEEDED TO WORK IN HOT WEATHER CONDITIONS.



RONALD MCDONALD HOUSE CHARITIES® PARTNERS

As a result of this partnership, Roofing Alliance and NRCA members agree to inspect, maintain, repair and—whenever possible—replace the roofs on the 165 standalone Ronald McDonald House® programs throughout the U.S.

In 2022, our members were involved in multiple projects, including three significant undertakings:

- **The Cincinnati house's** original roof was replaced with material donations from GAF and Soprema.
- **The Columbus, Ohio, house** is expanding and will become the largest Ronald McDonald house in the world when completed. Several Roofing Alliance members were involved in that project, including GAF, Hunter Panels, I.B. Roof Systems, Kalkreuth Roofing & Sheet Metal, and.

- **A new house is under construction in St. Louis, Mo.,** and includes 250 squares of low-slope roofing. Holcim and Georgia Pacific made substantial donations to that project.

The Roofing Alliance and Ronald McDonalds House Charities® wish to thank the following Roofing Alliance and NRCA members for partnering with their local Ronald McDonald House Programs:

roofingalliance.net/rmhcpartners

THE VALUE OF
DONATIONS
FOR THESE
THREE
PROJECTS

EXCEEDS

\$250
THOUSAND

MEMBER
CONTRIBUTIONS
IN LIFETIME
MATERIAL
DONATONS

MORE THAN

\$2
MILLION



MELVIN KRUGER ENDOWED SCHOLARSHIP

2022-23 SCHOOL YEAR

Caylin Angel, daughter of Adam Angel, project manager for Kalkreuth Roofing & Sheet Metal, Wheeling, W.V.



Theodore Barton, son of Simon Barton, branch manager for Crowther Roofing & Sheet Metal of FL Inc., Sarasota, Fla.



SCHOLARSHIPS MONEY
GIVEN TO DATE

\$995,000



Julia Shanahan, daughter of Christopher Shanahan, business development & bid manager for Ruff Roofer, Baltimore, Md.



Cole Beyer, son of Steve Beyer, inspections/roof management for Allweather Roof, Golden Valley, Minn.



Grace Wear, daughter of Ryan Wear, service manager at Kalkreuth Roofing & Sheet Metal, Wheeling, W.V.



Erich Langstine, Engineering Co-OP employee of GAF, Chester, S.C.

Cade Edwards, son of Van Edwards, chief operating officer for Mid-South Roof Systems, Forest Park, Ga.



145 STUDENTS TO DATE
HAVE RECEIVED
SCHOLARSHIPS

Davis Edwards, son of Van Edwards, chief operating officer for Mid-South Roof Systems, Forest Park, Ga.

\$10,000
FOR SCHOLARSHIP
RENEWALS



\$40,000
FOR NEW
SCHOLARSHIPS

PLANNED GIVING

The Roofing Alliance provides the opportunity to fulfill philanthropic goals through a variety of planned giving vehicles, including bequests, gifts of real estate or appreciate stock, life insurance policies and retirement plan assets. Total assets are in excess of **\$800,000**.

We wish to express our sincere appreciation and gratitude to planned giving donors. The generosity and foresight of these donors will ensure the future success of the roofing industry by

funding research and programs that will advance and shape our industry for years to come.

Our sincerest thanks go to Bob and Kim Morgan, Upstate Roofing & Painting Inc., Walworth, N.Y., for leaving a planned gift during the 2022-23 year.

A complete list of donors can be found here:

roofingalliance.net/plannedgiving/



Through the Helping Our Own Program, the Roofing Alliance contributed \$5,000 in memory of Vinny Abbondanza, a former OMG Inc. employee and roofing industry veteran. The funds were used to help construct a pavilion at his local Boy Scouts camp in western Massachusetts. Vinny, who had a significant impact on the roofing industry for more than 30 years, was also a devoted scouting volunteer. The Vinny Abbondanza Pavilion now stands as a secure space for diverse scouting activities at the Horace A. Moses Scout Reservation symbolizing the roofing industry's essence of shelter and serving as a lasting tribute to Vinny's legacy.



SINCE INCEPTION

\$105
THOUSAND

HAS HELPED MEMBERS
IN NEED AND THEIR
FAMILIES



HELPING OUR OWN

THE BENNETT AWARD



The Roofing Alliance was proud to announce the 2022 Bennett Award winner, Dhaval Gajjar, Ph.D. of Clemson University. Gajjar was recognized for his contributions over the past five years for helping to build university-level curriculum in partnership with the Roofing Alliance with the goal of bringing a higher level of roofing education in construction management programs.

In 2021, The Roofing Alliance created an award that recognizes individuals who volunteer and offer notable positive accomplishments on behalf of the Roofing Alliance and the roofing industry. The award is in honor of Bennett Judson, who was also the first recipient. As the executive director of the Roofing Alliance from 2003-22, she embodied the type of leadership that truly brought the highest level of professionalism to the roofing industry.

IT WAS A GREAT YEAR FOR SOCIAL MEDIA AT THE ROOFING ALLIANCE!

All our social media platforms continued to reach new heights.

As of May 31, 2023, we have the following follower count...

 3,841

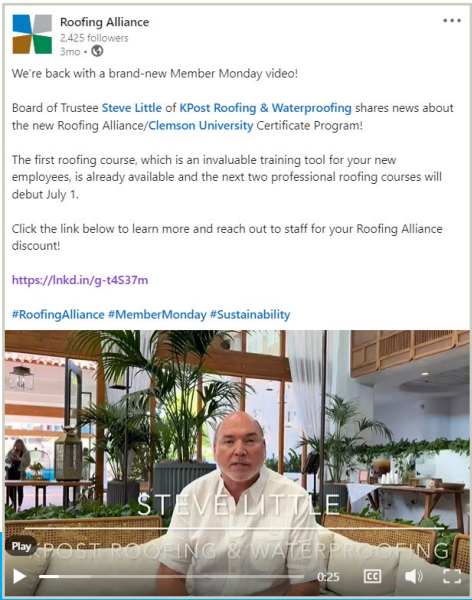
 1,423

 2,635

 2,186

Highest-performing
LinkedIn post with

71 reactions
and 2,953 impressions!



LinkedIn was our
most popular social
media platform with:



62% growth in followers

3.5K engagents (up 46% from previous years)

8% engagemnet rate (up to 33% from previous year)

POST WITH HIGHEST
ENGAGEMENT RATE OF
82.3%

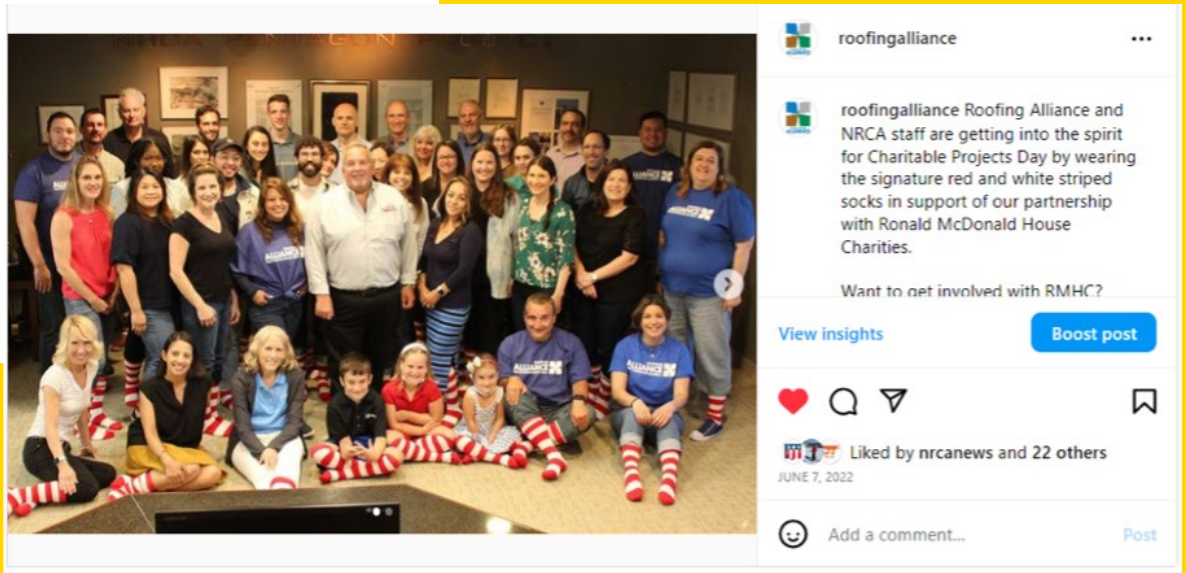


INSTAGRAM REACH
(the number of defined accounts
who saw posts at least once)
HAS INCREASED
EXPONENTIALLY!



Instagram reach ⓘ
3,250 ↑ 74.3%

TOP-PERFORMING
INSTAGRAM POST



2022-23 BOARD OF TRUSTEES

Kelly Van Winkle
King of Texas Roofing Co.
Grand Prairie, Texas

President: 2022-23
Term: 2019-24

Greg Bloom
Beacon Building Products
Birmingham, Mich.

Vice President 2022-23
Term: 2021-25

Jason Dark
Duro-Last Inc.
Saginaw, Mich.

Secretary-Treasurer: 2022-23
Term: 2019-23

Charles Antis
Antis Roofing &
Waterproofing Inc.
Irvine, Calif.

Term: 2019-23

Piers Dormeyer
Eagleview
Kirkland, Wash.

Term: 2019-23

Greg Hudson
Georgia-Pacific Gypsum
Atlanta

Term: 2022-26

Michelle Lane
Holcim Inc.
Nashville, Tenn.

Term: 2020-24

Dave Lawlor
ROCKWOOL Inc.
Milton, Ontario, Canada

Term: 2021-24

Steve Little
KPost Roofing &
Waterproofing
Dallas

Term: 2020-24

Bob Morgan
Upstate Roofing
and Painting Inc.
Rochester, N.Y.

Term: 2022-26

Stephen Phillips
Hendrick Phillips
Salzman & Siegel
Atlanta

Term: 2020-24

Bob Pringle
Evans Roofing
Company Inc.
Elmira, N.Y.

Term: 2022-26

Kyle Thomas
Thomas Roofing
Mobile, Ala.

Term: 2021-25

Dave Tilsen
Tilsen Roofing
Company Inc.
Madison, Wis.

Term: 2020-24

Daniel Tinker
SRS Distribution Inc.
McKinney, Texas

Term: 2021-25

John Yuko
GSM Roofing
Ephrata, Pa.

Term: 2022-23

**For a complete list of Alliance members,
click here:**

roofingalliance.net/members



Greg Bloom, 2023-2023 Roofing Alliance
Vice President

The Roofing Alliance unites every facet of the industry from contractors and manufacturers to distributors, service providers, and industry experts—and our work holds profound significance driven by a resounding purpose. This source of inspiration presents an open invitation to all industry professionals an opportunity to contribute meaningfully as a member to the ongoing transformation of our esteemed profession.

Follow Us:



roofingalliance.net
roofingalliance@nrca.net