

Annual Report

2024

—

2025



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.





message from 2024-25 president

REED GOODING

I am pleased to present the Roofing Alliance’s annual report for the fiscal year ending May 31, 2025. This past year has been a powerful testament to what we can achieve through collaboration, generosity and shared purpose. Together, we’ve made meaningful progress in our mission to elevate the roofing industry and strengthen our organization.

From championing critical workforce initiatives to deepening our partnerships with leading industry programs and universities, including Clemson, ASU, Texas A&M and others, your involvement has made a lasting difference. Your philanthropic spirit, especially through Ronald McDonald House Charities, continues to have profoundly affect the communities we serve.

A particular highlight for me this year has been welcoming six new members to the Roofing Alliance, bringing our total membership to 205. This growing network has enabled us to expand our reach and amplify our influence, including advancing our engagement with SkillsUSA and launching the new Center for Roofing Innovation and Leadership—both of which strengthen the industry today and build a foundation for the generations to come.

Another especially memorable moment was the opportunity to surprise Dudley Miles with the prestigious Bennett Award—a testament to the spirit of service and humility that defines our organization. Whether it’s funding scholarships, supporting student competition teams or driving research, your continued engagement ensures the success of our initiatives and upholds the legacy of our profession.

I would like to thank our board of trustees for its vision and guidance and our Finance Committee—led by Chairman Jason Dark—for its steadfast commitment to our long-term financial health. Equally important is the incredible staff whose tireless behind-the-scenes efforts make so much of what we do possible. Their quiet dedication powers our success, and I am deeply grateful for all they do.

I also would like to thank Greg Hudson, who served as our vice president this year. I have every confidence his leadership will guide us with clarity and purpose through 2026 and beyond. It has been an honor to serve alongside him, and I know the Roofing Alliance is in great hands.

On behalf of the entire Roofing Alliance leadership team, thank you for your belief in our mission, your vision for the future and your tireless commitment to advancing our industry.

With deepest gratitude,

Reed Gooding
2024-25 Roofing Alliance President
GSM Roofing



Membership:

205 MEMBERS

The Roofing Alliance welcomed

6 NEW MEMBERS

FROST ROOFING

- **Frost Roofing**
Wapakoneta, Ohio



- **Progressive Roofing**
Phoenix



- **Prusak Roofing**
Bridgeview, Ill.



- **Sales Transformation Group**
Dallas



- **Houck Group Inc.**
Harrisburg, Pa.



- **Foam Sales Group**
Austin, Texas

FUNDED INITIATIVES

Through a shared commitment to education, innovation and community impact, Roofing Alliance members have invested more than \$17 million to advance the roofing industry.

From supporting cutting-edge research and workforce training to funding scholarships, honoring outstanding workers and strengthening communities through philanthropic outreach, Roofing Alliance members are driving meaningful change and ensuring the long-term success of the roofing industry.

CENTER FOR ROOFING Innovation and Leadership



This year marks a bold new chapter for the Roofing Alliance with the launch of the Center for Roofing Innovation and Leadership developed in partnership with Clemson University.

Approved for funding in April 2024, the center is making significant strides toward its mission to elevate the roofing industry's role in the built environment through workforce development, forward-thinking leadership, groundbreaking research and next-generation talent cultivation.

Key initiatives already under way include:

- Establishing a full career pathway—from middle school through higher education—to engage future professionals early and often
- Creating a national roofing education and research facility dedicated to developing academic programming, attracting diverse funding, and building a pipeline of roofing-focused educators and researchers
- Launching a first-of-its-kind roofing minor designed for adoption by colleges and universities nationwide



Pictured here: The Steering Committee for the Center for Roofing Innovation and Leadership—composed of Roofing Alliance leaders and Clemson University faculty—gathered at the future site of the center on Clemson's campus.

SKILLS USA

Initiative

Now in its second year of a three-year, **\$150,000 commitment**, the Roofing Alliance continues to be the largest supporter of NRCA’s SkillsUSA initiative, reinforcing its dedication to building a skilled, sustainable workforce for the future. SkillsUSA is a dynamic partnership between educators and trade industries focused on developing the next generation of skilled professionals.



Roofing Alliance members, in partnership with NRCA, proudly showcased their commitment to career and technical education at the 2024 SkillsUSA National Leadership and Skills Conference “Techspo” in Atlanta. The event highlighted the future of the industry and featured skilled student competitors from 12 states in the Commercial Roofing Thermoplastic category.

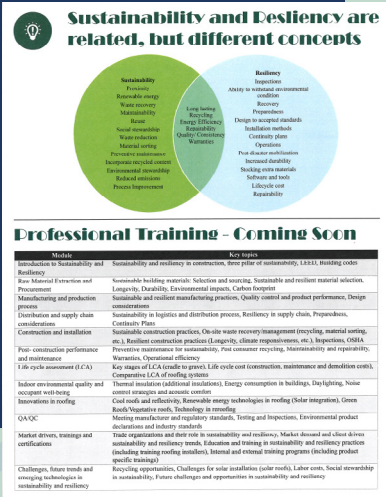
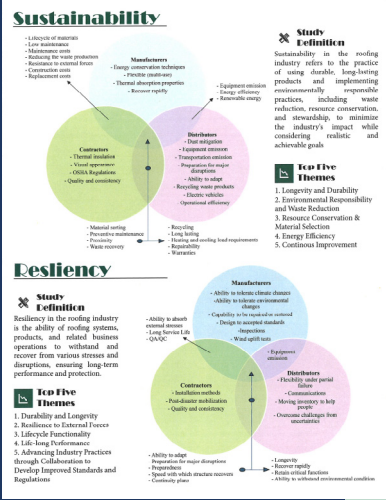
SUSTAINABILITY

Initiative

The Roofing Alliance and Clemson University’s three-year collaboration on sustainability and resiliency in the roofing industry is nearing completion. This groundbreaking initiative has delivered a comprehensive industry report and professional development training modules. It also laid the foundation for a first-of-its-kind roofing minor at the collegiate level.

The research phase, which included a literature review of more than 15,000 articles and input from manufacturers, distributors and contractors, is now complete.

The fourth and final course, Roofing Sustainability and Resiliency, has been developed and will launch this fall at Clemson University. This course marks the final step in establishing the roofing minor—an important milestone in preparing the next generation of industry leaders.



CONSTRUCTION MANAGEMENT

Initiatives

Roofing Alliance Curriculum

The Roofing Alliance has continued its partnership with Clemson University by offering three specialized roofing courses totaling nine credit hours at the university level. Several leading institutions, including Arizona State, Bradley University, Colorado State and Texas A&M, have already incorporated this curriculum into their construction management programs.

Since the program's inception:

- **289 students** enrolled (graduate and undergraduate)
- **52** Roofing Alliance member companies participated as guest lectures
- **93** companies volunteered to donate roofing material
- Students' overall satisfaction of **9.3 out of 10**
- Curriculum implemented in **10** other construction management schools

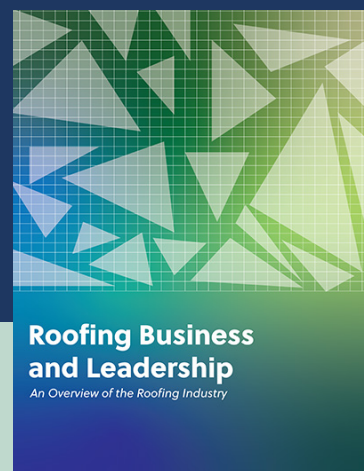
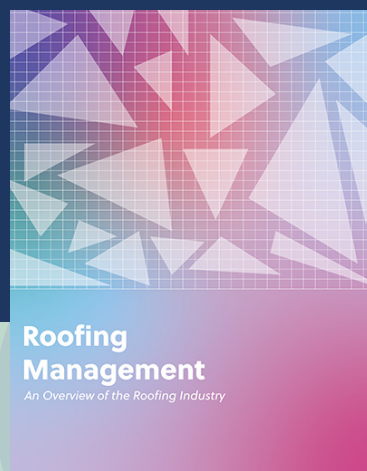
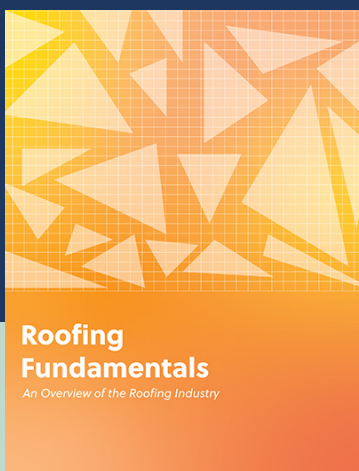
The first-of-their-kind roofing textbooks—developed to support the Roofing Training Program courses and advance professional education—have been officially released and are now available in digital and paperback formats.



Sherri Miles from Miles Roofing Inc. guest lectured at Clemson University



Greg Bloom from QXO guest lectured at Clemson University


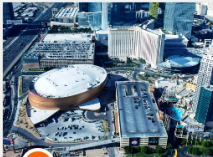



CONSTRUCTION MANAGEMENT

Initiatives

Roofing Alliance – Clemson Training Program

The Roofing Alliance–Clemson Training Program continues to gain momentum with more companies recognizing its value as an essential tool for onboarding and workforce development. As of May 31, 2025, **564 roofing professionals** have completed at least one certificate course—earning the program an outstanding satisfaction rating of **4.5 out of 5**. This growing commitment reflects the industry’s commitment to investing in high-quality, practical training.

 Roofing Fundamentals	 Roofing Management	 Roofing Business and Leadership
In this self-paced, online course, participants will be provided with a descriptive study of roof construction, focusing on the nomenclature, building materials, estimating, safety, technology, and...	This online course offers a descriptive study of roof construction, focusing on building function, building codes, scheduling, risk management, field crew management, quality control and the assembly of...	This online course offers a descriptive study of the roofing industry, focusing on the business aspects of managing and sustaining a roofing company.
Time limit: 60 days \$895	Time limit: 60 days \$895	Time limit: 60 days \$895

Student Competition

The Roofing Alliance proudly hosted its 11th Annual Construction Management Student Competition at the 2025 International Roofing Expo®. Ten university teams submitted in-depth project proposals for the Embassy Suites San Antonio Airport Hotel, with six advancing to present their work live at the IRE.

Special thanks to Brad Beldon and the Beldon Roofing Company team for providing this year’s project and to our esteemed panel of judges for generously contributing their time and expertise to support the next generation of roofing professionals.



“Nine months ago, I agreed to join Auburn University’s team for the Roofing Alliance Student Competition not knowing much about roofing. Fast forward to now, and I have learned so much and really have a passion for roofing.”

Graham Roh, Auburn University

2025

STUDENT COMPETITION

Winners



1st Place Team: Texas A&M University



2nd Place Team: Auburn University



3rd Place Team: Clemson University



Best Individual Presenter:
Arjun Varadhan, Auburn University



Best Individual Presenter - second place:
Cheyenne Campbell, University of North Florida

MVP AWARDS

Celebrating its 25th year, the Most Valuable Player (MVP) Awards honored six exceptional finalists for their outstanding performance, leadership and community involvement. These inspiring individuals were recognized during NRCA's Industry Awards and Reception on Feb. 20 in San Antonio, shining a spotlight on the best of the roofing industry's workforce.



"Angel is the embodiment of excellence in the roofing industry. His technical expertise, problem-solving skills and commitment to mentoring others have elevated not only his company but also the industry."

Reed Gooding, president of GSM Roofing, Ephrata, Pa., and MVP Task Force chairman

2025 WINNERS



2025 Best of the Best Winner, sponsored by *Professional Roofing* magazine and OMG Roofing products:

Angel Arroyo, superintendent for Raincoat Roofing Systems Inc., Broadview, Ill.



Outstanding Community Involvement Winner:

Cliff Johnson, driver for Beacon Building Products, Rochester, Minn.



Outstanding Performance and Leadership Winner:

Alex Garcia, superintendent for Bliss Roofing Inc., Clackamas, Ore.

2025 FINALISTS



Hugo Guerrero
superintendent for Chamberlin Roofing & Waterproofing, Houston



Chad Rouse
superintendent for D.C. Taylor Co., Cedar Rapids, Iowa



Alicia Woodruff
superintendent for Superior Services RSH Inc., Lansing, Mich.

MELVIN KRUGER



Scholarship Program

For the 2024-25 academic year, the Roofing Alliance awarded \$103,000 in new and renewing scholarships, empowering the next generation of construction and roofing leaders. Since the program's launch, 166 students have benefited from \$1.18 million in scholarship support—fueling fresh talent, innovation and lasting loyalty to our industry.

By supporting these high-potential students, the Roofing Alliance strengthens the entire roofing industry—helping member firms attract skilled, career-ready professionals while showcasing our collective commitment to education and workforce development.

New 2024-25 Roofing Alliance Melvin Kruger Scholarship recipients include:



Jack Armstrong, building science student, Auburn University



Cole Celano, building construction student, University of North Florida



Phillip Hirte, construction management student, Dunwoody College of Technology



Hallie Lemmon, daughter of Chris Lemmon, Kalkreuth Roofing and Sheet Metal, West Virginia University



Gaabriel Lovass, construction management student, Dunwoody College of Technology



Mary Madalyn Massengale, building science student, Auburn University



Madeline Meuwissen, construction project management student, Dunwoody College of Technology



Melina Risi, construction science and management student, Clemson University



Arjun Varadhan, building science student, Auburn University



Erin Williams, employed at Recovery Roofing Inc., University of North Florida

RONALD McDONALD

House Charities Partners



Since forging a landmark partnership with Ronald McDonald House Charities® in 2017, the Roofing Alliance has rallied the entire roofing community around a single mission: keep every Ronald McDonald House in the U.S. safe, dry and welcoming for the families who need them most.

- **165 Houses served nationwide**—every standalone location in the country
- **\$3 million+** in donated labor and materials, covering inspections, maintenance, repairs and full roof system replacements
- **25 major reroof and expansion projects** completed to date

This year featured two signature projects. The first was the **construction of a new Ronald McDonald House** adjacent to the Arthur M. Blank Children's Hospital campus in Atlanta. These efforts ensure thousands of families can stay close to their hospitalized children without worrying about basic shelter.

Roofing Alliance members also donated a **new roof** for the Ronald McDonald House Charities of San Diego. These efforts ensure thousands of families can stay close to their hospitalized children without worrying about basic shelter.

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



THE BENNETT AWARD

The Roofing Alliance proudly presented the prestigious Bennett Award to Dudley Miles, CEO of J.D. Miles & Sons Inc., in recognition of his outstanding volunteerism and lasting impact on the Roofing Alliance and the roofing industry at large.

A respected leader and longtime judge of the Roofing Alliance's Construction Management Student Competition, Miles has consistently exemplified service, generosity and a deep commitment to advancing the industry. His leadership has inspired countless others and played a pivotal role in shaping the future of the organization.

Through his dedication and vision, Miles not only has elevated the Roofing Alliance's mission but also has left a legacy that will benefit generations to come.



"When I take a moment to reflect on everything this industry has done for me, I'm overwhelmed with gratitude. The support I've received from the association, my peers and the folks back home has shaped not only my career but also the lives of my family and the success of our business. Their impact is truly immeasurable, and I'm deeply honored to share this recognition with all of them."

- Dudley Miles

SOCIAL MEDIA IMPACT



Facebook followers:

4,734



X followers:

1,985

(16% increase from previous year!)



Instagram followers:

3,289

(10% increase from previous year!)



LinkedIn followers:

3,696

(25% increase from previous year!)

2024-25

BOARD OF TRUSTEES

Reed Gooding, President
GSM Roofing
Ephrata, Pa.

Greg Hudson, Vice President
Georgia-Pacific Gypsum LLC
Atlanta

Jason Dark, Secretary-Treasurer
Duro-Last Inc.
Saginaw, Mich.

Greg Bloom,
Immediate Former President
QXO
Birmingham, Mich.

Paige Harvill
Nations Roof
Mobile Ala.

Scott Keith
Jobba Trade Technologies
Chicago

Michael Kruger
L.E. Schwartz & Son Inc.
Macon, Ga.

Daryl Maronic
Dataforma Inc.
York, Pa.

Sherri Miles
Miles Roofing Inc.
Chesapeake, Va.

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

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

Craig Rainey
Supreme Roofing
Dallas

Natalia Rizzatti
All Weather Insulated Panels
Vacaville, Calif.

Jason Stanley
IB Roof Systems
Grapevine, Texas

Kyle Thomas
Thomas Roofing
Mobile, Ala.

Daniel Tinker
SRS Distribution Inc.
McKinney, Texas

For a complete list of Roofing Alliance members, [visit our website.](#)

Roofing Alliance staff:

Alison L. LaValley, CAE
Executive Director of the
Roofing Alliance
Itasca, Ill.

Jessica Priske
Director of meeting services
and the Roofing Alliance
Itasca, Ill.

Nicole Christodoulou
Roofing Alliance marketing
and programs manager
Itasca, Ill.

Victoria Cordon
Meeting services and volunteer
engagement associate
Itasca, Ill.

Bill Good
Senior adviser
Seabrook Island, S.C.

THANK YOU

to our members for
another fantastic year!



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